

DIGITAL MARKETING AUDIT

Shapell's Inc.

Jacksonville, FL

PREPARED BY

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Executive Summary

This audit evaluates the online presence of Shapell's Inc. across three service lines — roll-off dumpster rentals, construction site cleanup, and demolition — and compares the company's digital positioning against key competitors in the Jacksonville, FL market.

Key Findings

Review deficit

Shapell's holds 47 Google reviews (4.0 stars) across all 3 services. Direct competitor 904 Dumpster holds 163 reviews (5.0 stars) for dumpsters alone. ELEV8 Demolition holds 92 reviews (4.7 stars) for demolition alone. Google cannot determine which service to rank Shapell's for.

No online booking

904 Dumpster offers 24/7 online booking. Shapell's does not. Every after-hours prospect books with the competitor.

No service-specific landing pages

Demolition and cleanup services are buried on a dumpster-focused website. Google cannot rank the site for 'demolition contractor Jacksonville' or 'construction cleanup Jacksonville.'

Untracked marketing spend

The current \$400-450/month retainer with Thrive produces no measurable results. No call tracking, no lead attribution, no reporting.

Open market opportunity

No dedicated construction cleanup competitor exists in Jacksonville with a strong online presence. This service line is an uncontested market.

Estimated Monthly Revenue at Risk

\$6.9K

Low estimate

\$18.4K

High estimate

116

Reviews behind 904

Based on industry averages and competitor performance, Shapell's is losing an estimated \$6,900 to \$18,450 per month in revenue to better-positioned competitors. Full breakdown in Section 06.

Competitive Scorecard

The following scorecard compares Shapell's Inc. against three competitors across 11 digital marketing factors. Data collected from public sources in October 2026.

Factor	Shapell's	904 Dumpster	ELEV8 Demo	REALCO
Google rating	4.0	5.0	4.7	Few
Review count	47	163	92	~5
Online booking	No	Yes	No	No
Chat widget	No	No	No	No
Google Ads	Unknown	Active	Likely	No
Meta Ads	No	No	No	No
Landing pages	No	N/A	No	No
Call tracking	No	Likely	Likely	No
Review responses	Low	Active	Active	Low
Content / blog	No	Yes	No	No
Website quality	Average	Modern	Modern	Dated

Interpretation: Shapell's is outperformed by 904 Dumpster in the dumpster rental category and by ELEV8 in the demolition category. REALCO, the closest service-line competitor (all 3 services), has minimal online presence and is not a significant digital threat. No competitor currently owns the construction cleanup category.

Service-Line Analysis

Roll-Off Dumpster Rentals

Primary competitor: 904 Dumpster — 5.0 stars, 163 reviews, modern website with online booking, same-day delivery, public pricing, and active Google Ads. Their single-service focus means all 163 reviews signal to Google that they are the authoritative dumpster rental company in Jacksonville. Shapell's 47 reviews are distributed across 3 services, diluting ranking signals.

Impact: Shapell's ranks below 904 Dumpster for 'dumpster rental Jacksonville' searches. 904 captures the majority of high-intent search traffic in this category.

Demolition

Primary competitor: ELEV8 Demolition — 4.7 stars, 92 reviews, modern website with professional positioning. Their single-service focus concentrates review authority for demolition-related searches. REALCO also offers demolition but has approximately 5 reviews and a dated website — not a digital threat. Level Demolition has a modern site but minimal traffic and no visible review count.

Impact: Shapell's demolition page is buried on a dumpster-focused site. Google cannot rank it for 'demolition contractor Jacksonville.' ELEV8 captures this demand despite Shapell's having 45+ years of demolition experience and owning all heavy equipment.

Construction Site Cleanup

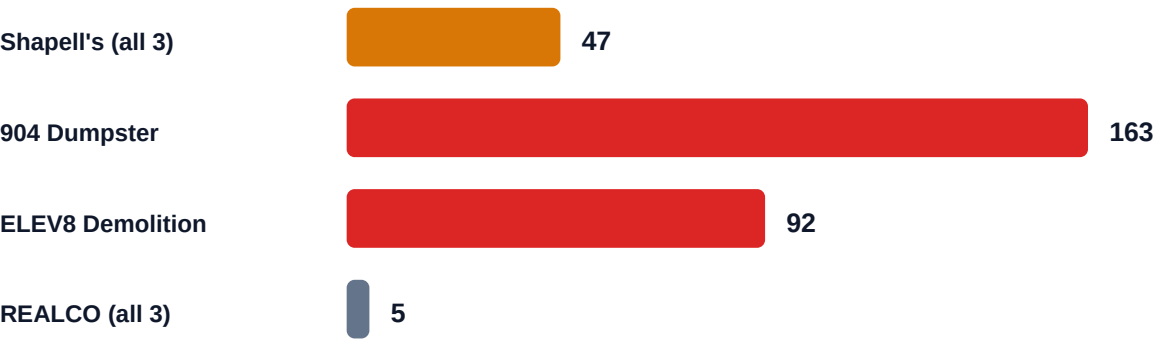
Primary competitor: None identified. No dedicated construction cleanup company in Jacksonville maintains a strong online presence. Adjacent services (junk removal, street sweeping) do not position themselves as construction site cleanup specialists. This is an uncontested market segment.

Opportunity: A dedicated cleanup landing page, targeted Google Ads, and cleanup-specific review collection would allow Shapell's to own this category. First-mover advantage is available. No competitor is currently competing for this search demand.

Strategic summary: Shapell's is losing dumpsters to 904 and demolition to ELEV8, but is the only company offering all three services. Construction cleanup is an open market. The solution requires three dedicated landing pages, three ad campaigns, and three review strategies — not a single website update.

Review Gap Analysis

Google review count and rating are the primary local ranking factors. The chart below visualizes the review gap between Shapell's and its primary competitors.



Service Line	Shapell's Reviews	Primary Competitor	Competitor Reviews	Gap
Roll-off dumpsters	47 (shared)	904 Dumpster	163	116 behind
Demolition	47 (shared)	ELEV8 Demolition	92	45 behind
Construction cleanup	47 (shared)	No specialist	—	Open market

Root cause: Shapell's operates one Google Business Profile for all 3 services. Competitors operate dedicated profiles for a single service. Google's algorithm interprets this as higher authority for the single-service competitor. The fix is not more reviews alone — it is service-specific review collection tied to service-specific landing pages.

Pricing & Transparency Analysis

Pricing transparency is a critical conversion factor in the dumpster rental market. Customers comparison-shop online. If they cannot find a price, they call the next company that shows one. The following data was collected from competitor websites in October 2026.

Competitor Pricing Comparison

Company	10 Yard	15 Yard	20 Yard	30 Yard	Public Pricing?
904 Dumpster	\$299	\$349	\$399	Not offered	Yes — on website
Double D's	\$350	\$450	\$550	\$650	Yes — on website
JTMT	—	—	—	—	No — call for quote
Bin There Dump That	—	—	—	—	No — contact franchise
Shapell's	—	—	—	—	No — must call
Market average	\$361	\$409	\$457	\$544	—

Key Findings

904 Dumpster is the cheapest AND the highest-rated

At \$299-399 with 163 reviews at 5.0 stars, 904 wins on both price and reputation. They publish all prices on their website with no hidden fees. This is the hardest competitor to beat — they own the bottom of the market on price and the top of the market on reviews.

Shapell's publishes no pricing

Customers must call for a quote. In a market where 904 and Double D's show prices upfront, this creates friction. Comparison shoppers skip Shapell's and book with the company that shows the price immediately.

Customer complaints reference high fees

Public reviews indicate that pricing has been a friction point for some Shapell's customers. Without published pricing, there is no opportunity to set expectations before the quote — leading to sticker shock after delivery.

The pricing gap is closeable

904's 10-yard at \$299 is aggressive, but their largest size is 20 yards. Shapell's offers 10-40 yard containers. Shapell's can compete on size range and bundle value (delivery + pickup + longer rental period) rather than racing to the bottom on price.

Recommendation: Publish transparent pricing on the new website — at minimum, 'starting at' prices for each size. This does not require matching 904's prices. It requires showing prices so customers can compare. A customer who sees Shapell's prices and 45-year reputation will often choose the established company over the cheaper newcomer — but only if they can see the price without making a phone call.

Identified Issues & Cost Impact

Issues Identified

01. No online booking system

904 Dumpster offers 24/7 online booking. Shapell's requires phone calls during business hours. After-hours and weekend prospects convert with the competitor.

02. Review count diluted across services

47 reviews across 3 services vs. 163 reviews for a single-service competitor. Google cannot determine which service to rank Shapell's for.

03. No service-specific landing pages

Demolition and cleanup are buried on a dumpster-focused site. Google cannot rank the site for service-specific searches.

04. No published pricing

904 and Double D's show prices on their websites. Shapell's requires a phone call. Comparison shoppers skip the company with no visible price.

05. No call tracking or attribution

No mechanism to identify which calls originate from Google, the website, or word of mouth. Marketing spend cannot be evaluated.

06. No live chat widget

Prospects who prefer messaging over calling have no conversion path. A growing segment of the market is underserved.

07. No review response management

Customer reviews are not responded to. Google interprets this as business inactivity, reducing local ranking.

08. Untracked retainer with Thrive (\$400-450/mo)

No measurable results have been attributed to this spend. Annual cost: \$4,800-5,400 with no ROI verification.

Estimated Revenue at Risk

Issue	Est. Monthly Impact
Lost dumpster bookings to 904 Dumpster	\$2,000 - \$5,000
Lost demolition jobs to ELEV8	\$2,000 - \$6,000
Lost cleanup jobs (uncontested market)	\$1,000 - \$3,000
Lost pricing-sensitive shoppers (no public pricing)	\$1,000 - \$2,500
Wasted Thrive retainer	\$400 - \$450
Lost chat-preferred customers	\$500 - \$1,500
TOTAL ESTIMATED MONTHLY IMPACT	\$6,900 - \$18,450

Estimates based on industry average ticket sizes and competitor search visibility. Actual figures may vary. The compounding effect of inaction increases the gap monthly.

Strategic Recommendations

The following recommendations address each identified issue and are structured to close competitive gaps across all three service lines. These recommendations correspond to the Premium tier of the Quantum Web Group service package.

01. Website rebuild

Modern, mobile-first architecture with online booking, click-to-call, live chat, and published pricing.

02. Three dedicated landing pages

One per service line. Each page is SEO-optimized for its specific service and receives its own ad traffic.

03. Transparent pricing published on website

'Starting at' prices for each dumpster size. Eliminates the call-for-quote friction that loses comparison shoppers to 904 Dumpster.

04. Search engine optimization

Google Business Profile optimization, 60+ directory citations, and ongoing content for each service line.

05. Automated review system

Service-specific review requests triggered after job completion. Target: 10+ new reviews per month.

06. Google Ads — 3 campaigns

Separate campaigns for dumpsters, cleanup, and demolition. Each campaign routes to its own landing page.

07. Meta Ads (Facebook + Instagram)

Audience targeting for homeowners and contractors. Retargeting for site visitors who did not convert.

08. Call tracking & attribution

Unique tracking numbers per channel. Full visibility into call source and lead origin.

09. CRM system & office automation

Unified pipeline for leads, jobs, communications, and payments. Eliminates lost leads and manual tracking.

10. Team training & support

A full week of hands-on office training — delivered virtually, with in-person sessions available if needed — plus recorded guides and eight weeks of weekly follow-up support.

11. Competitor intelligence

Monthly monitoring of competitor ad campaigns, keyword targeting, pricing changes, and review activity.

12. Performance dashboard

Real-time dashboard showing calls, leads, ad spend, reviews, and ranking — segmented by service line.

Investment & Engagement Terms

Recommended Tier: Premium

Based on the findings in this audit, the Premium tier is recommended. Shapell's is competing against single-service specialists in two categories (904 for dumpsters, ELEV8 for demolition) while holding an uncontested position in a third (construction cleanup). The Premium tier provides the multi-channel, multi-service-line infrastructure required to win all three.

Item	Detail
Setup fee	\$10,000 — due at signing
Monthly retainer	\$8,500/month — begins when ads launch
Recommended ad spend	\$4,000/month to start — paid directly to Google/Meta
Build period	90 days — no retainer charged during build
Minimum commitment	90 days of monthly retainer after build
After commitment	Month-to-month with 30 days notice

Why Premium Over Pro

The Pro tier covers two of the three service lines — two dedicated landing pages and Google Ads on the lines of your choice. The Premium tier covers all three: a third landing page (one per service line), Meta Ads on Facebook and Instagram — a channel no competitor in this market currently uses — the full automation suite, competitor intelligence, and expanded SEO. Pro enables competition in one or two service lines. Premium enables winning all three.

Projected Return

Conservative projection: 15 dumpster rentals, 5 cleanup jobs, and 2 demolition jobs per month generated through the system. At industry-average ticket sizes, this produces monthly revenue that exceeds the retainer and ad spend combined — before accounting for repeat customers and referrals.

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This audit is based on publicly available data collected in October 2026. Review counts and ratings are subject to change. Revenue impact estimates are derived from industry averages and competitor analysis, not from Shapell's Inc. internal financial data. This document is confidential and intended solely for Shapell's Inc.