

# LOCAL SEO PACKAGE BOOSTS VISIBILITY

Garden Waste Away needed to diversify their service offer, increase their local presence and connect with more potential customers.



## AT A GLANCE

### Challenges

- Diversify services to include garden waste
- Draw in new customers from across Torbay
- Improve website relevance and performance
- Earn a "pin" on Google Maps for waste removal near me

### Benefits

- New services page
- Updated meta descriptions and on-page SEO
- Submission to over 40 local business directories
- Top 3 spot on Google
- Pin on Google Maps within one week

"It's been great working with Lyn to help improve my website. She is full of good ideas and suggestions and completed the job quickly and efficiently, keeping me updated on progress along the way. Highly recommended."

**Simon Dickinson**

Owner, Garden Waste Away

## OBJECTIVES

Garden Waste Away is a garden and waste removal service based in Torquay, Devon. When they first approached Treat digital marketing agency, they were looking for ways to pivot their existing offering of garden waste removal and to diversify into general waste removal. They wanted to increase their local presence and connect with more potential customers. To achieve this goal, we delivered a Local SEO service package that was tailored to their specific needs.

## OUR APPROACH

We began by optimising the company's website for local searches, ensuring that it included all necessary keywords and met criteria set out by Google's "near me" algorithm. At the same time, we also worked on creating content that engaged with the local audience and represented Garden Waste Away's new general waste removal service offer. To achieve a top 3 listing and a Google map pin for this new service offer, we boosted visibility with a comprehensive local SEO package, setting up listings in key directories, updating the websites meta descriptions and adding new services pages using local SEO best practices.

## OUTCOMES

The results of this campaign were impressive; within just a week of launching our Local SEO services package, Garden Waste Away achieved a top 3 listing, a pin on Google Maps, and were able to significantly increase their organic traffic from local users, positioning themselves as the go-to provider for general waste removal services in Torbay.

