

CASE STUDY

How Royal Moving Co. Achieved Top Rankings and Increased Conversions

Client Overview

- Company:** Royal Moving Co.
- Industry:** Moving & Storage
- Location:** Multiple cities, including Los Angeles, Portland, San Francisco, and Seattle
- Objective:** Improve search engine rankings, increase website traffic, and boost lead generation through SEO and local optimization strategies.



Challenges

The website experienced low organic rankings for key moving-related terms, which reduced its visibility in search results. Additionally, local map rankings were inconsistent across multiple cities, making it difficult to establish a strong presence in various service areas. To drive more leads and business growth, there was a need to increase form submissions and improve overall conversion rates.

Goals

The goal was to improve rankings for high-intent keywords to attract more qualified leads. Additionally, there was a focus on increasing local map visibility in target markets to strengthen the business's presence across multiple locations. Ultimately, the objective was to drive more organic traffic and boost form submissions, leading to higher conversions and business growth.

Our Approach & Solution

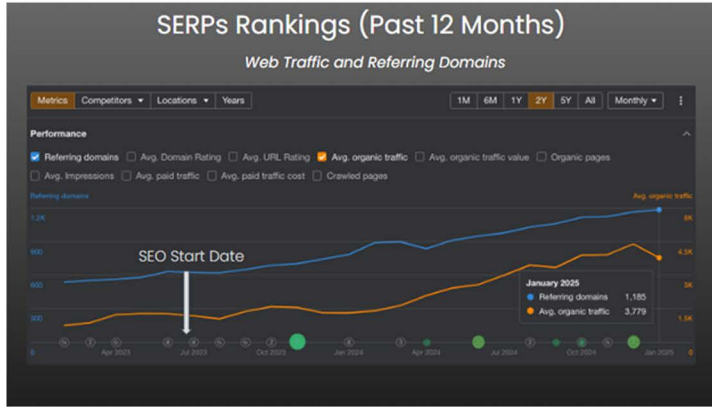
SEO Implementation

- Conducted keyword research and optimized on-page SEO
- Enhanced Google Business Profile (GBP) listings for better local visibility
- Implemented technical SEO improvements for better indexing
- Focused on high-performing, conversion-driven keywords

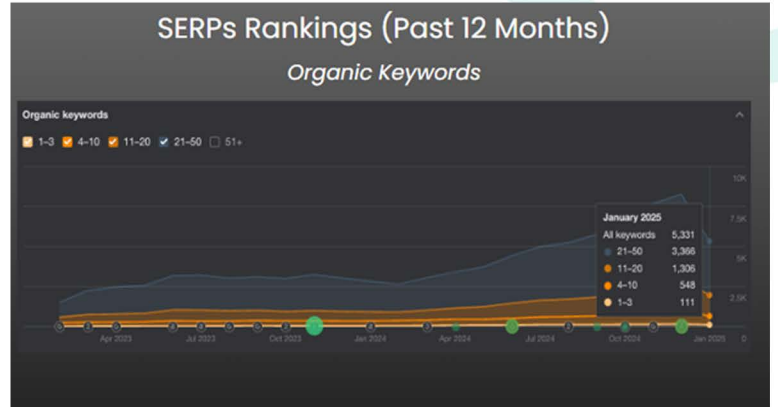
Key Metrics

Web Traffic and Referring Domains

Web Traffic and Referring Domains



Organic Keywords



Keyword Ranking Improvements:

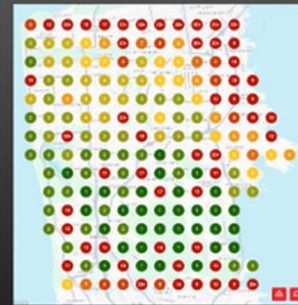
Local Map Scans - Portland

Keyword: "moving companies near me"
Ranking: 1 to 1 (28 to 42.67 SOLV)
(8/5/24 v 12/21/24)



Local Map Scans - SF

Keyword: "moving company san francisco"
Ranking: 3rd (12/1/24)

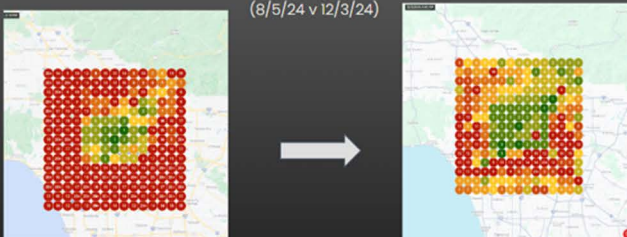


- "Movers near me" (North Hollywood):
2nd - 1st place (Sept 2024 - Jan 2025)

- "Moving company San Francisco" (San Francisco):
3rd place (Dec 2024)

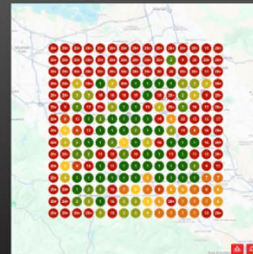
Local Map Scans - Los Angeles

Keyword: "moving companies los angeles"
Ranking: 10 to 3!
(8/5/24 v 12/3/24)



Local Map Scans - SJ

Keyword: "moving services"
Ranking: 1st (12/21/24)



- "Moving companies Los Angeles" (Los Angeles):
10th - 3rd place (Aug 2024 - Dec 2024)

- "Moving services" (San Jose):
1st place (Dec 2024)

Key Takeaways

- Strategic SEO and local optimization significantly improved rankings
- Improved GBP visibility led to higher local conversions
- Targeting high-intent keywords resulted in increased form submissions

Next Steps

- Continue refining SEO strategies for further ranking improvements
- Expand content marketing efforts to capture additional organic traffic
- Monitor and optimize conversion rates across all target locations

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>