

Energy Rental Solutions

Energy Rental Solutions (ERS) is a Caterpillar dealer that is dedicated to the specialty rental business and has one of the largest equipment rental fleets of temperature control, compressed air and power generation products on the Gulf Coast of Texas and Louisiana. The company started working with Brand Tackle in July 2016 with no marketing or branding materials, copy content or graphics.

Building off the success with other Caterpillar dealers, ERS chose Brand Tackle to quickly develop a site that would generate quality leads in the highly competitive rental market to compete with a host of independent companies representing scores of well-known brands. The client was anxious to launch the site in 4th quarter to take advantage of contract opportunities so that they could hit the ground running in 2017.

Brand Tackle worked with the client to quickly create an extensive list of targeted keywords. In addition to their core rental equipment keyword lists, the team also expanded the content to target specific geographies that would elevate their results throughout the Gulf Coast region. In addition to the organic performance of the site, Brand Tackle also helped ERS to supplement their leads with paid AdWords to give the client an added boost to keep the rental fleet working at capacity.

Overall, the client has gained a leadership position in the market and continues to work with Brand Tackle for quarterly adjustments in this ever-changing market. In the last six months, ERS has also added two sister companies to expand their reach even further with niche audiences.



Keyword Performance Summary

Snapshot Taken: May 2020

Note: Keyword ranks are listed as "Search Term: Page (Page Rank)"

Top Client Keywords (Organic)

Page 1 Results

Power Generation Rentals: Page 1 (4)

Houston Power Generation Rentals: Page 1 (4)

Beaumont Power Generation Rentals: Page 1 (1, 2)

New Orleans Power Generation Rentals: Page 1 (1, 2)

Gulf Coast Power Generation Rentals: Page 1 (1, 2)

Beaumont Generator Rentals: Page 1 (4)

New Orleans Generator Rentals: Page 1 (8)

Gulf Coast Generator Rentals: Page 1 (5)

Power Distribution Rentals: Page 1 (2)

Houston Power Distribution Rentals: Page 1 (1, 2)

Beaumont Power Distribution Rentals: Page 1 (1, 2)

New Orleans Power Distribution Rentals: Page 1 (1, 2)

Gulf Coast Power Distribution Rentals: Page 1 (1, 2)

Distribution Equipment Rentals: Page 1 (8)

Houston Distribution Equipment Rentals: Page 1 (9)

Beaumont Distribution Equipment Rentals: Page 1 (5)

New Orleans Distribution Equipment Rentals: Page 1 (4)

Gulf Coast Distribution Equipment Rentals: Page 1 (1, 2)

Temperature Control Rentals: Page 1 (1)

Houston Temperature Control Rentals: Page 1 (1, 2)

Beaumont Temperature Control Rentals: Page 1 (1)

New Orleans Temperature Control Rentals: Page 1 (1)

Gulf Coast Temperature Control Rentals: Page 1 (1, 2)

Houston Chiller Rentals: Page 1 (3)

Beaumont Chiller Rentals: Page 1 (4)

New Orleans Chiller Rentals: Page 1 (8)

Gulf Coast Chiller Rentals: Page 1 (10)

Houston Cooling Tower Rentals: Page 1 (4)

Beaumont Cooling Tower Rentals: Page 1 (5)

New Orleans Cooling Tower Rentals: Page 1 (4)



Case Study: Organic Search Engine Optimization (SEO)



Top Client Keywords (Organic)

Page 1 Results Continued

Gulf Coast Cooling Tower Rentals: Page 1 (6)
Beaumont Dehumidifier Rentals: Page 1 (10)
Beaumont Heater Rentals: Page 1 (3)
Heat Exchanger Rentals: Page 1 (5)
Houston Heat Exchanger Rentals: Page 1 (1)
Beaumont Heat Exchanger Rentals: Page 1 (1)
New Orleans Heat Exchanger Rentals: Page 1 (1)
Gulf Coast Heat Exchanger Rentals: Page 1 (3)
Houston Compressed Air Rentals: Page 1 (1)
Beaumont Compressed Air Rentals: Page 1 (1)
New Orleans Compressed Air Rentals: Page 1 (1)
Gulf Coast Compressed Air Rentals: Page 1 (1, 2)
Diesel Air Compressor Rentals: Page 1 (9)
Houston Diesel Air Compressor Rentals: Page 1 (9)
Beaumont Diesel Air Compressor Rentals: Page 1 (1)
New Orleans Diesel Air Compressor Rentals: Page 1 (1)
Gulf Coast Diesel Air Compressor Rentals: Page 1 (1, 2)
Electric Air Compressor Rentals: Page 1 (6)
Houston Electric Air Compressor Rentals: Page 1 (8)
Beaumont Electric Air Compressor Rentals: Page 1 (1)

New Orleans Electric Air Compressor Rentals: Page 1 (3)
Gulf Coast Electric Air Compressor Rentals: Page 1 (1, 2)
Houston High-Pressure Compressor Rentals: Page 1 (1, 2)
Beaumont High-Pressure Compressor Rentals: Page 1 (1)
New Orleans High-Pressure Compressor Rentals: Page 1 (1)
Gulf Coast High-Pressure Compressor Rentals: Page 1 (1, 2)
Air Dryer Rentals: Page 1 (3)
Houston Air Dryer Rentals: Page 1 (2)
Beaumont Air Dryer Rentals: Page 1 (1)
New Orleans Air Dryer Rentals: Page 1 (1)
Gulf Coast Air Dryer Rentals: Page 1 (1, 2)

Note: Similar page 1 results were achieved in Google organically with additional geographic specificity for the main rental equipment offerings including:

Baton Rouge
Lake Charles
Pascagoula
Shreveport

