

A PROVEN AND INDUSTRY-LEADING STRATEGY



MAZZA
RECYCLING



THE CHALLENGE

The client struggled to attract consistent inbound inquiries due to low organic visibility and limited awareness of their recycling services. Key pages for services like concrete, tire, and waste recycling were not ranking well, and seasonal demand fluctuations impacted overall lead volume.



OUR SOLUTION

We developed a comprehensive SEO strategy centered around high-value recycling keywords and service-specific content. By optimizing existing pages, creating targeted landing pages for each service, and improving technical SEO and metadata, we increased search visibility, drove relevant traffic, and generated more consistent inquiries across all service lines.

↖ **663%**
CLICKS

↖ **35.7%**
CONVERSION RATE

↖ **799%**
IMPRESSIONS

BEFORE

CLICKS	3,033
IMPRESSIONS	243K
TRAFFIC	13,589
AVERAGE PAGE POSITION	51.1
CONVERSION RATE	19.6%

AFTER

CLICKS	23,130
IMPRESSIONS	2.18M
TRAFFIC	29,246
AVERAGE PAGE POSITION	42.1
CONVERSION RATE	26.6%