

CASE STUDY

Robinson Relocation's 3.5x ROI Success with SEO & Local Map Pack

Client Overview

Company: Robinson Relocations
Industry: Moving & Relocations
Location: Cincinnati, Ohio
(Sharonville & Madisonville)



Challenges

Struggling with Paid Ads: Robinson Relocations had previously invested in paid ads, which yielded poor results. This led them to consider shutting down their operations at the start of 2023.

Limited Local Presence: Despite having two locations in Cincinnati, their visibility in local search results and surrounding areas was low, limiting their market share.

Brand Trust and Communication: The client needed a personalized approach, including better communication and a strategy aligned with their long-term goals.

Goals

Revitalize Online Visibility: Improve search engine rankings and local SEO presence in key markets like Madisonville and Sharonville, and expand across Cincinnati and Ohio.

Increase Lead Generation through SEO: Drive more qualified leads through improved organic search rankings and a stronger presence in local map packs.

Build Long-Term Relationships: Strengthen the client relationship by personalizing communication, offering regular updates, and providing a seamless customer experience.

Our Approach & Solution

Revamped SEO Strategy

- After evaluating the challenges and opportunities, we shifted Robinson Relocation's focus from paid ads to a robust SEO strategy. This included targeting high-value, high-volume keywords like "local movers" and "moving companies" to dominate the local map pack and surrounding areas.

- We tailored the approach to specifically improve visibility for both locations in Sharonville and Madisonville, helping them rank higher in the search engine results pages (SERPs) and increasing their organic traffic.

Local Map Pack Targeting

- The strategy was designed to position Robinson Relocations not only as a local mover in Madisonville but as a dominant player across Cincinnati and, eventually, Ohio.

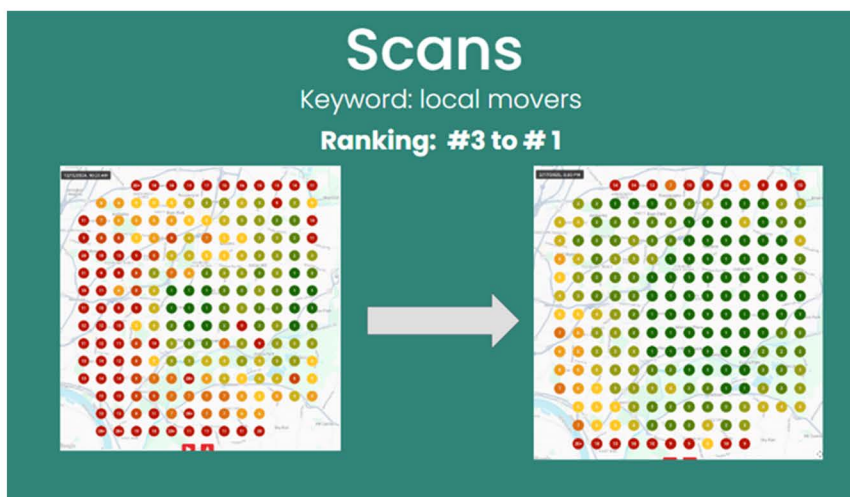
Personalized Client Relationship

- We prioritized building a strong, personalized relationship with Robinson Relocations by catering to their communication preferences. This included providing regular updates through monthly Loom videos and offering phone consultations whenever needed.
- We also went the extra mile to show appreciation, such as sending a thoughtful gift to celebrate the birth of the client's child, fostering goodwill and a positive working relationship.

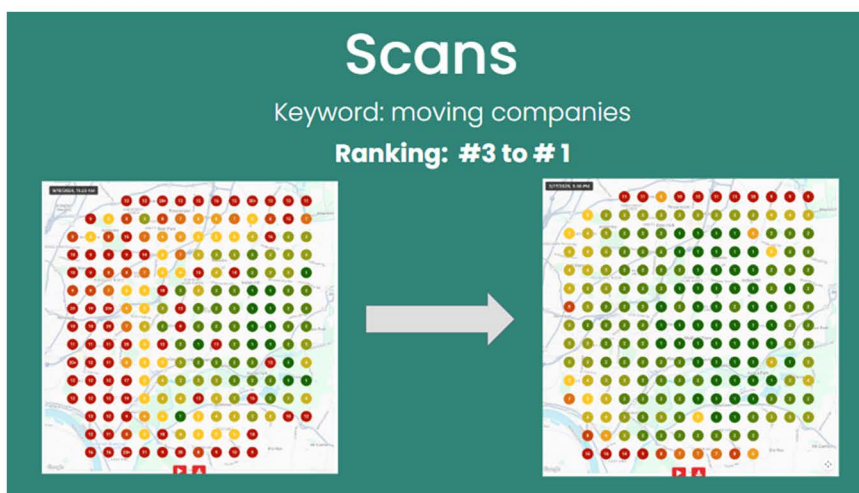
Results & Impact

Keyword Rankings

Local Movers: Improved ranking from **#3** to **#1** in search results, driving more visibility and local search traffic.

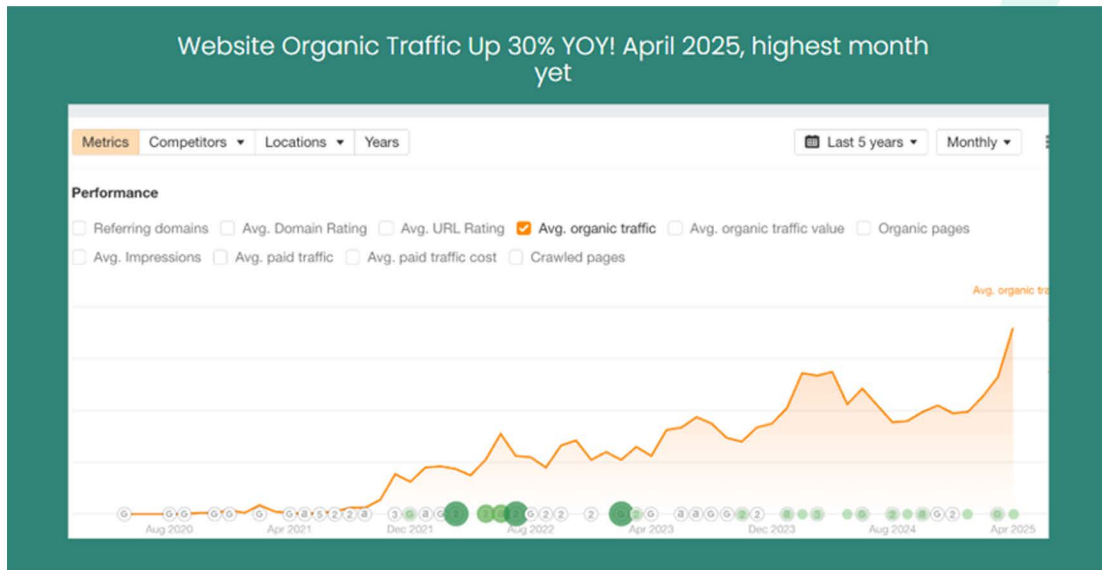


Moving Companies: Improved ranking from **#3** to **#1** in search results, driving more visibility and local search traffic.



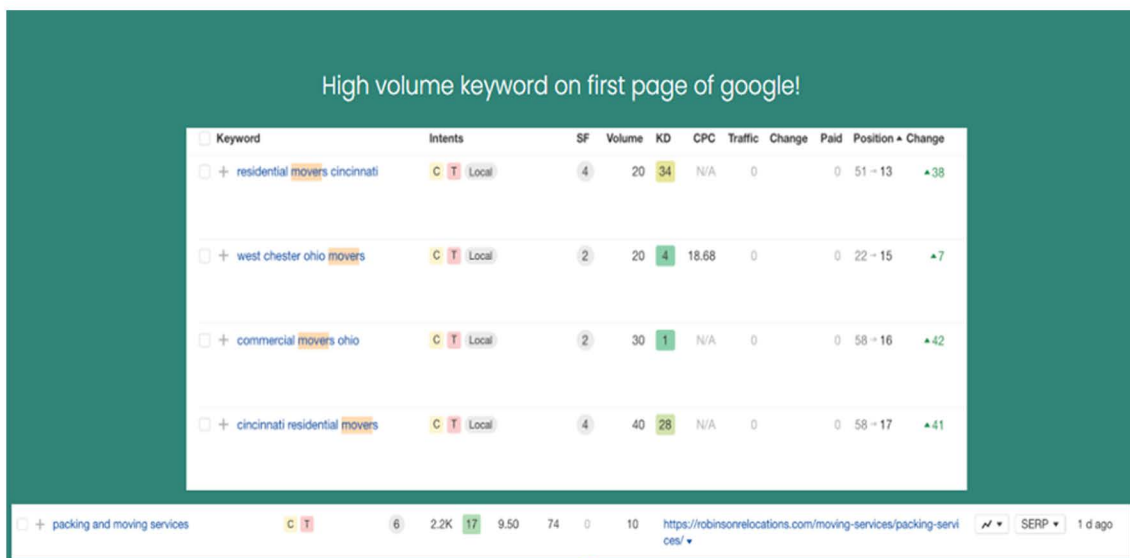
Organic Traffic Growth

Website organic traffic saw a 30% year-over-year (YOY) increase, with April 2025 marking their highest traffic month to date. This growth directly translated to more visibility and a greater volume of inbound leads.



Google Traffic as a Major Referral Source

Google became the second highest referral source, with referrals from previous clients or contacts being the top source. This highlights the strong SEO foundation and successful lead generation efforts.



Key Takeaways

Realistic Expectations Drive Success

- By setting clear, achievable timelines and educating the client on what to expect, we successfully managed their expectations while delivering strong results.

Personalization is Key

- Listening to and catering to the client's communication preferences helped build trust and strengthen the working relationship.

SEO Outperforms Paid Ads:

- Moving away from paid ads and focusing on long-term SEO strategies led to a significant increase in organic traffic, keyword rankings, and overall revenue.

Next Steps

Expand SEO Coverage Across Ohio

- Build upon the success in Cincinnati by focusing on additional Ohio markets to further increase visibility and lead generation.

Ongoing Optimization

- Continue optimizing the website and Google Business profiles for sustained growth and better positioning in local search results.

Long-Term Client Partnership

- Maintain a personalized approach with the client to foster ongoing communication and strategic alignment as Robinson Relocations continues to grow.

For Any Questions

Schedule a call with us to explore actionable steps that can supercharge your sales and marketing efforts in 2025.

<https://rotatedigital.com/schedule>