

CUSTOMER STORY · MANUFACTURING

U.S. E-Waste Recycler

82%

Organic Traffic Growth

A U.S.-based certified e-waste recycling company was generating fewer than 185 organic clicks per month and had no structured SEO content strategy in place. INSIDEA developed and executed a comprehensive SEO and topical authority program, including targeted blog content, on-page optimization, and...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

HubSpot
OnboardingPlatform
Enablement

CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

Despite operating in a high-demand, regulation-driven industry with a strong service offering, this U.S.-based e-waste recycling company had very limited organic visibility online. Monthly organic clicks sat at approximately 185, far below what a company of its scale and reach should expect from search. There was no structured SEO or content marketing strategy in place, local SEO efforts were ineffective, and the...

WHAT INSIDEA BUILT SEO & Content Marketing

✓ Topical Authority Framework

INSIDEA built a content cluster strategy that positioned the company as the definitive online resource for e-waste management and IT asset disposition. Each piece of...

✓ On-Page SEO & Internal Linking

Existing website pages were optimized for search relevance, and a structured internal linking architecture was implemented to pass authority across the site and surface...

✓ Targeted Blog Content

High-intent blog content was created around location-specific and service-based queries, including topics such as e-waste disposal regulations, sustainable recycling...

✓ Local SEO Optimization

Local search signals were strengthened to improve visibility for region-specific queries. This helped the company appear in front of businesses searching for nearby or...

MEASURABLE RESULTS

82%

Organic Traffic Growth

6,228+

Monthly Visits

192K

Monthly Impressions

12 Months

Time to Results

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

[Book a Strategy Call →](#)