

## **Copywriting Sample – Website Content Upgrade**

### **Before – Original Client Website Content**

When you get rid of your junk after a property clean up, do you know where it goes? Most garbage removal companies send your junk to landfills without considering how your materials can be recycled.

Landfills are filled with tons of materials and although they're convenient for storing trash, there is a limited amount of space within a landfill. When a landfill is full, new landfills need to be built and it can be hard to find a place to build one. This is why it's so important to properly recycle the materials from property cleaning services – a lot of things go into landfills that can be recycled elsewhere. Landfills are lined with clay and plastic and layered with soil which keeps out sunlight, moisture and oxygen – three things that are needed to break different materials. When materials aren't able to degrade, they become mummified and don't break down, creating a problem for the environment.

### **After – Updated Client Website Content**

The obvious advantage of recycling is the significant reduction of garbage which finds its way into landfills. However, many garbage removal companies still send your junk straight to the local landfill without considering the various ways your materials might be reused or redistributed and it's this unfortunate lack of attention that can mean big consequences for the ecosystem.

Landfills are a short-term solution to a long-term problem and although they can be a convenient dropping point for many removal companies, they have a limited amount of space and with it, a limited lifespan. When landfills reach their peak capacity a new one must be built, and the cycle begins anew. What happens though when a new and viable location cannot be found?

Landfills are lined with clay and plastic and layered with soil, all of which keeps out sunlight, moisture, and oxygen – three things that are vital to the decomposition process of different materials. When these materials are not able to degrade, they become mummified and the break down process comes to a halt.