

MASSAD MOVERS



Report Period: May 2025 vs. August 2025

In May, the website faced several technical SEO challenges that impacted its overall health and search engine visibility. Below are the key findings from the Ahrefs site audit:

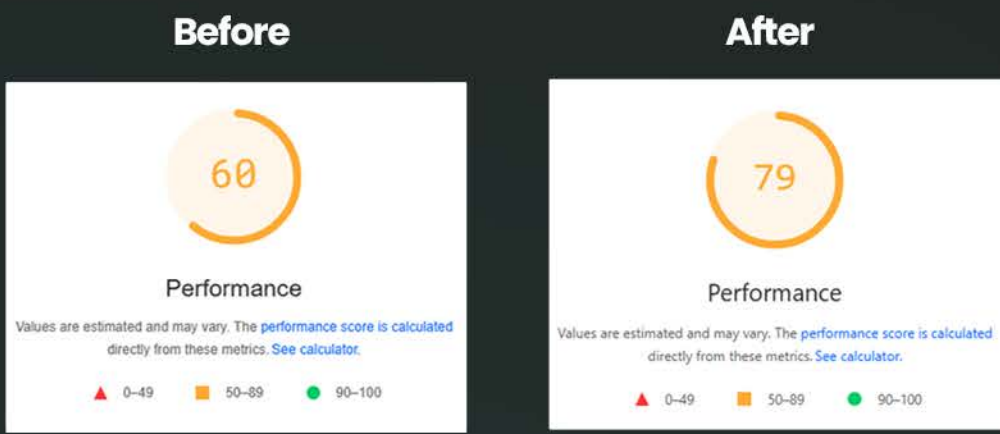
Health Score



Key Improvements

Category	Before Optimization	After Optimization	Improvement
Broken Links (404)	Multiple 404 errors	No 404 errors	100% improvement
Image File Size	Large file sizes slowing load	Optimized image sizes	Faster load times
Missing Alt Text	212 missing instances	Significantly reduced	Improved accessibility & SEO
Redirect Chains (3XX)	Present, causing slow speeds	Resolved	Faster load times & better crawlability
Meta Description Issues	5 issues	Optimized	Improved SEO & CTR
IndexNow Submission	Not utilized	4 pages submitted	Faster indexing by search engines

Mobile Speed



Keyword Strategy and Optimization Impact

The keyword strategy for Massad Movers focused on high-traffic, location-based keywords to improve rankings and drive relevant traffic. Throughout the optimization process, many keywords saw improved rankings due to on-page SEO adjustments, including optimized content, meta descriptions, and strategic targeting. This approach enhanced search visibility, attracting more local customers and generating higher-quality traffic, which led to better conversion opportunities.

Keyword	Intent	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
movers northborough ma	Local	3	50	7	19.34	2	+2	0	84	+10	https://massadmovers.com/	13 Jun 2025
movers northborough ma	Local	5	20	16	30.26	2	+2	0	80	+3	https://massadmovers.com/	22 Jul 2025
movers near milbury ma	Local	4	10	5	N/A	1	+1	0	72	+5	https://massadmovers.com/	18 Jul 2025
movers leominster	Local	2	20	15	9.36	1	+1	0	77	+10	https://massadmovers.com/maleominster-movers/	14 ago
moving companies in massachusetts	Local	4	100	16	13.21	0	0	0	89	+29	https://massadmovers.com/	13 d ago
movers leominster ma	Local	3	10	4	9.36	0	0	0	66	+10	https://massadmovers.com/maleominster-movers/	4 Jul 2025
moving companies salem ma	Local	3	40	6	10.96	0	0	0	96	+41	https://massadmovers.com/	8 h ago
mybuddy movers	Local	3	10	1	2.84	0	0	0	70	+17	https://massadmovers.com/	9 Jul 2025
moving companies in massachusetts	Local	3	10	45	N/A	0	0	0	70	+22	https://massadmovers.com/	19 Jul 2025
plano movers massachusetts	Local	5	30	22	3.64	0	0	0	81	+36	https://massadmovers.com/services/plano-moving/	11 d ago
movers leicester ma	Local	4	10	16	N/A	0	0	0	80	+38	https://massadmovers.com/	5 Jul 2025
movers andover ma	Local	3	9	5	13.85	0	0	0	45	+4	https://massadmovers.com/	14 Jul 2025
removals worcester	Local	4	30	16	N/A	0	0	0	51	+5	https://massadmovers.com/services/junk-removal/	8 Jul 2025
white glove movers near me	Local	4	20	26	N/A	0	0	0	81	+57	https://massadmovers.com/services/white-glove-service/	19 Jul 2025

Keyword	Intent	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
movers worcester ma	Local	3	200	35	8.50	73	+48	0	4	+2	https://massadmovers.com/	10 Jun 2025
moving companies worcester ma	Local	3	200	23	8.30	70	+53	0	6	+2	https://massadmovers.com/	13 Jul 2025
movers worcester	Local	4	150	16	13.00	57	+45	0	8	+2	https://massadmovers.com/	12 Jul 2025
massad movers	Branded	2	100	16	5.63	44	0	0	1	0	https://massadmovers.com/	30 Jun 2025
moving companies worcester	Local	4	150	35	9.95	24	+14	0	7	+3	https://massadmovers.com/	12 Jul 2025
moving companies near worcester ma	Local	2	60	22	12.90	23	+18	0	0	+2	https://massadmovers.com/	15 Jul 2025
worcester movers	Local	4	150	16	10.02	19	+7	0	5	+3	https://massadmovers.com/	3 d ago
top 10 cities in massachusetts	Local	5	200	5	0.01	12	+12	0	1	+1	New https://massadmovers.com/blog/top-10-biggest-cities-in-massachusetts/	10 d ago
worcester moving company	Local	4	30	22	12.51	12	+8	0	4	+2	https://massadmovers.com/	14 Jul 2025
massachusetts cities by population	Local	3	300	22	11.0	12	+12	0	1	+8	New https://massadmovers.com/blog/top-10-biggest-cities-in-massachusetts/	20 Jul 2025
moving company worcester ma	Local	2	30	16	12.51	11	+8	0	4	+2	https://massadmovers.com/	6 Jul 2025
moving company worcester	Local	2	70	16	12.51	11	+5	0	0	+3	https://massadmovers.com/	4 Jul 2025
movers in worcester ma	Local	4	70	16	12.51	11	+7	0	0	+5	https://massadmovers.com/	3 Jul 2025
movers in worcester	Local	4	30	22	4.75	10	+7	0	4	+2	https://massadmovers.com/	20 Jul 2025
largest cities in massachusetts	Local	3	400	24	11.4	10	+10	0	1	+8	New https://massadmovers.com/blog/top-10-biggest-cities-in-massachusetts/	11 d ago
movers shrewsbury ma	Local	3	40	16	12.63	10	0	0	2	0	https://massadmovers.com/	20 Jul 2025
massachusetts cities by population	Local	3	450	15	10.6	10	+10	0	1	+7	New https://massadmovers.com/blog/top-10-biggest-cities-in-massachusetts/	5 d ago

SERPs

The site's organic traffic from SERPs (Search Engine Results Pages) has grown dramatically. In May, traffic was relatively flat and low, indicating fewer high-ranking keywords or low visibility in search results. By August, there's a sharp and sustained increase, peaking at over 1.2K visits, suggesting that SEO improvements such as better keyword optimization, content updates, and stronger rankings have pushed the site much higher in SERPs, resulting in far more users clicking through from organic search.



Search Console

In May, the data indicates fewer and more sporadic spikes in both clicks (blue line) and impressions (purple line), suggesting lower visibility and engagement. By August, there is a noticeable increase in both impressions and clicks, with more consistent fluctuations in performance. Despite the increased activity, the content's average position remains around 30.7, indicating it is not ranking at the top, but still receiving significant visibility and interaction.

