GOOGLE ADS · DUMPSTER RENTALS · UPSTATE SC

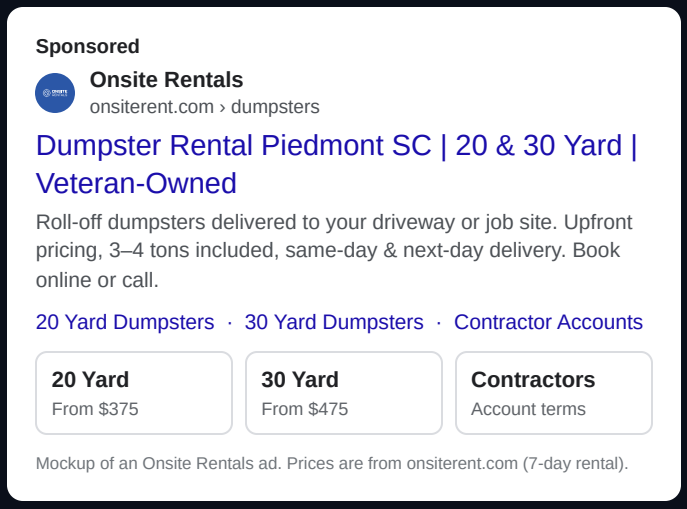
BE THE FIRST CALL WHEN A JOB NEEDS A DUMPSTER.

Every day, homeowners, roofers, builders and property managers across the Upstate search Google for a dumpster. Today, most of those searches go to national brands and the dozen advertisers paying to be seen. **Onsite Rentals doesn't appear on page one for any of the six searches we ran.** This playbook shows how we change that, what it costs at three budget levels, and how every lead is tracked from the first click to the booked rental.

FOCUS
20 & 30 yard roll-offs · residential + contractor

MARKET
Within 30 drive miles of Piedmont, SC

LAUNCH
November 16, 2026 · committed run through March 2027



Mockup of an Onsite Rentals ad. Prices are from onsiterent.com (7-day rental).

29
Dumpsters ready to rent: 8 twenty-yard, 21 thirty-yard.

0 of 6
Searches where Onsite shows on page one today.

12
Advertisers we saw bidding. Crowded, but beatable.

3
Budget tiers: $1,500, $3,000 and $5,000 a month.

THE OPPORTUNITY

PEOPLE NEED A DUMPSTER THIS WEEK. THEY SEARCH GOOGLE FIRST.

Dumpster rental is an urgent, local purchase. A roof is coming off Monday, an estate needs clearing before a closing, a crew is framing a house. At that moment someone opens Google and calls the first company that looks reliable. Google Ads puts Onsite Rentals in front of that person while the need is live.

$654M
U.S. dumpster rental industry revenue in 2026.
IBISWORLD, 2026

5.7%
Annual growth, 2020–2025. A growing category, not a shrinking one.
IBISWORLD

1M+
Residents in the Greenville metro, which now passes the million mark. Spartanburg's metro ranked 3rd fastest-growing in the U.S.
U.S. CENSUS ESTIMATES, 2026

21 vs 7
Commercial new-construction permits in Greenville County, Sept 2026 vs Sept 2025.
GREENVILLE CO. PLANNING, SEPT 2026

EVERY PROJECT TYPE YOU SERVE STARTS WITH A SEARCH

RESIDENTIAL
CLEANOUTS & REMODELS
Garage and attic cleanouts, kitchen and bath remodels, estate cleanouts, yard projects. The 20-yard is the default homeowner pick; whole-home cleanouts and additions go 30.

CONTRACTOR
ROOFING & CONSTRUCTION
Roof tear-offs, framing, site cleanup. These customers rent again and again, so one won contractor is worth far more than one rental.

COMMERCIAL
DEMO, PROPERTY & RESTORATION
Demolition, tenant build-outs, property managers, restoration crews. Larger jobs, faster swaps, recurring need.

THE UPSTATE IS BUILDING

In Greenville County alone, September 2026 saw **127 residential new-construction permits**, **161 residential renovation permits** (up from 139 a year earlier), and **21 commercial new-construction permits** (up from 7). Woodruff grew 16.8% from 2025 to 2026, and four Upstate communities landed among South Carolina's 12 fastest-growing. More building and renovating means more debris, and more people searching for a place to put it.

Onsite Rentals already has the hard parts built: a fleet of **29 dumpsters (8 twenty-yard, 21 thirty-yard)**, veteran-owned and locally run, a contractor account program, a 5.0 Google rating, and a website with real, published prices. What's missing is a steady way to be found by people who've never heard of you. That's the job of this campaign.

Permit figures: Greenville County Planning & Code Compliance, monthly report, Sept 2026. Seasonal note: spring and summer are the busiest months for renovations and construction; winter is slower. We plan the budget around that (see page 9).

SEARCH LANDSCAPE · CHECKED NOV 3, 2026

CROWDED, BUT BEATABLE.

We ran six real searches from the Greenville area. We saw **16 paid placements from 12 advertisers**, so this is a real auction. But Onsite Rentals is on page one for **0 of 6** searches, and it has 11 Google reviews against 60 to 150 for the leaders. Onsite includes **3 to 4 tons**, while several competitors advertise about 2.

SEARCH	WHO'S PAYING TO SHOW UP	WHAT THAT MEANS
dumpster rental greenville sc	LRC Waste Solutions, Cardinal Waste	OPENING Two local advertisers plus national brands.
30 yard dumpster rental greenville sc	Griffin Waste, ccacan.com, Dumpster Rental Dogs	OPENING 30-yard is Onsite's fleet strength (21 of 29).
20 yard dumpster rental piedmont sc	LRC Waste Solutions, Bin There Dump That, Waste Removal USA	OPENING Onsite's home town. Free listings are 16–22 miles away.
roofing dumpster rental greenville sc	Griffin Waste, Dumpster Guyz Rentals, Liberty Containers	OPENING Roofers rent repeatedly. A prize search.
construction dumpster rental anderson sc	In & Out Trash, Deacon Dumpsters	OPENING Few ads, few local pros. Room to take position.
dumpster rental near me	Bin There Dump That, Liberty Containers ($285 same day)	CROWDED Price-led. Win on proximity and clarity, not price.

One searcher, one day. Google's Auction Insights report gives the full competitor picture within the first two weeks.

THE LOCAL FIELD

COMPETITOR	WHAT WE SAW	WHERE ONSITE WINS
Bin There Dump That (franchise)	4.9 (147 reviews). Runs ads. 24-hour delivery claim.	Local owner who answers the phone, veteran-owned, contractor accounts.
LRC Waste Solutions	5.0 (136). Sponsored in the map pack.	Closer to Piedmont, Anderson and Pickens. 30-yard depth.
VaVia · All In Waste · DJP · Dump and Done	4.9–5.0 (31 to 127). Free map listings, not advertising.	A paid listing above them.
Dumpster Today · Liberty Containers	Price-led: 20-yd from $299–$349 with 2,000 lbs; "$285 same day."	Onsite includes 3 and 4 tons. Don't race to the bottom.
WM · Meridian · Budget Dumpster	National brands with local pages.	One local number, no call center.
Onsite Rentals	**5.0 (11 reviews).** $375 / $475 starting. 29 dumpsters.	**Advertise where the money is made.**

THE PLAY

Lead with **weight included, price clarity, same-day delivery, veteran-owned and contractor accounts**, not the lowest price. An automatic review request after every delivery closes the review gap while the ads run. Industry guides report pure dumpster rental isn't eligible for Local Services Ads, so Search plus the Google Business Profile is the plan (we'll confirm in the account).

TARGETING & CAMPAIGN STRUCTURE

FOUR CAMPAIGNS, BUILT AROUND WHO'S BOOKING.

Residential and commercial are about 50/50 today, so we launch with equal weight and let the data say where to lean. Every keyword, ad and page is built on **size** (20 or 30 yard), **job type** and **place**.

RESIDENTIAL

HOMEOWNERS & ESTATES

Cleanouts, remodels, roof replacements, estate and move-out cleanouts. Wants a clear price, a delivery date and driveway care.

Searches: "dumpster for house cleanout piedmont sc"

CONTRACTOR

ROOFERS, BUILDERS & GCS

Rents again and again, often within the week. Wants priority scheduling, fast swaps and one invoice.

Searches: "roofing dumpster rental greenville sc"

COMMERCIAL

PROPERTY, DEMO & RESTORATION

Tenant turns, storm cleanup, demolition. Needs reliability, COI and W-9, and heavy-load weight limits.

Searches: "commercial dumpster rental greenville"

GOOGLE ADS ACCOUNT · ONSITE RENTALS — DUMPSTER RENTAL

RESIDENTIAL

~35%

of budget

Home cleanout, remodel, estate, driveway projects

CONTRACTOR & COMMERCIAL

~35%

of budget

Roofing, construction, demo, job-site swaps, property

20 & 30 YARD SIZE

~25%

of budget

"30 yard dumpster", "20 yard dumpster", size + city

BRAND

~5%

of budget

"onsite rentals". Blocks competitors on Onsite's name.

After four to six weeks of lead data we shift budget toward whichever side books more rentals per dollar. Phase 2: 40-yard terms once the container arrives, and remarketing.

ACCOUNT SETTINGS

NETWORKS

Google Search only. Display and Search Partners off, where cheap low-quality clicks come from.

LOCATION

People in or regularly in the area, not "interested in", so out-of-state searchers stay out.

SCHEDULE

6am–8pm, all week. Contractors search early, homeowners evenings and weekends.

BIDDING, WEEKS 1-4

Maximize Clicks with a bid cap to collect clean data without overspend.

AFTER ~20 LEADS

Maximize Conversions, then target CPA. Google hunts for more of what books.

MATCH TYPES

Exact + phrase. Broad match only after we have proven data.

SERVICE AREA · 30 DRIVE MILES FROM PIEDMONT

WIN THE CORE FIRST. THEN WIDEN.



Schematic. Town positions are approximate and rings are straight-line guides. Drive miles are from Google Maps, from 335 Oak Rd.

CORE · INSIDE 30 DRIVE MILES

Piedmont, Powdersville, Greenville, Mauldin, Simpsonville, Easley, Pelzer, Williamston, Anderson, Travelers Rest, Greer and Clemson. Every campaign runs here from day one. Verified drive distances: Travelers Rest 17.6, Greer 22.9, Clemson 23.9 miles.

JUST OUTSIDE THE LINE

Spartanburg (38.2 mi) and **Laurens (40.5 mi)** are beyond 30 drive miles. Onsite's website lists Spartanburg as a service city, so Johnny decides: hold the 30-mile line, or allow selected Spartanburg-side ZIP codes later. Fewer trucks on long hauls keeps same-day delivery reliable.

HOW WE SET IT UP IN GOOGLE

Google Ads targets by straight-line radius and ZIP code, not drive miles. We convert the 30-mile drive limit into a radius plus ZIP codes, then spot-check the edges in Google Maps. Delivery time is the product, so the line is drawn around where the trucks can actually get to fast.

Towns we haven't measured individually are marked on geography and get confirmed in the first week.

PHASE 1

CORE ZIPS

Piedmont, Powdersville, Greenville, Anderson and the towns between.

PHASE 2

EDGES, BY DATA

Add Greer and Clemson-side ZIPs where lead volume justifies it.

LATER

BEYOND 30 MILES

Only for big contractor jobs where the swap schedule and margins support the drive.

KEYWORD PLAN

WE BID ON BOOKING SEARCHES, NOT WINDOW SHOPPERS.

Each keyword is scored for buying intent. We bid hardest where a size, a job or a place sits next to "dumpster rental." Final volumes and bids lock in from Google Keyword Planner once we have account access.

GROUP	KEYWORD	MATCH	INTENT	WHY IT MATTERS
RESI	dumpster rental piedmont sc	[exact]	▬▬▬	Onsite's home town. Closest company.
RESI	dumpster rental greenville sc	[exact]	▬▬▬	Highest-volume local term.
RESI	dumpster for house cleanout	"phrase"	▬▬▬	Homeowner with a project and a date.
CONTR	roofing dumpster rental greenville sc	[exact]	▬▬▬	Roofers rent repeatedly.
CONTR	construction dumpster rental anderson sc	[exact]	▬▬▬	Few local pros advertising.
CONTR	demolition dumpster rental	"phrase"	▬▬▬	Heavy loads. Included tons is the hook.
SIZE	30 yard dumpster rental greenville sc	[exact]	▬▬▬	21 of 29 units are 30-yard.
SIZE	20 yard dumpster rental piedmont sc	[exact]	▬▬▬	Homeowner default size, home town.
SIZE	30 yard / 20 yard dumpster rental	"phrase"	▬▬▬	Size searches, any city in the area.
SIZE	dumpster rental anderson / easley / simpsonville / mauldin sc	"phrase"	▬▬▬	City-modified, own ad copy each.
BRAND	onsite rentals / onsite rentals dumpster	[exact]	▬▬▬	Brand protection. Low cost, high conversion.

NEGATIVE KEYWORDS FROM DAY ONE

free · cheap · junk removal · trash pickup · garbage service · landfill · transfer station · dump hours · 10 yard · 12 yard · 15 yard · 40 yard · trailer · dump trailer · for sale · buy · used · jobs · driver · cdl · salary · skip bin · portable toilet · truck rental · how to · diy

Sizes Onsite doesn't rent yet (10, 12, 15 and 40 yard) stay negative until those containers exist.

HOW WE OUTMANEUVER THE COMPETITION

Win on weight and clarity ("3–4 tons included, no hidden fees") instead of price. **Own the close-to-home searches** in Piedmont and Powdersville. **Bid harder on contractors:** one roofing crew renting twice a month is 24 rentals a year. **Take two spots on the page** with an ad above the Business Profile.

ADS & TRACKING

ADS THAT SOUND LIKE ONSITE. EVERY CLICK TRACED TO A BOOKING.

Starting drafts: each ad group gets a responsive search ad (up to 15 headlines, 4 descriptions) and Google tests the combinations. **Johnny approves every claim, price and weight before launch.**

RESIDENTIAL

Sponsored

Onsite Rentals
onsiterent.com › residential

Dumpster Rental Piedmont SC | Driveway-Safe Delivery

20 & 30 yard dumpsters for cleanouts and remodels. Upfront pricing, 3–4 tons included.

20 Yard	30 Yard
From $375	From $475

CONTRACTOR

Sponsored

Onsite Rentals
onsiterent.com › contractors

Roofing & Construction Dumpsters | Contractor Accounts

Fast swaps, multiple job sites, COI & W-9. One local contact. Veteran-owned.

Accounts	Swaps
Approved terms	Fast

30 YARD

Sponsored

Onsite Rentals
onsiterent.com › 30-yard

30 Yard Dumpster Rental SC | 4 Tons Included

Whole-home cleanouts, additions and tear-offs. Same-day & next-day delivery.

30 Yard	Weight
From $475	4 tons

CALLOUTS & SITELINKS

Veteran-Owned & Local · Same-Day & Next-Day Delivery · 7-Day Rental Included · No Hidden Fees · COI & W-9 · 20 Yard · 30 Yard · Contractor Accounts · Service Areas

PRICE ASSETS & CALL

20 Yard from $375 · 30 Yard from $475 · Extra ton about $55. A tracked call button on mobile, and the Business Profile linked so the 5.0 stars show under the ad.

FROM CLICK TO BOOKED RENTAL

STEP 1
SEARCH
A buyer searches size, job and town and sees a matching ad.

STEP 2
LANDING PAGE
Dedicated page: size picker, prices, proof, quote form or call.

STEP 3
INSTANT FOLLOW-UP
Text and email within a minute, plus a team alert to call.

STEP 4
PIPELINE
New → Contacted → Quoted → Booked → Delivered, tagged by source.

STEP 5
REVENUE FEEDBACK
Booked rentals and dollar values go back to Google.

WHAT WE COUNT AS A CONVERSION

PRIMARY quote form · PRIMARY call 60+ seconds · TRACKED quote sent · OPTIMIZES BIDDING rental booked, with dollar value. Each lead keeps its Google click ID, so booked rentals credit the ad that earned them.

SPEED IS THE WHOLE GAME

Customers call two or three companies and book the first that answers. Our automations plus a five-minute call-back goal turn a paid click into a conversation before a competitor picks up.

INVESTMENT

THREE WAYS TO START. WE RECOMMEND THE MIDDLE.

Ad spend is paid directly to Google, separate from Tooga's fees below. Figures are planning estimates built from 2026 benchmarks and Onsite's published pricing. After 30 days of live data, we replace every estimate with real numbers.

FOOTHOLD

$1,500 /mo

≈ $49/day at full run

Core ZIPs only. Residential, contractor and brand at lean volume.

Est. clicks	~214
Est. leads	17–26
Rentals booked	6–13
Est. first-rental revenue	$2.7k–$5.8k
Cost per lead	$58–$88
Cost per booked rental	$117–$250

RECOMMENDED

COMMAND

$3,000 /mo

≈ $99/day at full run

All four campaigns across the full 30-mile area. Enough volume for smart bidding and real data on residential vs commercial.

Est. clicks	~429
Est. leads	34–51
Rentals booked	12–26
Est. first-rental revenue	$5.4k–$11.6k
Cost per lead	$58–$88
Cost per booked rental	$117–$250

DOMINATE

$5,000 /mo

≈ $164/day at full run

Full area, higher bids on contractor and 30-yard searches, plus remarketing.

Est. clicks	~625
Est. leads	50–75
Rentals booked	18–38
Est. first-rental revenue	$7.9k–$16.9k
Cost per lead	$67–$100
Cost per booked rental	$133–$286

Assumptions: $7 cost per click ($8 for Dominate; benchmark $8.33 for Home & Home Improvement), 8–12% of clicks become leads, 35–50% of leads book, $450 average booking (an estimate Johnny replaces at kickoff). First rentals alone earn roughly $1.80 to $3.90 of revenue per $1 of ad spend. The profit comes from repeat contractors: a roofing crew renting twice a month is about $10,800 a year.

TOOGA FEES

DUE AT SIGNING

BUILD + FIRST MONTH

$1,497 one time

- [ ] **Google Ads account** creation and campaign build
- [ ] **Landing page** design and build
- [ ] **Backend pixel and conversion tracking**
- [ ] **CRM integration** and instant follow-up
- [ ] **Management** from launch (Nov 16) through Dec 31

STARTS JAN 1, 2027

MONTHLY MANAGEMENT

$997 /mo

- [ ] **Account management:** keywords, ads and bids
- [ ] **Weekly search-term review** and optimization
- [ ] **Monthly scorecard:** spend, leads, bookings, revenue
- [ ] **Recommendations** on budget, mix and service area

WINTER RAMP & YOUR OWN NUMBERS

START LEAN IN WINTER, STEP UP FOR SPRING.

Demand for dumpsters is seasonal: spring and summer are the busiest months for renovations and construction, and winter is slower. We launch November 16 at winter pace, about 60% of the tier budget, and step up to full budget in March.

TIER	NOV 16 - 30 (HALF MONTH)	DEC - FEB (WINTER)	MAR ONWARD	NOV 16 - MAR TOTAL
Foothold	$450	$900/mo (~60%)	$1,500/mo	**$4,650**
Command	$900	$1,800/mo (~60%)	$3,000/mo	**$9,300**
Dominate	$1,500	$3,000/mo (~60%)	$5,000/mo	**$15,500**

Winter spend buys the data: which searches, towns and job types book. By March the account is tuned and ready for peak demand.

TRY YOUR OWN NUMBERS (COMMAND TIER, $3,000/MO)

Monthly ad spend	$3,000
Average cost per click	$7.00
Click-to-lead rate	10%
Leads that book	42%
Average booking value	$450

CLICKS	LEADS	RENTALS BOOKED	EST. REVENUE
429	43	18.0	$8,100

Midpoint inputs. Cost per booked rental ≈ $167. Estimates, not guarantees. Tooga can send an interactive version where Johnny moves the sliders live.

WHAT IF WE'RE WRONG? COMMAND TIER SCENARIOS

SCENARIO	LEAD RATE	BOOK RATE	CPC	TICKET	RENTALS	REVENUE	PER $1
Cautious	8%	35%	$8.50	$425	**10**	**$4,200**	1.4x
Base case	10%	42%	$7.00	$450	**18**	**$8,100**	2.7x
Strong	12%	50%	$6.00	$475	**30**	**$14,250**	4.8x

Revenue here is first-rental only. Repeat contractor business isn't counted.

ROADMAP · LAUNCH NOV 16, 2026 · REVIEW MAR 31, 2027

LIVE NOVEMBER 16. PROVEN BY SPRING.

NOV 4 - 6

KICKOFF & ACCESS

Google Ads, Analytics, Business Profile and GoHighLevel access. Confirm sizes, capacity, radius and pricing with Johnny.

NOV 4 - 13

BUILD

Tracking, CRM pipeline and follow-up automations. Landing pages, four campaigns, ads and negatives. Johnny approves claims and prices by Nov 12.

MON NOV 16

LAUNCH

Core ZIPs go live at winter budget. Daily checks week one, then weekly search-term cleanups.

NOV 16 - FEB

LEARN, THEN TIGHTEN

Cut wasted terms, shift budget to what books, test headlines. Smart bidding once about 20 leads are in. Monthly management begins Jan 1.

MARCH 1

SPRING STEP-UP

Move to full budget ahead of peak season. Add edge ZIPs and city campaigns where the data supports it.

MARCH 31

RESULTS REVIEW

Spend, leads, bookings and revenue. Decide where to lean (residential or contractor), 40-yard terms and next-year budget.

TOOGA DIGITAL

- [ ] Builds and manages the account, ads and bids
- [ ] Builds landing pages, tracking and follow-up
- [ ] Reviews search terms weekly, optimizes continuously
- [ ] Sends a monthly scorecard and next steps

ONSITE RENTALS

- [ ] Calls new leads within minutes. Speed wins jobs.
- [ ] Updates each lead's stage and amount in the CRM
- [ ] Sends real job photos and customer reviews
- [ ] Approves claims and flags capacity limits

YOUR JOBS. OUR TRACKING. YOUR PHONE RINGING.

Onsite Rentals already has the fleet, the pricing and the reputation. This campaign makes sure the next person in the Upstate who searches for a dumpster finds Onsite first.