

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micro-targeting campaign with minimal budget, while the industry's biggest paid search spenders have simultaneously withdrawn from the market.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. |
|---------------------|-------|--------|---|--|

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