

# CASE STUDY

## Meathead Movers Leveraging SEO and GBP Optimization for Market Expansion

### Client Overview

**Company:** Meathead Movers  
**Industry:** Moving and Relocation Services  
**Location:** California (Bakersfield, Fresno, Newport Beach, Oxnard, Camarillo, Temecula, Westlake Village, San Luis Obispo, with plans for expansion into San Diego)  
**Start of Partnership:** 1/18/2024



### Challenges

Meathead Movers faced several challenges: low conversion rates despite increased organic traffic, seasonal fluctuations in traffic, especially in San Luis Obispo, and declining paid search performance. The transition to Newport Beach brought visibility issues, as the market differed from the previously disabled Santa Ana location. Additionally, referral and social channels showed growth but had limited impact on overall lead generation.

### Goals

Meathead Movers' goals focused on converting growing organic traffic into valuable leads and improving conversion rates, ensuring that increased traffic translated into opportunities. They aimed to address seasonal traffic fluctuations to maintain consistent year-round growth, particularly during off-peak periods. Optimizing paid search campaigns was a priority to improve ROI and reverse the decline in paid search traffic and conversions. With the expansion into Newport Beach, enhancing local SEO and GBP visibility became crucial for driving leads in this new, competitive market. Additionally, they sought to maximize the impact of referral and social channels to further boost lead generation and conversions.

### Our Approach & Solution

#### Data-Driven SEO

- Rotate Digital optimized SEO through targeted keyword research, on-page, and technical improvements, driving a +90% increase in organic traffic and a +126% increase in conversions across regions.

## Google Business Profile Optimization

- Rotate Digital enhanced GBPs across locations, improving local visibility and driving a +203% growth in cross-network traffic. This also boosted referral traffic (+338%) through effective review management and local engagement.

## Conversion Rate Optimization (CRO)

- Focus was placed on refining landing pages and user experience, leading to a +177% increase in form submissions and a +122% rise in phone calls, thereby converting more traffic into valuable leads.

## Reputation Development & Trust

- Rotate Digital helped build Meathead Movers' online reputation through review generation and social proof, contributing to increased brand trust and a +20% growth in direct traffic.

## Cross-Network Strategy

- Rotate Digital expanded digital reach through content marketing and partnerships, resulting in a 203% increase in cross-network sessions and a 275% increase in conversions in select regions.

## Paid Search Efficiency

- Rotate Digital enhanced paid search efficiency, increasing conversions by +106%, even as paid search sessions declined, with a focus on cost-effective traffic generation.

## Adaptability to Market Trends

- Rotate Digital adapted strategies to market fluctuations, offsetting declines in some areas with a +116% increase in cross-network traffic and strong conversion growth.

# Results

## Bakersfield

Bakersfield Page – Sessions & Key Events (Jan 18, 2024 – Aug 29, 2025 vs. previous period)

Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	5,921 → 5,772	-2.5%	1,529 → 1,410	-7.8%
Organic Search	3,278 → 3,680	+12.3%	1,023 → 975	-4.7%
Cross-network	323 → 557	+72.5%	81 → 138	+70.4%
Direct	476 → 551	+15.8%	74 → 78	+5.4%
Paid Search	1,458 → 421	-71.1%	287 → 132	-54.0%
Referral	151 → 260	+72.2%	43 → 55	+27.9%
Unassigned	258 → 281	+8.9%	53 → 55	+3.8%
Organic Social	7 → 9	+28.6%	7 → 0	-100%
Paid Social	1 → 5	+400%	1 → 2	+100%
Display	1 → 0	-100%	3 → 0	-100%

**Organic sessions:** grew +12%, showing SEO momentum.

**Organic conversions** dipped slightly (-4.7%) but remain the largest source of leads.

**Cross-Network sessions:** + conversions both up ~70% strong growth.

**Referral traffic:** (+72% sessions, +28 conversions) also improved.

**Direct traffic:** (+16% sessions, +5% conversions) shows stronger brand presence.

# Fresno/Clovis

Fresno Page – Sessions & Key Events (Jan 18, 2024 – Aug 29, 2025 vs. Jan 18, 2023 – Aug 29, 2024)

Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	8,237 → 8,209	-0.3%	2,242 → 2,423	+8.1%
Organic Search	6,192 → 5,867	-5.3%	934 → 1,793	+91.9%
Direct	903 → 774	-14.3%	65 → 145	+123.1%
Cross-network	260 → 789	+203.3%	64 → 240	+275.0%
Paid Search	726 → 532	-26.7%	99 → 204	+106.1%
Referral	74 → 99	+33.8%	8 → 35	+337.5%
Organic Social	259 → 64	-75.3%	10 → 9	-10.0%
Unassigned	18 → 61	+238.9%	7 → 16	+128.6%
Paid Social	1 → 5	+400%	0 → 0	0%
Email	2 → 1	-50%	0 → 0	0%
Display	1 → 1	0%	3 → 5	+66.7%

**Key Events: +8% increase.**

**Organic Search: Conversions +92%, showing high-quality leads.**

**Direct Traffic: Conversions +123%, indicating stronger intent.**

**Cross-Network: Sessions +203%, conversions +275%.**

**Paid Search: Conversions +106%, more efficient.**

**Referral Traffic: Sessions +34%, conversions +338%.**

# Newport Beach

Newport Beach Page – Sessions & Key Events (Jan 18, 2024 – Aug 29, 2025 vs. Jan 18, 2023 – Aug 29, 2024)

Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	579 → 751	+29.7%	93 → 201	+116.1%
Organic Search	382 → 620	+62.3%	76 → 172	+126.3%
Cross-network	0 → 36	—	0 → 5	—
Direct	30 → 36	+20.0%	5 → 2	-60.0%
Paid Search	158 → 32	-79.7%	0 → 0	0%
Referral	5 → 14	+180.0%	0 → 0	0%
Unassigned	3 → 8	+166.7%	2 → 3	+50.0%
Organic Social	5 → 5	0%	0 → 1	+100%
Paid Social	0 → 2	—	0 → 0	—

**Overall Performance: Sessions +30%, key events +116%.**

**Organic Search: +62% sessions, +126% conversions.**

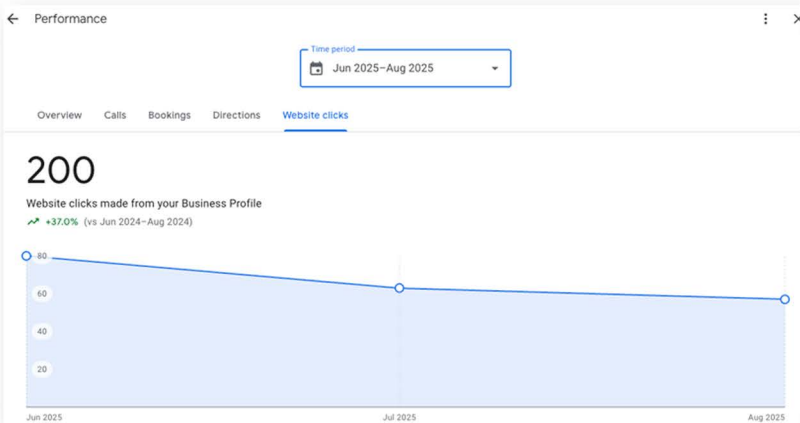
**Cross-Network: First appearance, adding traffic and conversions.**

**Direct Traffic: +20% sessions, but conversions dipped.**

**Paid Search: -80% sessions, 0 conversions (outside SEO).**

**Other Channels: Referral, Social, and Unassigned contributed positively.**

# GBP Calls Performance (June - August 2025)



Newport Beach, a newly established location following the deactivation of Santa Ana, saw a significant increase in GBP calls in July 2025 compared to the previous year, highlighting Rotate Digital's effective optimization despite market differences.

# Oxnard/Camarillo

Oxnard / Camarillo Page – Sessions & Key Events (Jan 18, 2024 – Aug 29, 2025 vs. Jan 18, 2023 – Aug 29, 2024)

Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	3,318 → 3,577	+7.8%	919 → 1,087	+18.3%
Organic Search	1,310 → 2,543	+94.1%	330 → 820	+148.5%
Direct	161 → 346	+114.9%	42 → 87	+107.1%
Unassigned	264 → 294	+11.4%	60 → 65	+8.3%
Cross-Network	97 → 223	+129.9%	27 → 66	+144.4%
Paid Search	129 → 175	+35.7%	24 → 42	+75.0%
Referral	44 → 67	+52.3%	5 → 7	+40.0%
Cross-Network (Meathead)	1 → 1	0%	0 → 0	0%

**Overall Performance: Sessions +8%, key events +18%.**

**Organic Search: +94% sessions, +149% conversions strong SEO performance.**

**Direct Traffic: +115% sessions, +107% conversions major growth.**

**Cross-Network: +130% sessions, +144% conversions solid growth.**

**Paid Search: +36% sessions, +75% conversions modest gains.**

**Referral Traffic: +52% sessions, +40% conversions steady growth.**

## Temecula

Temecula Page – Sessions & Key Events (Jan 18, 2024 – Aug 29, 2025 vs. Jan 18, 2023 – Aug 29, 2024)

Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	1,827 → 3,529	+93.1%	517 → 833	+61.1%
Organic Search	1,130 → 2,631	+132.8%	239 → 708	+196.2%
Cross-Network	100 → 198	+98.0%	22 → 36	+63.6%
Paid Search	198 → 192	-3.0%	23 → 53	+130.4%
Referral	110 → 165	+50.0%	6 → 8	+33.3%
Unassigned	146 → 156	+6.9%	20 → 23	+15.0%
Direct	135 → 141	+4.4%	5 → 5	0%
Organic Social	8 → 3	-62.5%	2 → 0	-100%

**Total Sessions: +93%, key events +61% strong growth.**

**Organic Search: +133% sessions, +196% conversions major SEO success.**

**Cross-Network: +98% sessions, +64% conversions solid growth.**

**Paid Search: -3% sessions, +130% conversions more efficient.**

**Referral Traffic: +50% sessions, +33% conversions steady support.**

## Westlake Village

Westlake Village Page – Sessions & Key Events (Jan 18, 2024 – Aug 29, 2025 vs. Jan 18, 2023 – Aug 29, 2024)

Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	141 → 638	+352.5%	13 → 141	+984.6%
Organic Search	110 → 566	+414.6%	13 → 134	+930.8%
Direct	15 → 27	+80.0%	0 → 0	–
Referral	3 → 15	+400.0%	0 → 0	–

**Total Sessions: +353%, key events +985% massive growth.**

**Organic Search: +415% sessions, +931% conversions explosive SEO success.**

**Referral & Cross-Network: Strong growth in both, driving traffic and conversions.**

**Direct Traffic: +80% sessions**

## San Luis Obispo

San Luis Obispo Page – Sessions & Key Events (Jan 18, 2024 – Aug 28, 2025 vs. Jan 18, 2023 – Aug 28, 2024)

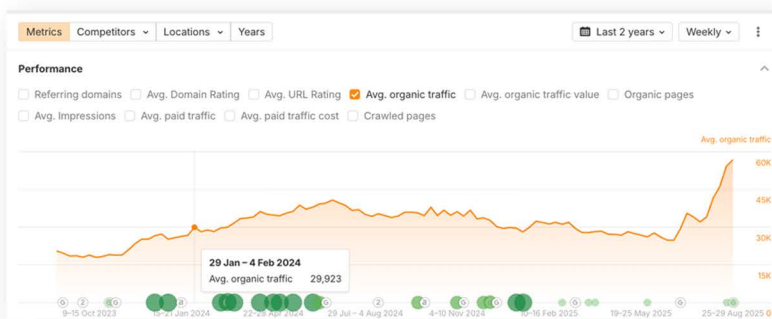
Channel	Sessions (Prev → Current)	% Change	Key Events (Prev → Current)	% Change
Total	743 → 448	-39.7%	150 → 133	-11.3%
Organic Search	496 → 251	-49.4%	111 → 84	-24.3%
Cross-Network	62 → 134	+116.1%	18 → 23	+27.8%
Direct	80 → 41	-48.8%	8 → 10	+25.0%
Paid Search	91 → 19	-79.1%	2 → 3	+50.0%
Referral	30 → 14	-53.3%	2 → 0	-100%

**Cross-Network: +116% sessions, +28% conversions positive growth.**

**Direct Traffic: -49% sessions, +25% conversions higher conversion rate.**

**Paid Search: -79% sessions, +50% conversions slight improvement.**

## Organic Performance



**The site's average organic traffic has nearly doubled, increasing by +90%, from approximately 30K sessions to nearly 57K over the period.**

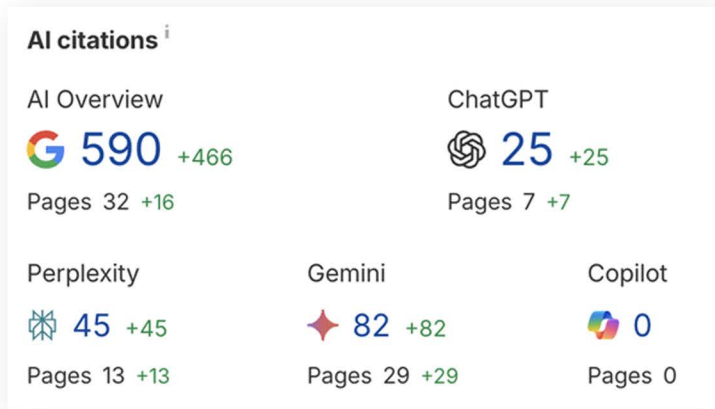
## Phone Calls Event

Phone Call Events – Sitewide (Jan 18, 2024 – Aug 27, 2025 vs. Jan 18, 2023 – Aug 27, 2024)

Metric	Previous Period	Current Period	% Change
Total Phone Call Events	3,982	8,857	+122.3%
Header/Phone Call	342	1,228	+259.3%
Contact Phone	3,640	7,629	+109.7%
Unique Users (all calls)	3,200	4,296	+34.3%
Calls per User	1.25	1.60	+28.0%

**San Luis Obispo experienced a 116% increase in cross-network traffic and a 28% rise in conversions, helping to offset declines in both organic and paid search performance.**

## AI Citations & Visibility



Rotate Digital boosted Meathead Movers' visibility by creating AI citations and enhancing brand trust through a custom WordPress build and cleaner HTML, ensuring improved crawlability for both AI and search engines.

## Key Takeaways

### SEO Outperforms Paid Ads:

- Increased direct engagement through phone calls and form submissions, leading to more customer interactions.
- Significant growth in cross-network traffic, driving a broader audience and higher conversions.
- Improved efficiency in paid search efforts, resulting in better ROI despite a decline in traffic.
- Strengthened brand presence through enhanced referral traffic and local partnerships.
- Enhanced local visibility and customer trust through optimized Google Business Profiles.
- Successfully adapted strategies to market fluctuations, maintaining steady growth even during off-peak periods.

## Next Steps

- **Reputation Management System:** Implement a system to improve client reviews and enhance GBP visibility.
- **Website Updates:** Ensure SEO is integrated into upcoming website updates and redesigns.
- **San Diego Expansion:** Roll out a targeted SEO and GBP strategy for rapid market penetration.
- **Client-Generated Content:** Leverage mini move stories, photos, and before/after content to build topical authority and increase emotional engagement.
- **New Service Strategies:** Develop new approaches for college moving and long-distance routes to capture fresh demand while maintaining existing rankings.

## 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>