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Who was involved

Joel Newport-

Lead Programmer & Designer

Felicia Stablein-

Content & Verification



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Potfolio of  
**GreenWay Dumpsters**

### The Perfect Size For Any Job

Greenway can make your life easier when it comes to dumpster rental services.  
It is just trash, plain and simple.

<p><b>10 to 40 Yard Dumpsters</b></p> <p><a href="#">View Option</a></p>	<p><b>Frontload Rentals</b></p> <p><a href="#">View Option</a></p>	<p><b>Compactors</b></p> <p><a href="#">View Option</a></p>	<p><b>Porta Potties</b></p> <p><a href="#">View Option</a></p>
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GreenwayDumpsters.com



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# Custom Webdesign

CRAFTED FOR GREENWAY DUMPSTERS

## CUSTOM WEBSITE DESIGN

Creating the custom website for Greenway Dumpsters was an exciting challenge. We focused on developing a visually appealing and functional design that captures the essence of their brand. The process involved selecting a vibrant yet professional color scheme that resonates with their target audience while ensuring the site is user-friendly and intuitive. The result is a dynamic and engaging online presence that effectively represents Greenway Dumpsters.

## CUSTOM WEBSITE DESIGN

Greenway Dumpsters approached us with a unique concept centered around using bold and modern colors to create a visually striking online presence. The challenge was to incorporate these vibrant hues in a way that felt contemporary yet professional, ensuring the website would stand out in a competitive market. We focused on developing a design that not only showcased their brand's personality but also provided an intuitive user experience.

In addition to the design, we implemented advanced marketing tools that allowed for real-time monitoring and engagement tracking. Custom A/B testing tools were integrated to quickly adapt and optimize marketing strategies, ensuring that Greenway Dumpsters could effectively reach and resonate with their target audience. This project was a perfect blend of creative design and strategic marketing, resulting in a website that is both visually appealing and highly functional.

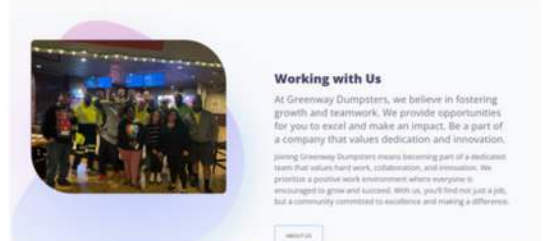
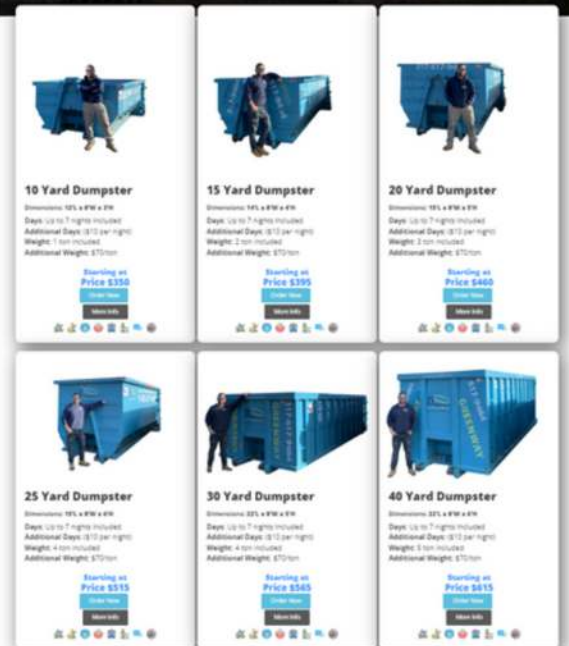
## WHAT THEY SAID ABOUT US

So how did we do?



Greenway Dumpsters was thrilled with the vibrant and modern color scheme, which perfectly captured their brand's personality. The design exceeded their expectations, bringing their vision to life in a dynamic and engaging way.

The customer has been impressed by the significant boost in engagement and the effectiveness of the custom landing pages. These elements have played a crucial role in driving traffic and converting visitors into leads.



# Marketing Made Right

CONTENT IS KEY IN MARKETING!



## SEO Designed

We crafted the website with SEO in mind, ensuring that every element is optimized to improve search engine rankings and drive organic traffic effectively.



## Landing pages

Our custom landing pages are designed to convert, focusing on clear messaging and strong calls-to-action to engage visitors and drive results.



## Social Promotion

We integrated social promotion strategies to amplify Greenway Dumpsters' online presence, leveraging targeted campaigns to boost engagement and reach across multiple platforms.



## SEO AND MARKETING STRATEGY

Our approach to SEO and marketing for Greenway Dumpsters was rooted in a deep understanding of their industry and target audience. We began by conducting thorough keyword research to identify the most effective search terms, then integrated these strategically throughout the website's content and meta elements. The goal was to improve search engine visibility and drive highly targeted organic traffic to the site. By optimizing technical aspects like site speed, mobile responsiveness, and on-page SEO, we ensured that Greenway Dumpsters would rank competitively in search results.

In addition to SEO, we developed a comprehensive marketing strategy that included custom tools for monitoring engagement and performance. We also implemented social media promotions and targeted ad campaigns to broaden their reach and increase brand awareness.



## MARKETING AND ENGAGEMENT TOOLS

For the marketing side, we implemented a range of powerful tools to manage and monitor engagement effectively. We developed custom solutions for A/B testing, allowing us to quickly and efficiently refine strategies to maximize impact. By integrating advanced analytics and tracking systems, we ensured that Greenway Dumpsters could stay ahead of the competition with real-time insights and optimized marketing efforts.