

DOZR

Google Ads Competitive Analysis

Paid Search Landscape in the Construction Equipment Rental
Industry

Prepared for: DOZR (dozr.com)

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Competitors Analyzed: BigRentz, United Rentals, EquipmentShare, Sunbelt Rentals

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1. Executive Summary

Key Finding: The paid search landscape in construction equipment rental is experiencing a rare disruption. Both United Rentals and BigRentz have pulled ALL their Google Ads campaigns in the last 30 days, creating an unprecedented window of opportunity. Estimated combined monthly ad spend that has exited the market: \$30,000+. CPCs for high-value keywords are likely at historic lows.

This report analyzes the Google Ads strategies of DOZR and four major competitors in the construction equipment rental space. Our analysis reveals that DOZR is currently running a hyper-local micro-targeting campaign with minimal budget, while the industry's biggest paid search spenders have simultaneously withdrawn from the market.

DOZR PAID KEYWORDS

42

All Removed

COMPETITOR
KEYWORDS VACATED

646+

Opportunity Window

ADDRESSABLE SEARCH
VOLUME

400K+

Monthly Searches

2. DOZR's Current Paid Search Position

2.1 Overview Metrics

Metric	Current	Change (6 months)
Paid Keywords	14	-64
Active Ads	26	-91
Paid Traffic	30/mo	-9,600
Estimated Ad Spend	\$22/mo	-\$9,700

Status: DOZR has effectively paused all paid search campaigns. The 42 tracked keywords show as "Removed," and remaining active ads generate negligible traffic (1-8 visits each).

2.2 DOZR's Previous Campaign Strategy

Before pausing, DOZR ran campaigns targeting:

Keyword	Volume	CPC	Position	Status
scissor lift rental near me	6,000	\$1.13	2	Removed
sunbelt rentals near me	11,000	\$1.15	6	Removed
rent equipment near me	1,300	\$0.94	2	Removed
dozer rental near me	1,200	\$0.79	4	Removed
d2 dozer	350	\$0.42	1	Removed
helical pier installation equipment rental	350	N/A	3	Removed

2.3 DOZR's Ad Copy Patterns

DOZR's remaining low-traffic ads follow two templates:

Template A: Location-Specific Equipment

Title: "[Equipment Type] Rental In [City Name]"

Description: "[Equipment] rentals available! Order online or by phone now.

Expert support at your service. Rent [equipment] with ease! Rent By Day, Week & Month."

Examples: "Boom Lift Rental In Simi Valley," "Skid Steer El Centro"

Template B: General Location Rental

Title: "Equipment Rentals in [City], [State], USA - Book Online | DOZR"

Description: "Working with your needs on length of rentals, locations & equipment types - rely on DOZR. Find equipment that's helpful for outdoor jobs, industrial tasks & construction projects. Over 15k Rental Companies."

Examples: "Equipment Rentals in Augusta, GA," "Equipment Rentals in Wausau, WI"

2.4 Assessment

Issues with current approach:

- Hyper-local targeting with extremely low volume (1-8 visits per ad)
- No campaigns targeting high-volume head terms (forklift rental, scissor lift rental, etc.)
- Competitor brand bidding (sunbelt rentals near me) now paused
- Ad copy is generic and doesn't differentiate DOZR's value proposition (online booking, price comparison)

3. Competitor Paid Search Overview

Competitor	Paid Keywords	Active Ads	Monthly Traffic	Monthly Spend	Status
Sunbelt Rentals	1,800+	930	10,200	~\$8,500	Active
United Rentals	392	~200	0 (was 25K+)	\$0 (was \$20K+)	All Removed
BigRentz	254	~225	0 (was 20K+)	\$0 (was \$20K+)	All Removed
EquipmentShare	18	~15	~50	~\$40	Active (Small)
DOZR	42 (14 active)	63 (26 active)	30	\$22	Mostly Removed

Major Opportunity: United Rentals and BigRentz combined were spending an estimated \$40,000+/month on Google Ads. Both have completely withdrawn. This has created a vacuum in the paid search auction for virtually every high-value equipment rental keyword.

4. Competitor Campaign Strategy Breakdown

4.1 United Rentals (Withdrawn)

Previous strategy: Broad category domination. United Rentals was the most aggressive paid search advertiser, holding position 1 for the highest-volume keywords.

Keyword (Before Removal)	Volume	CPC	Position	Traffic Lost
forklift rental	47,000	\$1.15	1	-10,436
scissor lift rental	49,000	\$1.04	1	-9,394
porta potty rental	17,000	\$3.30	1	-2,535
porta potty rental near me	6,100	\$3.14	1	-707
lift rentals near me	1,600	\$1.08	1	-553
lifts for rent	1,300	\$1.02	1	-513
lift rental	4,600	\$1.02	2	-492
porta potty	44,000	\$3.19	6	-488

What worked for them: Bidding on the highest-volume head terms with strong position 1 placements. They used category-specific landing pages (e.g., /marketplace/equipment/forklifts) and solutions-based pages for specialty items (porta potty via /solutions/specialty-solutions/).

4.2 BigRentz (Withdrawn)

Previous strategy: Equipment category targeting with competitor brand bidding. BigRentz was DOZR's closest direct competitor and used a similar marketplace model.

Keyword (Before Removal)	Volume	CPC	Position	Traffic Lost
forklift rental	47,000	\$1.15	2	-3,914

equipment rental near me	33,000	\$0.94	1	-1,785
sunbelt rentals near me	11,000	\$1.15	5	-1,611
boom lift rental near me	5,200	\$1.03	1	-1,419
boom lift rentals near me	26,000	\$1.03	3	-1,354
boom lift rental	15,000	\$1.06	1	-1,303

What worked for them: BigRentz used a three-pronged approach: (1) high-volume equipment category keywords, (2) "near me" intent keywords with local landing pages, and (3) competitor brand bidding (targeting "sunbelt rentals near me"). They directed traffic to both equipment category pages and a "total cost transparency" landing page.

Key insight: BigRentz was successfully bidding on "sunbelt rentals near me" (11K vol) - a competitor conquest strategy. DOZR was also doing this before pausing. With both paused, this keyword has zero paid advertisers right now.

4.3 Sunbelt Rentals (Active - Largest Spender)

Current strategy: Massive niche equipment targeting. Sunbelt runs 930 ads targeting extremely specific, long-tail equipment categories that no other competitor is bidding on.

Ad Title	Monthly Traffic	Strategy
Heater Rentals	204	Niche equipment category
Concrete Cutting Saw for Rent	176	Specific tool type
Temporary Structures for Rent	88	Specialty service
Aerial Lift Rentals 24/7 Expert Support	80	Brand + category
Plate Compactor Rental	51	Specific tool type
Concrete Planer Rentals	51	Specific tool type
Power & Generator Rentals	41	Niche equipment category

What works for them: Instead of fighting for expensive head terms, Sunbelt dominates hundreds of specific equipment niches with low competition and high

purchase intent. Their ads emphasize: "24 Hour Customer Service," "Curbside Pickup," "Nationwide Locations," and "Flexible Delivery Options."

4.4 EquipmentShare (Active - Small Scale)

Current strategy: Local geographic targeting with 18 keywords.

Keyword	Volume	CPC	Position	Status
scissors lift rentals	350	N/A	1	Active
utility vehicle rental near me	150	\$0.60	1	New
texas equipment rental	70	\$1.58	1	New
mini scissor lift rental	300	\$0.72	3	Active
equipment rental dallas	150	\$1.15	2	Removed

What works for them: Geographic city/state targeting with equipment-specific landing pages. Low budget, focused execution.

5. Market Gaps & Untapped Opportunities

5.1 Keywords With Zero Paid Advertisers

The following high-volume keywords currently have no active paid ads from any major competitor. These represent immediate opportunities with likely reduced CPCs:

Keyword	Monthly Volume	CPC	Opportunity Level
scissor lift rental	49,000	\$1.04	HIGH
forklift rental	47,000	\$1.15	HIGH
equipment rental near me	33,000	\$0.94	HIGH
boom lift rentals near me	26,000	\$1.03	HIGH
porta potty rental	17,000	\$3.30	MEDIUM
boom lift rental	15,000	\$1.06	HIGH
sunbelt rentals near me	11,000	\$1.15	HIGH
scissor lift rental near me	6,000	\$1.13	HIGH
lift rental	4,600	\$1.02	HIGH
porta potty	44,000	\$3.19	MEDIUM

Combined addressable volume: 253,600 monthly searches with zero major paid competition. Even capturing 2-3% click-through rate would represent 5,000-7,500 monthly visits.

5.2 Niche Equipment Categories Nobody Is Targeting

Analysis of Sunbelt's strategy reveals niche equipment categories where DOZR could win with very low CPC bids. These are categories that BigRentz, United Rentals, and EquipmentShare are NOT targeting:

Category	Example Keywords	Est. Monthly Volume	Competition

Dump Trailer Rental	dump trailer rental, dump trailer rental near me	14,000+	Very Low
Wood Chipper Rental	wood chipper rental, chipper rental near me	13,000+	Very Low
Aerator Rental	aerator rental, lawn aerator rental	9,000+	Very Low
Construction Dumpster	construction dumpster rental, roll off dumpster	20,000+	Low
Plate Compactor	plate compactor rental, compactor rental near me	5,000+	Only Sunbelt
Concrete Equipment	concrete saw rental, concrete mixer rental	8,000+	Only Sunbelt
Generator Rental	generator rental, portable generator rental	12,000+	Only Sunbelt

5.3 Geographic Market Gaps

DOZR previously targeted very small cities (Coalfield, El Centro, Simi Valley). The gap is in **mid-size metro areas** that competitors aren't geo-targeting with paid ads:

- **Top 20 US metro areas** for construction spending - target "[equipment] rental [city]" keywords
- **Fast-growing Sun Belt cities** - Phoenix, Austin, Nashville, Charlotte, Tampa - high construction demand
- **Canadian markets** - DOZR already has organic presence in Canada (9.9% of traffic). No competitor is running paid ads targeting Canadian cities

5.4 Competitor Brand Conquest Opportunity

Both DOZR and BigRentz were previously bidding on competitor brand terms. With both paused, this space is wide open:

Competitor Brand Keyword	Monthly Volume	CPC	Current Paid Competitors
sunbelt rentals near me	11,000	\$1.15	None
united rentals near me	14,000	\$0.95	None
bigrentz	2,400	\$1.63	None

herc rentals near me

3,200

\$1.10

None

Strategy: When users search for a competitor by name, they are high-intent renters. Showing a DOZR ad with messaging like "Compare Rental Prices from 15K+ Suppliers" can intercept this traffic at a relatively low cost.

6. High-Value Keywords You're Missing

6.1 Tier 1: Highest Volume, Highest Impact

These keywords drive the most paid search traffic in the equipment rental industry. All are currently uncontested:

Keyword	Volume	CPC	KD	Why DOZR Should Target
scissor lift rental	49,000	\$1.04	3	DOZR's core category. Was position 2 organically.
forklift rental	47,000	\$1.15	5	Highest volume rental keyword. Direct revenue driver.
equipment rental near me	33,000	\$0.94	78	Broad intent. DOZR's marketplace model is ideal.
boom lift rentals near me	26,000	\$1.03	44	High commercial intent. DOZR has boom lift inventory.
boom lift rental	15,000	\$1.06	36	Category page exists on DOZR.
excavator rental	12,000	\$0.97	14	DOZR ranks #8 organically. Paid can capture rest.

6.2 Tier 2: Medium Volume, Low Competition

Keyword	Volume	CPC	KD	Why DOZR Should Target
dump trailer rental	14,000	\$1.02	1	KD of 1 = easy win. No competition at all.
wood chipper rental	13,000	\$0.82	4	Very low CPC. High commercial intent.
trailer rental near me	11,000	\$0.72	59	Low CPC, strong "near me" intent.
aerator rental	9,100	\$0.54	1	Cheapest CPC on list. KD of 1.
dumpster rental prices	9,200	\$1.32	12	Price-comparison intent aligns with DOZR model.
scissor lift rental near me	6,000	\$1.13	3	DOZR had position 2 before pausing.

bucket truck rental	4,800	\$0.95	5	Specialized equipment, high CPC value.
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6.3 Tier 3: Long-Tail, High-Intent, Low CPC

Keyword	Volume	CPC	Why Target
how much to rent a scissor lift	2,400	\$0.98	Price-comparison intent = DOZR's differentiator
backhoe rental near me	2,800	\$0.85	DOZR ranks #1 organically. Reinforce with paid.
mini excavator rental near me	3,800	\$0.92	High intent, DOZR has mini excavator pages
skid steer rental near me	3,500	\$0.88	DOZR running new ads in this category
boom lift rental near me	5,200	\$1.03	BigRentz had position 1 before pulling out
excavator rental near me	4,500	\$0.94	DOZR has local pages performing well

7. Recommended Google Ads Strategy

7.1 Campaign Structure

We recommend a three-tier campaign structure that combines the successful elements of each competitor's approach:

Campaign 1: Category Domination (Inspired by United Rentals)

Goal: Capture high-volume head terms while competitors are absent.

Keywords: scissor lift rental, forklift rental, boom lift rental, excavator rental, backhoe rental

Landing pages: Equipment category pages (e.g., dozr.com/rent/scissor-lift) - MUST be enriched with content first

Budget allocation: 40% of total budget

Bid strategy: Target impression share (top of page) while CPCs are depressed

Campaign 2: "Near Me" Local Intent (Inspired by BigRentz + EquipmentShare)

Goal: Capture high-intent local searchers.

Keywords: [equipment type] rental near me, [equipment type] rental [city]

Landing pages: Local rental pages (e.g., dozr.com/rent/excavator/Nashville-TN)

Budget allocation: 30% of total budget

Geo-targeting: Focus on top 20 US metros for construction + Canadian metros

Bid strategy: Maximize conversions with location bid adjustments

Campaign 3: Niche Equipment Long-Tail (Inspired by Sunbelt Rentals)

Goal: Dominate specific equipment niches with ultra-low CPCs.

Keywords: dump trailer rental, wood chipper rental, aerator rental, plate compactor rental, concrete saw rental, generator rental

Landing pages: Create dedicated category pages or blog content for each

Budget allocation: 15% of total budget

Bid strategy: Maximize clicks at low CPC caps

Campaign 4: Competitor Conquest (Inspired by BigRentz + DOZR's own history)

Goal: Intercept users searching for competitors.

Keywords: sunbelt rentals near me, united rentals near me, bigrentz, herc rentals

Ad copy: Emphasize DOZR's differentiators: price comparison, 15K+ suppliers, online booking

Budget allocation: 15% of total budget

Bid strategy: Target top of page for branded competitor terms

7.2 Ad Copy Recommendations

Current DOZR ad copy is generic. Recommended improvements based on competitor analysis:

Element	Current DOZR Approach	Recommended Approach
Headline 1	"Equipment Rentals in [City], USA"	"[Equipment] Rental - Compare Prices Online"
Headline 2	"Book Online DOZR"	"From \$180/Day Book in Minutes"
Description	Generic "rely on DOZR" messaging	Specific value props: "Compare prices from 15K+ verified suppliers. Daily, weekly & monthly rates. Delivery available. No hidden fees."
CTA	"Contact Us"	"Get Instant Quote" / "Compare Prices Now"
Extensions	None visible	Price extensions, sitelinks (Scissor Lifts, Forklifts, Boom Lifts), callout extensions (Same-Day Quotes, 15K+ Suppliers)

8. Budget & Priority Framework

8.1 Phased Approach

Phase 1: Quick Wins (Immediate)

Action	Target Keywords	Est. Monthly Budget	Expected Traffic
Restart scissor lift & forklift campaigns	scissor lift rental, forklift rental + "near me" variants	\$2,000-3,000	2,000-3,000
Launch competitor conquest	sunbelt/united rentals near me	\$500-800	300-500

Phase 2: Expand Categories

Action	Target Keywords	Est. Monthly Budget	Expected Traffic
Add boom lift, excavator, backhoe campaigns	All "rental" + "near me" variants	\$2,000-3,000	1,500-2,500
Launch niche equipment campaigns	dump trailer, wood chipper, aerator, etc.	\$500-1,000	500-1,000

Phase 3: Scale & Optimize

Action	Target Keywords	Est. Monthly Budget	Expected Traffic
Top 20 metro geo-campaigns	[equipment] rental [city] for major metros	\$2,000-4,000	2,000-4,000
Canadian market expansion	Equipment rental keywords targeting CA	\$1,000-2,000	800-1,500

8.2 Estimated Total Investment vs. Return

PHASE 1 MONTHLY
BUDGET

\$3-4K

Immediate start

FULL SCALE MONTHLY
BUDGET

\$8-14K

All phases combined

EXPECTED MONTHLY
TRAFFIC

7-12K

Visits at full scale

ROI Context: United Rentals was previously paying \$20K+/month for 25K visits from similar keywords. With major competitors having withdrawn, DOZR can achieve significant market share at a fraction of the historical cost. The competitive vacuum is temporary - act now before competitors return.

8.3 Key Success Metrics to Track

- **Cost per lead/booking** - Target under \$15 per qualified lead
- **Impression share** - Target 70%+ on Tier 1 keywords while competition is low
- **Click-through rate** - Target 5%+ (achievable with improved ad copy)
- **Quality Score** - Improve by enriching landing page content (see SEO recommendations)
- **Competitor re-entry monitoring** - Set up auction insights alerts to detect when United Rentals or BigRentz restart campaigns