

CASE STUDY

Massad Movers Leveraging SEO and GBP Optimization for Market Expansion

Client Overview

Company: Massad Movers

Industry: Moving Services

Location: Worcester, MA

Objective: To increase market share and improve local visibility in search engine rankings and Google Business Profile (GBP) performance.



Challenges

Massad Movers faced several challenges in their local market. They had a low market share in key local search categories, such as “Movers near me” and “Local Movers,” which hindered their ability to attract potential customers. Additionally, their Google Business Profile (GBP) had low visibility, and their presence in local search results for moving-related keywords in Worcester, MA, was minimal. These factors significantly impacted their ability to stand out in a competitive market and attract qualified leads.

Goals

The primary goals for Massad Movers were to increase their local market share in Worcester and the surrounding areas, ensuring they gained a stronger foothold in the competitive moving services industry. They also aimed to improve their visibility and rankings in search results, with a particular focus on securing top positions in Google’s results for moving-related queries. Additionally, Massad Movers sought to drive more engagement and customer interactions through their Google Business Profile, aiming for higher numbers of calls, clicks, and directions to further boost customer acquisition and brand presence.

Our Approach & Solution

SEO Optimization

- Focused on local SEO and increasing rankings for relevant moving-related keywords in Worcester, MA.

Google Business Profile Management

- Optimized GBP for better visibility, increasing views and interactions.

Conversion Rate Optimization

- Focused on improving the engagement of organic search traffic and directing them toward conversions (calls, inquiries).

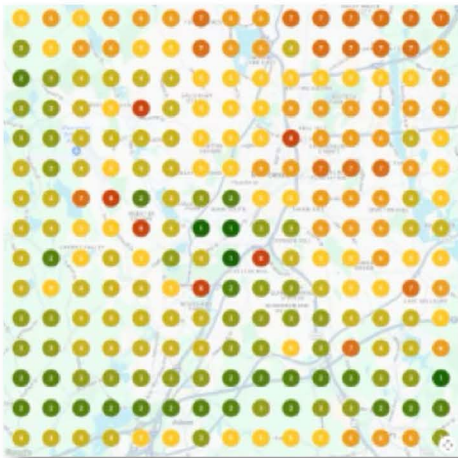
AI Citations

- Leveraged AI platforms (e.g., ChatGPT and Google AI) to ensure the business appeared in key AI-driven search results for moving-related queries.

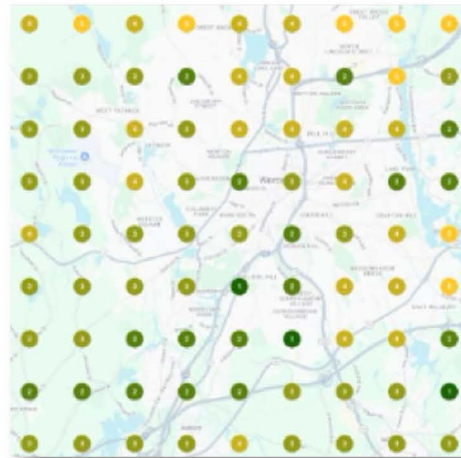
Results

Local Market – Movers Worcester

Before
Market Share: 35.7%

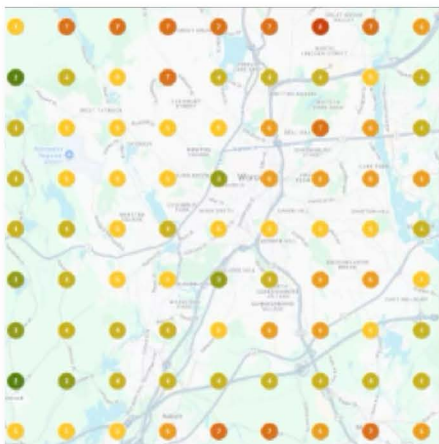


After
Market Share: 85.4%

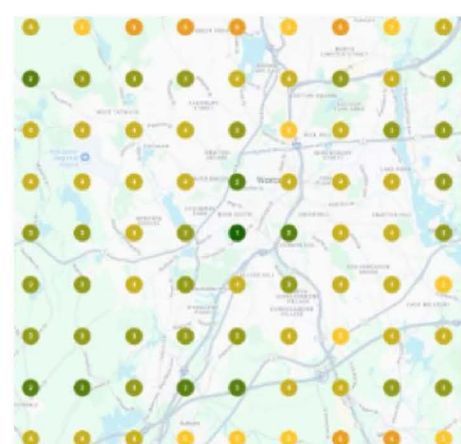


Local Market – Movers Worcester MA

Before
Market Share: 35.3%

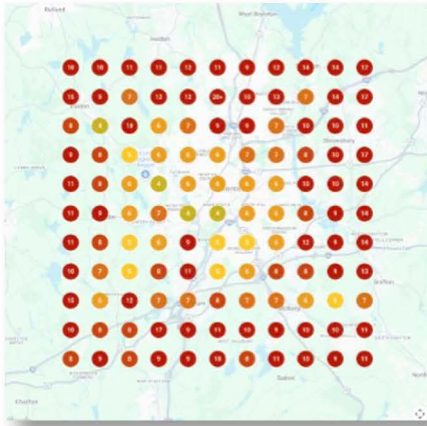


After
Market Share: 86%

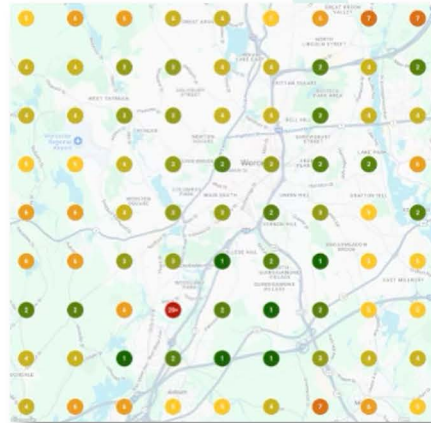


Local Market – Movers Near Me

Before
Market Share: 0%

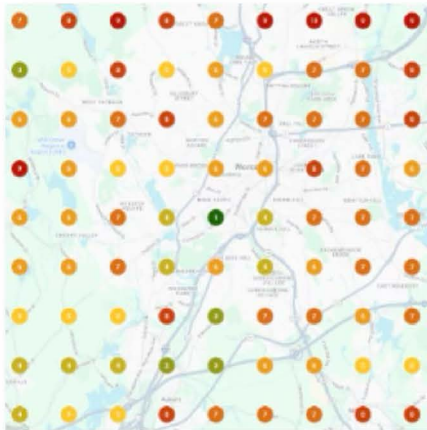


After
Market Share: 59.7%

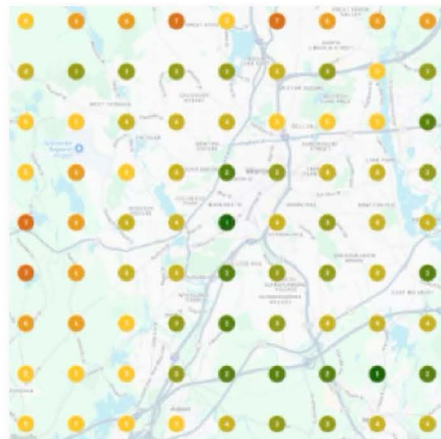


Local Market – Movers

Before
Market Share: 10.6%

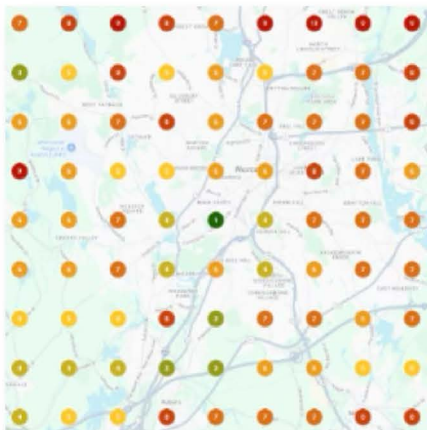


After
Market Share: 54.8%

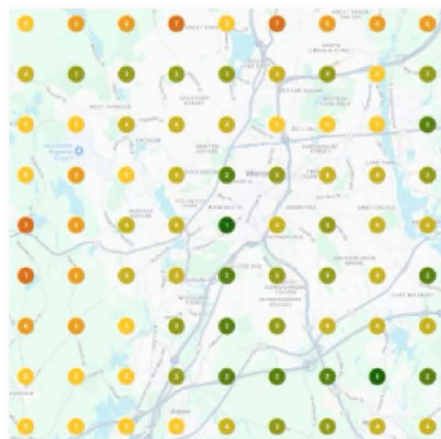


Local Market – Local Movers

Before
Market Share: 10.6%



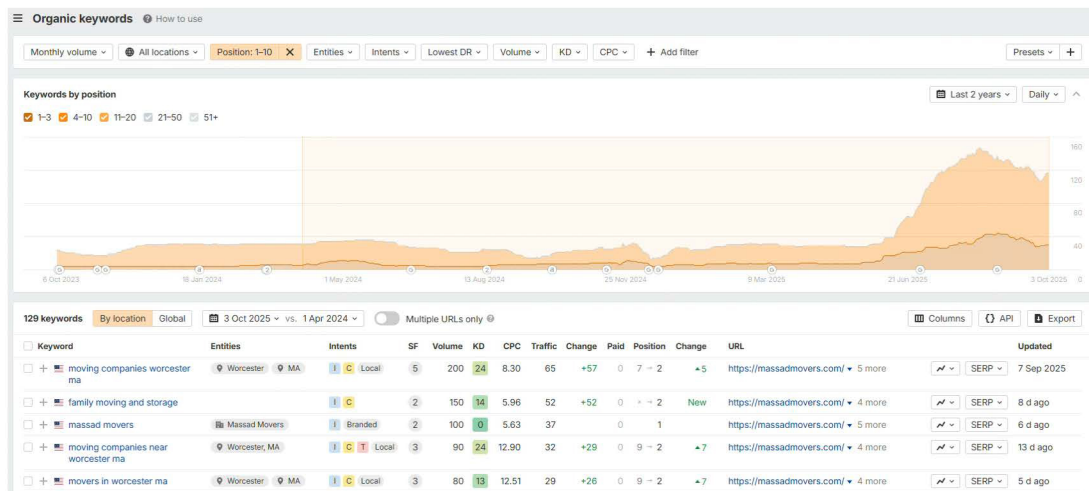
After
Market Share: 54.8%



SERPs Rankings

Keyword	Location	Intents	Rank	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
moving companies worcester ma	Worcester, MA	Local	5	200	24	8.30	65	+57	0	7	2	+5	https://massadmovers.com/	7 Sep 2025
family moving and storage		Local	2	150	14	5.96	52	+52	0	7	2	New	https://massadmovers.com/	8 d ago
massad movers	Massad Movers	Branded	2	100	0	5.63	37	0	0	1			https://massadmovers.com/	6 d ago
moving companies near worcester ma	Worcester, MA	Local	3	90	24	12.90	32	+29	0	9	2	+7	https://massadmovers.com/	13 d ago
movers in worcester ma	Worcester, MA	Local	3	80	13	12.51	29	+26	0	9	2	+7	https://massadmovers.com/	5 d ago
moving company worcester	Worcester	Local	2	80	29	12.51	28	+19	0	4	2	+2		
movers worcester ma	Worcester, MA	Local	3	150	24	8.30	20	+13	0	7	3	+4		
moving companies worcester	Worcester	Local	3	150	24	9.95	20	+7	0	6	4	+2		
movers worcester	Worcester	Local	3	150	30	10.00	20	+4	0	5	4	+1		
what is the biggest town in massachusetts	Massachusetts	Local	3	50	5	N/A	19	+19	0	7	1	New		
massachusetts cities by population	Massachusetts	Local	2	300	23	N/A	17	+17	0	7	6	New		
worcester movers	Worcester	Local	2	150	19	10.02	17	+3	0	5	4	+1		
cities near boston massachusetts	Boston, Massachusetts	Local	5	150	4	0.05	12	+12	0	7	5	New		
moving company worcester ma	Worcester, MA	Local	2	30	13	12.51	10	+8	0	6	2	+4		
massachusetts cities by population	Massachusetts	Local	2	400	7	N/A	8	+8	0	7	7	New		
movers shrewsbury ma	Shrewsbury, MA	Local	2	40	0	12.63	8	+4	0	5	2	+3		
movers in shrewsbury ma	Shrewsbury, MA	Local	6	20	0	12.63	6	+5	0	6	2	+4		

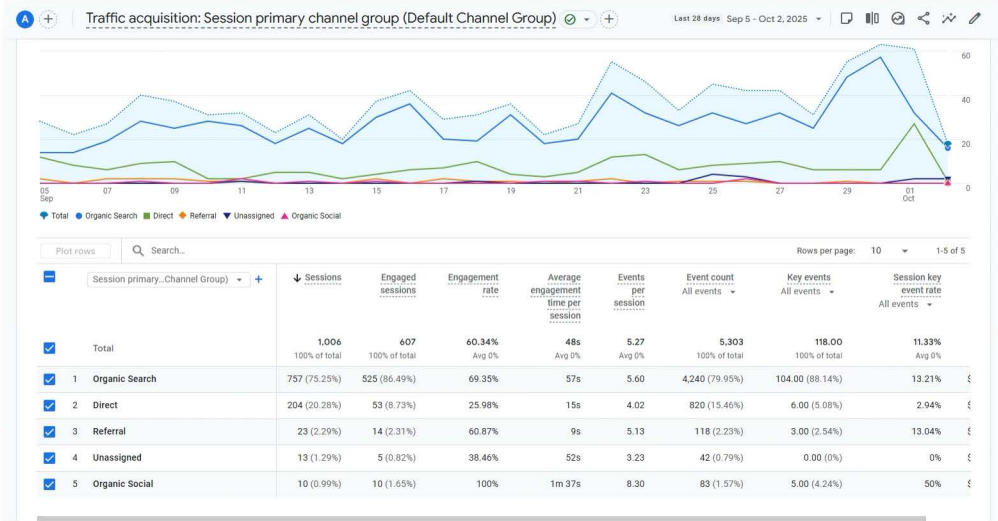
There has been strong SEO growth, with 279 organic keywords (+184) and 593 organic visits (+410). Many local moving-related keywords in Worcester, MA, are ranking in the top 3–5 positions, and several new keywords have appeared on page one.



The website has seen a significant rise in top 10 and top 3 keyword rankings, with over 160 page-one positions at its peak and more than 30 keywords consistently holding steady in the top 3.

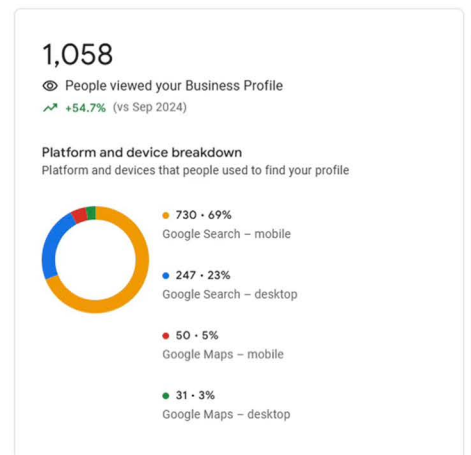
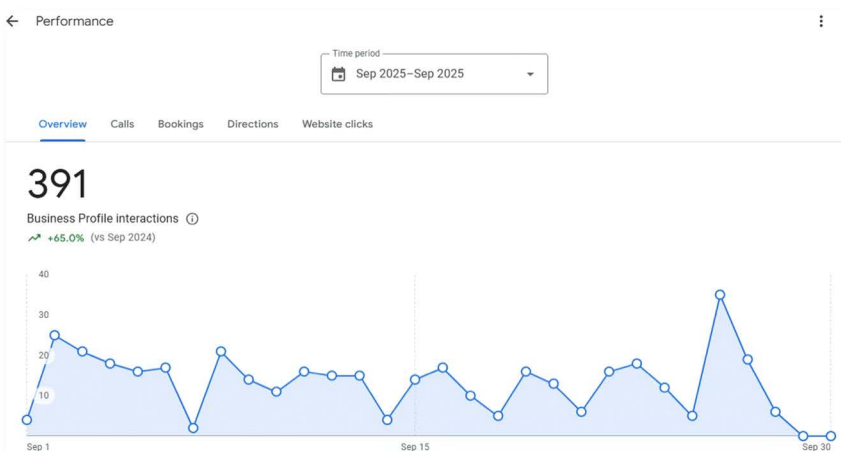
Google Analytic (GA4)

Organic Search delivered 757 sessions (75% of all traffic), with the highest engagement rate (69.35%) and longest session duration (57 seconds). Direct traffic is the second-largest source (204 sessions), but it has much lower engagement compared to organic. This confirms that most qualified visitors are finding the site through Google searches, highlighting the effectiveness of the SEO strategy



Google Business Profile (GBP)

Google Business Profile had 1,058 views (+54.7% YoY) and 391 interactions (+65% YoY), showing that more people are not only finding your business but also taking action (calls, clicks, directions).



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

- **Expand Service Area Coverage:** Focus on SEO/service pages targeting larger MA cities like Boston, Lowell, and Cambridge.
- **Long-Distance / Interstate Routes:** Develop route pages optimized for popular long-distance moves, targeting bigger markets like New York City, Providence, and Hartford.
- **Additional GBP Locations:** Consider adding GBPs in larger metro areas (e.g., Boston, Springfield) to enhance brand presence.
- **Double Down on Worcester:** Continue to prioritize Worcester to solidify the brand's dominance and rankings in the region.

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>