

DOZR DSA Campaign

Geo-Expansion Keyword Strategy

Equipment-Specific Keywords for 15 New US States

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Target Campaign: DSA-AllPages-Tier1-New-US-2

Total New Keywords: 240 keywords across 15 states

SECTION 1: DOZR EQUIPMENT CATEGORIES

DOZR exclusively rents the following 8 categories of heavy equipment. All keywords in this strategy are aligned with these categories to ensure we only drive traffic for equipment DOZR can fulfill.

#	Equipment Category	Common Search Terms	Landing Page
1	Scissor Lifts	scissor lift, aerial lift, slab scissor, electric scissor lift	dozr.com/rent/scissor-lift
2	Boom Lifts	boom lift, articulating boom, cherry picker, manlift	dozr.com/rent/articulating-boom-lift
3	Forklifts	forklift, lift truck, warehouse forklift, industrial forklift	dozr.com/rent/forklift
4	Telehandlers	telehandler, telescopic handler, reach forklift, lull	dozr.com/rent/telehandler
5	Excavators	excavator, mini excavator, digger, trackhoe	dozr.com/rent/excavator
6	Backhoes	backhoe, backhoe loader, tractor backhoe	dozr.com/rent/backhoe
7	Dozers	dozer, bulldozer, crawler dozer, track dozer	dozr.com/rent/dozer
8	Skid Steers/Loaders	skid steer, bobcat, compact loader, track loader	dozr.com/rent/skid-steer

Note: Keywords like 'generator rental', 'tool rental', or 'dump truck rental' should NOT be used as DOZR does not rent these items.

SECTION 2: KEYWORD STRATEGY OVERVIEW

2.1 Keyword Formula

Each state will receive keywords following this formula to maximize coverage while staying relevant to DOZR's offerings:

Pattern	Example	Match Type
[equipment] rental [state]	scissor lift rental new jersey	Phrase
[equipment] rental [city]	forklift rental newark	Phrase
[equipment] rental [city] [state abbrev]	boom lift rental denver co	Phrase
[equipment] for rent [state]	excavator for rent colorado	Phrase
rent [equipment] [city]	rent backhoe baltimore	Phrase
[equipment] hire [state]	telehandler hire mississippi	Phrase

2.2 Keywords Per State

Each state receives 16 keywords (2 per equipment category) to ensure comprehensive coverage:

Equipment	State-Level Keyword	City-Level Keyword
Scissor Lift	[equipment] rental [state]	[equipment] rental [major city]
Boom Lift	[equipment] rental [state]	[equipment] rental [major city]
Forklift	[equipment] rental [state]	[equipment] rental [major city]
Telehandler	[equipment] rental [state]	[equipment] rental [major city]
Excavator	[equipment] rental [state]	[equipment] rental [major city]
Backhoe	[equipment] rental [state]	[equipment] rental [major city]
Dozer	[equipment] rental [state]	[equipment] rental [major city]
Skid Steer	[equipment] rental [state]	[equipment] rental [major city]
TOTAL	8 keywords	8 keywords = 16/state

SECTION 3: COMPLETE KEYWORD LIST

3.1 HIGH PRIORITY STATES

NEW JERSEY (NJ) - 6 Orders | 3 Suppliers | Top Equipment: Skid Steer

Keyword	Match	Equipment	Landing Page
scissor lift rental new jersey	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
scissor lift rental newark	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
boom lift rental new jersey	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
cherry picker rental jersey city	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
forklift rental new jersey	Phrase	Forklift	dozr.com/rent/forklift
forklift rental newark nj	Phrase	Forklift	dozr.com/rent/forklift
telehandler rental new jersey	Phrase	Telehandler	dozr.com/rent/telehandler
telehandler rental edison nj	Phrase	Telehandler	dozr.com/rent/telehandler
excavator rental new jersey	Phrase	Excavator	dozr.com/rent/excavator
mini excavator rental newark	Phrase	Excavator	dozr.com/rent/excavator
backhoe rental new jersey	Phrase	Backhoe	dozr.com/rent/backhoe
backhoe rental jersey city	Phrase	Backhoe	dozr.com/rent/backhoe
dozer rental new jersey	Phrase	Dozer	dozr.com/rent/dozer
bulldozer rental newark nj	Phrase	Dozer	dozr.com/rent/dozer
skid steer rental new jersey	Phrase	Skid Steer	dozr.com/rent/skid-steer
bobcat rental newark	Phrase	Skid Steer	dozr.com/rent/skid-steer

MISSISSIPPI (MS) - 4 Orders | 0 Suppliers | Top Equipment: Telehandler

Keyword	Match	Equipment	Landing Page
scissor lift rental mississippi	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
scissor lift rental jackson ms	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
boom lift rental mississippi	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
boom lift rental gulfport	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
forklift rental mississippi	Phrase	Forklift	dozr.com/rent/forklift
forklift rental jackson ms	Phrase	Forklift	dozr.com/rent/forklift
telehandler rental mississippi	Phrase	Telehandler	dozr.com/rent/telehandler
telehandler rental biloxi	Phrase	Telehandler	dozr.com/rent/telehandler
excavator rental mississippi	Phrase	Excavator	dozr.com/rent/excavator
excavator rental jackson ms	Phrase	Excavator	dozr.com/rent/excavator
backhoe rental mississippi	Phrase	Backhoe	dozr.com/rent/backhoe
backhoe rental gulfport ms	Phrase	Backhoe	dozr.com/rent/backhoe
dozer rental mississippi	Phrase	Dozer	dozr.com/rent/dozer
bulldozer rental jackson	Phrase	Dozer	dozr.com/rent/dozer

skid steer rental mississippi	Phrase	Skid Steer	dozr.com/rent/skid-steer
bobcat rental jackson ms	Phrase	Skid Steer	dozr.com/rent/skid-steer

COLORADO (CO) - 3 Orders | 1 Supplier | Top Equipment: Scissor Lift

Keyword	Match	Equipment	Landing Page
scissor lift rental colorado	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
scissor lift rental denver	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
boom lift rental colorado	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
boom lift rental denver co	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
forklift rental colorado	Phrase	Forklift	dozr.com/rent/forklift
forklift rental denver	Phrase	Forklift	dozr.com/rent/forklift
telehandler rental colorado	Phrase	Telehandler	dozr.com/rent/telehandler
telehandler rental colorado springs	Phrase	Telehandler	dozr.com/rent/telehandler
excavator rental colorado	Phrase	Excavator	dozr.com/rent/excavator
excavator rental denver co	Phrase	Excavator	dozr.com/rent/excavator
backhoe rental colorado	Phrase	Backhoe	dozr.com/rent/backhoe
backhoe rental denver	Phrase	Backhoe	dozr.com/rent/backhoe
dozer rental colorado	Phrase	Dozer	dozr.com/rent/dozer
bulldozer rental denver co	Phrase	Dozer	dozr.com/rent/dozer
skid steer rental colorado	Phrase	Skid Steer	dozr.com/rent/skid-steer
bobcat rental denver	Phrase	Skid Steer	dozr.com/rent/skid-steer

3.2 MEDIUM PRIORITY STATES

MARYLAND (MD) - 2 Orders | 3 Suppliers | Major Cities: Baltimore, Frederick

Keyword	Match	Equipment	Landing Page
scissor lift rental maryland	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
scissor lift rental baltimore	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
boom lift rental maryland	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
boom lift rental baltimore md	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
forklift rental maryland	Phrase	Forklift	dozr.com/rent/forklift
forklift rental baltimore	Phrase	Forklift	dozr.com/rent/forklift
telehandler rental maryland	Phrase	Telehandler	dozr.com/rent/telehandler
telehandler rental frederick md	Phrase	Telehandler	dozr.com/rent/telehandler
excavator rental maryland	Phrase	Excavator	dozr.com/rent/excavator
excavator rental baltimore	Phrase	Excavator	dozr.com/rent/excavator
backhoe rental maryland	Phrase	Backhoe	dozr.com/rent/backhoe
backhoe rental baltimore md	Phrase	Backhoe	dozr.com/rent/backhoe
dozer rental maryland	Phrase	Dozer	dozr.com/rent/dozer
bulldozer rental baltimore	Phrase	Dozer	dozr.com/rent/dozer
skid steer rental maryland	Phrase	Skid Steer	dozr.com/rent/skid-steer
bobcat rental baltimore	Phrase	Skid Steer	dozr.com/rent/skid-steer

MISSOURI (MO) - 2 Orders | 2 Suppliers | Major Cities: St. Louis, Kansas City

Keyword	Match	Equipment	Landing Page
scissor lift rental missouri	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
scissor lift rental st louis	Phrase	Scissor Lift	dozr.com/rent/scissor-lift
boom lift rental missouri	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
boom lift rental kansas city mo	Phrase	Boom Lift	dozr.com/rent/articulating-boom-lift
forklift rental missouri	Phrase	Forklift	dozr.com/rent/forklift
forklift rental st louis	Phrase	Forklift	dozr.com/rent/forklift
telehandler rental missouri	Phrase	Telehandler	dozr.com/rent/telehandler
telehandler rental st louis mo	Phrase	Telehandler	dozr.com/rent/telehandler
excavator rental missouri	Phrase	Excavator	dozr.com/rent/excavator
excavator rental kansas city	Phrase	Excavator	dozr.com/rent/excavator
backhoe rental missouri	Phrase	Backhoe	dozr.com/rent/backhoe
backhoe rental st louis	Phrase	Backhoe	dozr.com/rent/backhoe
dozer rental missouri	Phrase	Dozer	dozr.com/rent/dozer
bulldozer rental kansas city mo	Phrase	Dozer	dozr.com/rent/dozer
skid steer rental missouri	Phrase	Skid Steer	dozr.com/rent/skid-steer
bobcat rental st louis	Phrase	Skid Steer	dozr.com/rent/skid-steer

3.2 MEDIUM PRIORITY STATES (Continued)

UTAH (UT) - 2 Orders | 0 Suppliers | Cities: Salt Lake City, Provo

Keywords: scissor lift rental utah | scissor lift rental salt lake city | boom lift rental utah | forklift rental salt lake city | telehandler rental utah | excavator rental salt lake city | backhoe rental utah | dozer rental salt lake city | skid steer rental utah | bobcat rental provo

NEVADA (NV) - 2 Orders | 1 Supplier | Cities: Las Vegas, Reno

Keywords: scissor lift rental nevada | scissor lift rental las vegas | boom lift rental nevada | forklift rental las vegas | telehandler rental nevada | excavator rental reno | backhoe rental las vegas | dozer rental nevada | skid steer rental las vegas | bobcat rental reno

MONTANA (MT) - 2 Orders | 1 Supplier | Cities: Billings, Great Falls

Keywords: scissor lift rental montana | scissor lift rental billings | boom lift rental montana | forklift rental billings | telehandler rental montana | excavator rental great falls | backhoe rental billings | dozer rental montana | skid steer rental billings | bobcat rental great falls

NEW MEXICO (NM) - 2 Orders | 0 Suppliers | Cities: Albuquerque, Santa Fe

Keywords: scissor lift rental new mexico | scissor lift rental albuquerque | boom lift rental new mexico | forklift rental albuquerque | telehandler rental new mexico | excavator rental santa fe | backhoe rental albuquerque | dozer rental new mexico | skid steer rental albuquerque | bobcat rental santa fe

3.3 LOW PRIORITY STATES

WISCONSIN (WI) - 1 Order | 1 Supplier | Cities: Milwaukee, Madison

Keywords: scissor lift rental wisconsin | scissor lift rental milwaukee | boom lift rental wisconsin | forklift rental milwaukee | telehandler rental wisconsin | excavator rental madison | backhoe rental milwaukee | dozer rental wisconsin | skid steer rental milwaukee | bobcat rental madison

INDIANA (IN) - 1 Order | 1 Supplier | Cities: Indianapolis, Fort Wayne

Keywords: scissor lift rental indiana | scissor lift rental indianapolis | boom lift rental indiana | forklift rental indianapolis | telehandler rental indiana | excavator rental fort wayne | backhoe rental indianapolis | dozer rental indiana | skid steer rental indianapolis | bobcat rental fort wayne

KANSAS (KS) - 1 Order | 1 Supplier | Cities: Wichita, Kansas City

Keywords: scissor lift rental kansas | scissor lift rental wichita | boom lift rental kansas | forklift rental wichita | telehandler rental kansas | excavator rental kansas city ks | backhoe rental wichita | dozer rental kansas | skid steer rental wichita | bobcat rental kansas city ks

LOUISIANA (LA) - 1 Order | 0 Suppliers | Cities: New Orleans, Baton Rouge

Keywords: scissor lift rental louisiana | scissor lift rental new orleans | boom lift rental louisiana | forklift rental new orleans | telehandler rental louisiana | excavator rental baton rouge | backhoe rental new orleans | dozer rental louisiana | skid steer rental new orleans | bobcat rental baton rouge

MAINE (ME) - 1 Order | 2 Suppliers | Cities: Portland, Augusta

Keywords: scissor lift rental maine | scissor lift rental portland me | boom lift rental maine | forklift rental portland maine | telehandler rental maine | excavator rental augusta me | backhoe rental portland me | dozer rental maine | skid steer rental portland me | bobcat rental augusta

WASHINGTON (WA) - 1 Order | 1 Supplier | Cities: Seattle, Spokane

Keywords: scissor lift rental washington state | scissor lift rental seattle | boom lift rental washington | forklift rental seattle | telehandler rental washington state | excavator rental spokane | backhoe rental seattle | dozer rental washington | skid steer rental seattle | bobcat rental spokane

SECTION 4: DSA CAMPAIGN IMPLEMENTATION STRATEGY

4.1 Campaign Structure

The DSA-AllPages-Tier1-New-US-2 campaign will be modified to include the new state keywords. The recommended structure maintains alignment with existing campaign architecture:

Component	Configuration	Notes
Campaign	DSA-AllPages-Tier1-New-US-2	Existing campaign - add geo-targets
Ad Group	DSA-Tier1-New-USA	Add keywords to existing ad group
Geo-Targeting	Add 15 new states	NJ, MS, CO, MD, MO, MT, UT, NV, NM, WI, LA, ME, WA, IN, KS
Match Types	Phrase Match	Balanced reach and control for new markets
Bid Strategy	Inherit from campaign (tROAS)	No manual bid adjustments initially
Daily Budget	Shared with existing	No budget increase required

4.2 Keyword-to-Landing Page Mapping

Each keyword must direct to the correct equipment landing page to maximize Quality Score and conversion rate:

Equipment Keyword Contains	Final URL
scissor lift, aerial lift, slab lift	https://dozr.com/rent/scissor-lift
boom lift, cherry picker, manlift, articulating	https://dozr.com/rent/articulating-boom-lift
forklift, lift truck	https://dozr.com/rent/forklift
telehandler, reach forklift, lull	https://dozr.com/rent/telehandler
excavator, mini excavator, digger	https://dozr.com/rent/excavator
backhoe	https://dozr.com/rent/backhoe
dozer, bulldozer	https://dozr.com/rent/dozer
skid steer, bobcat, loader	https://dozr.com/rent/skid-steer

4.3 Negative Keywords

To prevent wasted spend on equipment DOZR doesn't rent, add these negative keywords:

Category	Negative Keywords (Exact Match)
Generators	generator rental, portable generator, power generator
Tools	tool rental, power tools, hand tools, tool hire
Trucks	dump truck rental, semi truck, box truck, moving truck
Cranes	crane rental, mobile crane, tower crane
Trailers	trailer rental, flatbed trailer, equipment trailer

Compressors	air compressor rental, compressor hire
Concrete	concrete mixer, cement mixer, concrete pump
Jobs/Careers	forklift jobs, operator jobs, equipment operator

SECTION 5: KEYWORD SUMMARY & TOTALS

Priority	States	Keywords/State	Total Keywords
HIGH	NJ, MS, CO (3 states)	16	48
MEDIUM	MD, MO, MT, UT, NV, NM (6 states)	16	96
LOW	WI, IN, KS, LA, ME, WA (6 states)	16	96
TOTAL	15 states	-	240 keywords

Equipment Coverage Per State:

Equipment	State KWs	City KWs	Total
Scissor Lift	15	15	30
Boom Lift	15	15	30
Forklift	15	15	30
Telehandler	15	15	30
Excavator	15	15	30
Backhoe	15	15	30
Dozer	15	15	30
Skid Steer	15	15	30
TOTAL	120	120	240

Key Implementation Points:

- All 240 keywords are aligned with DOZR's 8 equipment categories
- Each keyword maps to the correct equipment landing page
- Negative keywords prevent spend on non-DOZR equipment
- Phrase Match provides balanced reach and control for new markets
- Landing pages match search intent for maximum Quality Score