



How Complete SEO Helped Grime Time Increase Sales by 600%

CASE STUDY



“We’re only two-and-a-half years old and we’re already doing \$1 million a year at this point. A good chunk of that revenue is from our online presence and the work of Complete SEO.”

Josh Belcher,
Owner/Operator, Grime Time

The Client

GRIME TIME

+600%
in sales

+332%
in traffic to
website

.....

WHAT WE PROVIDED

SEO Services

- Cleaned up the backlink profile of their web domain
- Link building
- Reputation management
- Local search optimization
- On-site optimizations



INDUSTRY

Waste Disposal



LOCATION

Austin, TX (USA)

Grime Time is an Austin-based waste disposal company. They offer rolloff dumpster delivery services. They work with both residential and commercial customers in Central Texas.

The Challenge

A PROBLEMATIC DOMAIN NAME IN A HIGHLY COMPETITIVE NICHE

Josh Belcher was no stranger to the waste removal world in Austin, Texas. He knew the challenges, he knew the market, and he knew what it took to succeed.

When Josh started Grime Time, a dumpster rental service in Austin, he found himself owning a domain with some history. Unknown to him, the domain had previously been owned by a cleaning company, as well as a hip hop artist, both based out of the UK.

This created problems for Josh in the highly competitive world of waste removal in Austin. An online presence was essential for success, but his business was being buried under a mountain of old backlinks with the co.uk domain and wasn't ranking well in local searches.

“

“When you purchase a domain with a high number of irrelevant backlinks, it confuses Google, and takes a lot of work to fix the link profile.”

”

The Solution

WEBSITE OPTIMIZATION AND A LINK BUILDING CAMPAIGN

Josh knew that without a solid online presence, he was leaving money on the table. He started looking for SEO companies that could help him correct the issues they were having with their local search presence.

Complete SEO conducted an audit of the Grime Time website. Based on their findings, they made a series of optimizations to the back end, optimized content on the site itself for search and conversions, and improved design and the mobile experience.

Then they executed an outreach campaign to build awareness across hyper-relevant websites in niches like realty and home improvement.

Throughout it all, communication was fluid. They always took the time to keep Josh in the loop about what they were doing and why.

“

“One of the biggest things that annoys me is when I call somebody to ask them for an update and they stonewall me with one or two sentences. Kyle has stayed on the phone with me for up to two hours before. It ended up being totally worth it.”

”



Results

INCREASED SALES AND TRAFFIC (PLUS A SECRET WEAPON AGAINST THE COMPETITION)

Within a year of starting to work with Complete SEO, Grime Time was no longer being buried in local search.

Best of all, sales are up a staggering 600%. This impressive sales growth was driven by two important factors:

- 1 More relevance in local search leading to a huge increase in website traffic. Complete SEO's link building efforts helped **boost traffic by 332%**. Grime Time now ranks in the top spots for important keywords, and the top spot on map rankings, knocking out the established competition (which happens to be owned by an SEO company).
- 2 A highly improved website user experience and a **custom-built form** on the website that allows potential customers to get a quote 24/7. Allowing customers to instantly get a quote without spending 30 minutes on the phone is something that none of Josh's competitors are doing. It greatly reduces friction when it comes to closing a deal and gives them the competitive edge they need to thrive.

“

“I remember being excited about doing \$20,000 for the month. Now here we are, and last month we did almost \$300,000.

We're only two-and-a-half years old and we're already doing \$1 million a year at this point. A good chunk of that revenue is from our online presence and the work of Complete SEO.”

”

Generate more business from your website.

Find out how you can increase your business's
visibility and turn your website into a revenue
generating machine.

[Get Your Free SEO Consultation](#)