

Waste Management

Municipal Environmental Services Group

*Dominating Regional Search
Rankings on Google.*

Company Size: 1000-5000 employees

*Location: Nova Scotia &
New Brunswick*

About Municipal Environmental

Led in large part by several key acquisitions over the past several years, the Municipal Group of Companies had significantly increased its waste management service offerings in waste collection, recycling, and portable sanitation. This segment of Municipal Group's business offers a full range of integrated trash disposal services to residential, commercial, and industrial customers — all while continuing to recognize the importance of efficient and sustainable practices towards a better, greener future.

The Challenge

With many company acquisitions for waste management services in the residential and commercial sectors throughout Nova Scotia and New Brunswick, Municipal Group needed a new digital presence for its parent corporation, Municipal Environmental Services Group (MESG). The site also needed to showcase the success of and provide client access to individual business lines and brands. Marketing wise, each brand enjoyed brand recognition in their respective regions but struggled to compete for search position against national competitors.

The Solution

The website <https://www.municipalenvironmental.com> was created to educate visitors that MESG had full coverage throughout the two eastern provinces.

We conducted an online market analysis to understand how competitors used their websites to connect with their customers and studied their Google search rankings. This market intelligence allowed us to design an information architecture to bring together all businesses that would live under the MESG umbrella while still maximizing search engine results.

In piecing together, the layout, content, and development, we kept the target audience in mind throughout. Our new user experience guided visitors to find the company and services that mattered to them locally. Enhanced calls to action allow visitors to quickly reach an inquiry form no matter where they are on the site.

Customized digital marketing campaigns addressed individual company needs. These campaigns focus on



competing in the local marketplaces, while advanced SEO tactics allow the website to compete in organic search results. This work forged ongoing partnerships. Each regional manager acts as the subject matter expert for their business and local market, leveraging Aptitude's digital marketing expertise. The strength of this ongoing partnership continues to improve campaign strength and success.

The Results

Since beginning with Municipal Environmental Services Group (MESG) we have implemented several changes that have drastically improved both the user-experience and overall brand awareness online. With the development of a new user-friendly website and an effort to improve ranking on search engines organic traffic has increased 50% each year, capturing a much larger share of search traffic than the old individual sites could have.

Key Features:



Digital Marketing



Easy Management



Online Inquiry