

CASE STUDY

SEO Success for Faith Moving Company

Client Overview

Company: Faith Moving Company

Industry: Moving services (interstate and long-distance moves, junk removal, holiday storage solutions)

Location: New Mexico, USA



Challenges

Faith Moving Company faced significant challenges in building organic traffic and generating quality leads through their website. They were struggling to promote themselves effectively online, with their website not generating enough visibility or leads. The company needed a robust SEO strategy to increase its online presence, attract more customers, and differentiate itself in the competitive moving industry.

Goals

Faith Moving Company aimed to:

- Increase organic visibility and traffic to their website.
- Generate a steady stream of leads from online channels, particularly through SEO.
- Achieve significant revenue growth by capitalizing on organic search traffic and visibility.

Their goal was to improve their rankings, especially in local search results, and build strong local authority through SEO tactics that resonated with their values and focus on excellent customer service.

Our Approach & Solution

SEO Optimization & Technical Fixes

- Implemented technical SEO fixes to enhance website crawlability and indexing.
- Conducted a comprehensive content expansion plan, focusing on creating relevant, high-quality content tailored to their target audience.
- Applied on-page optimization (meta tags, keyword density, internal linking) to boost keyword relevance and search engine rankings.

Local SEO & Google Business Profile (GBP) Optimization

- Re-optimized their GBP, focusing on the use of local keywords, adding service areas, and ensuring proper category selection.
- Posted weekly GBP updates aligned with the company's services and locations to enhance visibility.
- NAP consistency was ensured across all directories, and citations were built to increase local authority.

Aggressive Local Authority Building

- Targeted hyper-local neighborhoods by deploying internal links and ensuring that the website's content matched local search intent.
- Built local authority through backlinks and service-area clusters, strengthening the company's position on the SERPs for highly competitive keywords.

Results

Organic Traffic Growth

- Traffic increased significantly, from **450 visits per month to 900+ monthly visits**, stabilizing at a much higher baseline than in the previous 6–8 months.



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Search Console Improvements (Clicks, Impressions & Avg. Position)

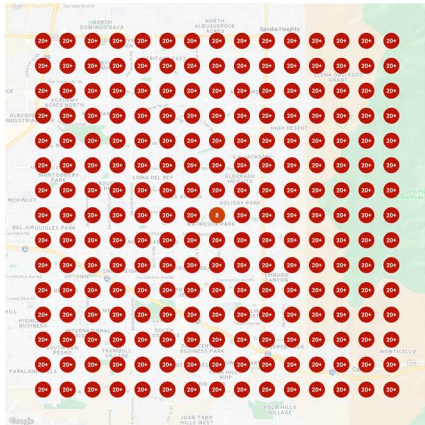
- Clicks increased from **900 to 1.91K (+112% over 6 months)**.
- Impressions rose from **199K to 259K (+30%)**.
- **Average Position** improved from **34.1 to 27.1**, a massive improvement in ranking for competitive moving-related keywords.
- **CTR** jumped from **0.5% to 0.7%**, thanks to clearer meta titles and structured content.



Local Map Grid Performance

- **Before:** Large portions of the map had rankings in positions 12-20+ (mostly invisible), with many areas showing rankings 20+.
- **After:** Key service areas moved into positions 1-3 on Google's local map grid, drastically improving visibility. The red zones (bad positions) reduced significantly.

For the keyword "movers albuquerque" before & after

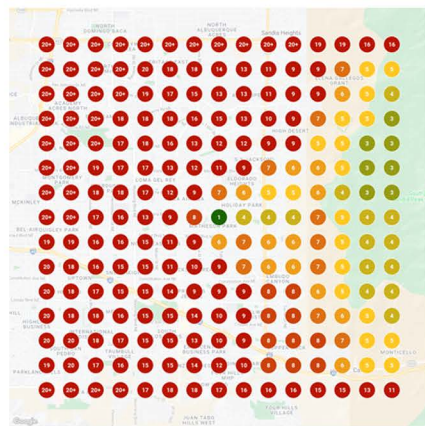


Before

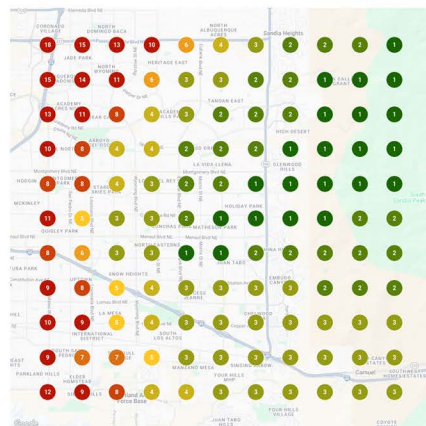


After

Keyword "movers"

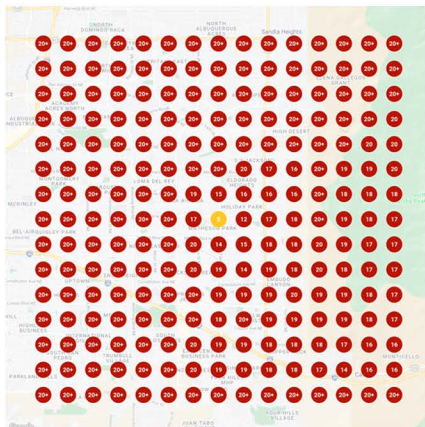


Before

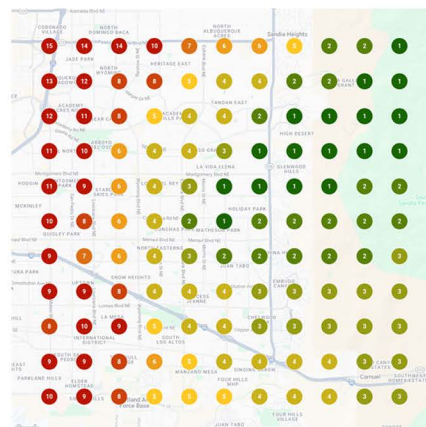


After

keyword "moving company"



Before



After

Key Metrics

- **Organic Traffic Growth:** Increased visits from 450 to 900+ per month.
- **Click Improvements:** +112% increase in clicks (from 900 to 1.91K).
- **Impression Growth:** +30% increase in impressions (from 199K to 259K).
- **Local Map Grid Improvement:** Positions 1–3 achieved in major service areas.
- **Google Business Profile Optimization:** Enhanced local engagement with weekly posts and updated service areas.

Key Takeaways

- **SEO as a Revenue Driver:** Faith Moving's success highlights the power of SEO in driving revenue growth. After implementing a strong SEO strategy, the company achieved a revenue milestone, growing from \$100K to \$1M in 2025.
- **The Importance of Local SEO:** Focused local optimization, including GBP updates and content targeting specific neighborhoods, made a substantial difference in Faith Moving's online visibility.
- **Continuous Optimization for Growth:** Regular adjustments and improvements to the SEO strategy, including enhanced meta titles, service-area clusters, and internal linking, played a key role in consistent growth.

Next Steps

Faith Moving will continue to refine their SEO strategy with a more aggressive approach, focusing on:

- Increasing visibility on the SERP and Local Map Pack (LMM).
- Further optimizing the Google Business Profile to drive more local engagement.
- Exploring new opportunities for content expansion and backlink acquisition to support sustainable growth.

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>