



NL Softworks Announces Marketing Analysis Reveals 58-Fold Increase in Waste Management Customer Contacts

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Recent research from NL Softworks Web Design measured customer engagement outcomes for a Massachusetts-based waste management company over a four-month period following a digital marketing initiative, with the analysis producing measurable increases in customer contact volume.

The study examined the impact of website redesign and search engine optimization strategies implemented for a waste management services provider between December 2023 and April 2024. The analysis found that customer interactions increased from a baseline of approximately one contact per month to an average of 17 monthly customer engagements, representing 58 new customer contacts during the study period.

The waste management company, which provides dumpster rentals, residential trash pickup, recycling services, appliance disposal, and scrap metal collection throughout Massachusetts, had previously maintained minimal online visibility. Prior to the digital marketing initiative, the company's web presence

generated roughly one phone call and a handful of contact form submissions monthly in December 2023.

Following the implementation of a redesigned website and local search optimization strategies, the data showed the company received an average of 10 phone calls per month and seven contact form submissions monthly from January through April 2024. The analysis also documented a 94.9 percent increase in Google Business Profile interactions during the same timeframe.

The marketing case study tracked several key performance indicators throughout the four-month observation period. The waste management company's organic search visibility expanded from zero keyword rankings to 31 tracked keywords appearing in Google Search results within 90 days of the website launch. The analysis attributed these improvements to hyper-targeted local search optimization, conversion-focused site architecture, and strategic keyword implementation designed specifically for waste management service providers.

"The data demonstrates that targeted digital marketing strategies can produce quantifiable results for waste management companies seeking to expand their customer base," said Edward Novak, CEO of NL Softworks. "The analysis revealed that businesses in traditionally offline industries can achieve significant increases in customer engagement when their online presence aligns with how customers search for local services."

The study methodology included tracking phone calls, contact form submissions, and search engine rankings from December 2023 through April 2024. Data collection focused on measuring direct customer contact methods rather than general website traffic metrics, providing insight into actual business inquiry generation rather than passive website visits.

The marketing case study also examined the correlation between improved search engine visibility and customer contact rates. As the waste management company's website began ranking for location-specific and service-related search terms, the corresponding increase in customer inquiries suggested a direct relationship between search visibility and lead generation in the waste management sector.

NL Softworks specializes in website development and search engine optimization for service-based businesses. The company focuses on creating custom websites designed to generate measurable business results through strategic design, local search optimization, and conversion rate optimization techniques. The firm works with businesses across various industries to develop digital marketing strategies that align with specific business objectives and target audience behaviors.

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NL SOFTWARES LLC

NL Softworks is an award-winning marketing and design agency that builds custom, high-end, conversion-focused websites and growth systems for professional services firms, designed to generate high-quality prospects

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