

CASE STUDY

SETT Movers – SEO Case Study

Client Overview

Company: SETT Movers

Industry: Moving and Relocation Services

Location: Lakewood & Neptune Township, New Jersey

Start of Partnership: 2021

Objectives: Improve local SEO and Google Maps visibility for two locations to increase lead generation and drive revenue.



Goals

SETT Movers partnered with us to improve their Google Maps visibility and organic search performance. Originally a single-location business, SETT Movers expanded to a second location in 2024. The main objectives were:

- Boosting local SEO performance for both locations.
- Improving rankings for high-competition search terms in the moving industry.
- Driving more leads and revenue from organic search and local listings.

Approach & Solution

Search Term Optimization:

- **Google Maps Visibility:** Focused on ranking for key search terms like "packing and moving companies," "movers," "long distance movers," and "specialty movers" for both Lakewood and Neptune Township.
- **Competitor Analysis:** Helped SETT Movers outrank competitors for terms like "Neptune Township movers" and "specialty movers."

Location Expansion:

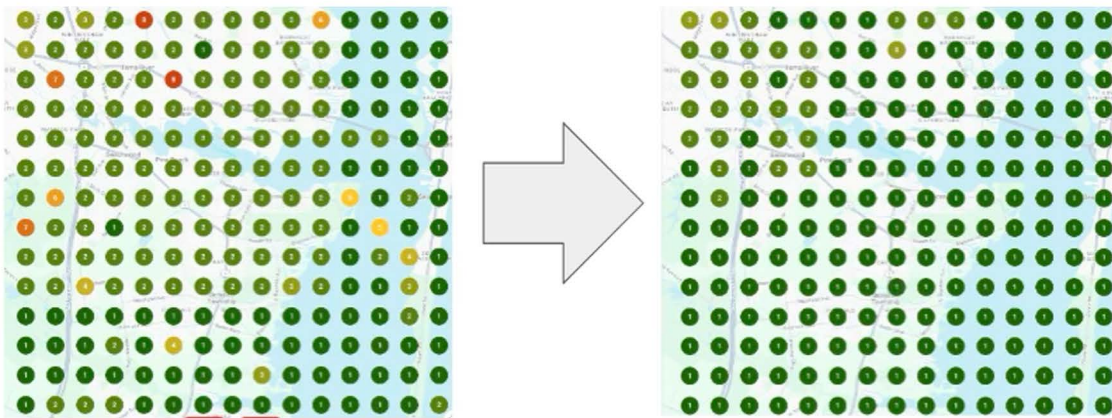
- The original location performed well on Google Maps, but the new location faced challenges initially. After upgrading to a larger SEO package, we focused on optimizing the Google Business Profile (GBP) for both locations, resulting in significant improvements in local rankings.

GBP Suspension Issue:

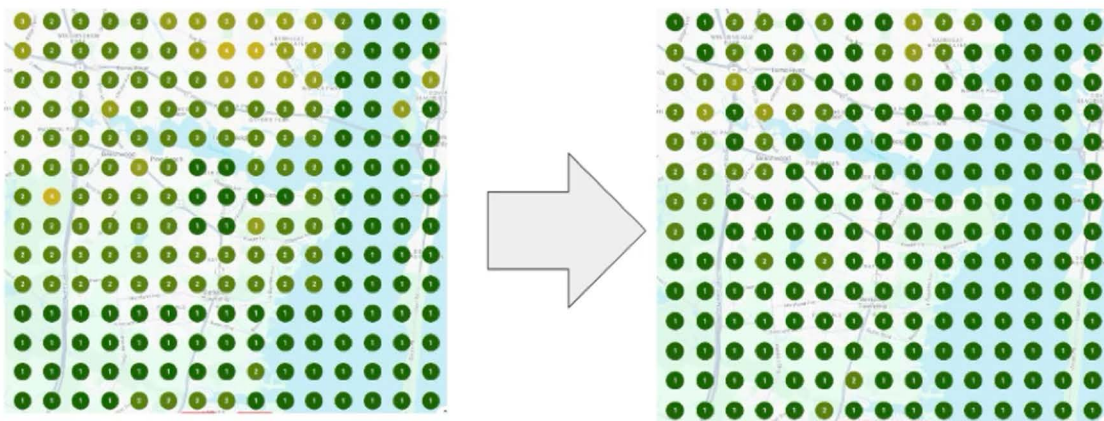
- **Challenge:** SETT Movers' GBP was suspended due to a post made while the business was operating from a home address. Google denied verification, forcing a transition to a Service Area Business.
- **Solution:** During this suspension, we provided a substantial discount and increased deliverables, including ongoing optimization efforts to restore their visibility. After a period of recovery, their rankings and revenue began to stabilize and improve.

Results & Impact

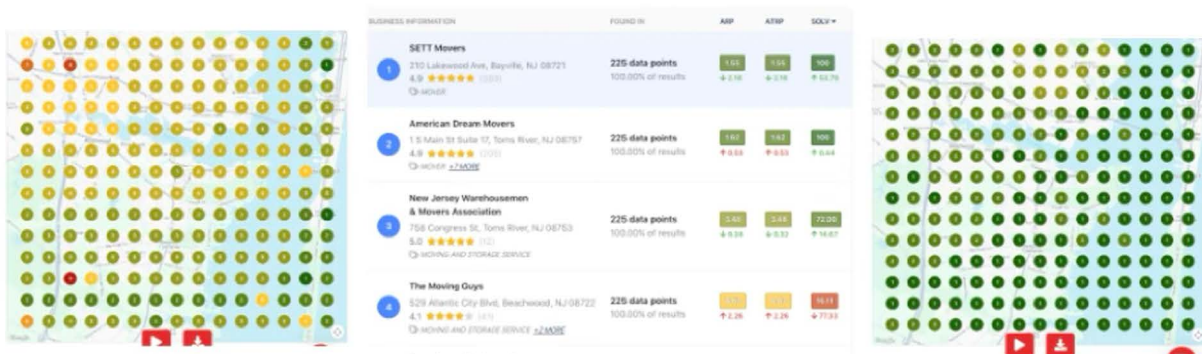
Searching On Google Maps (Lakewood)
"packing and moving companies"



Searching On Google Maps (Lakewood)
"movers"



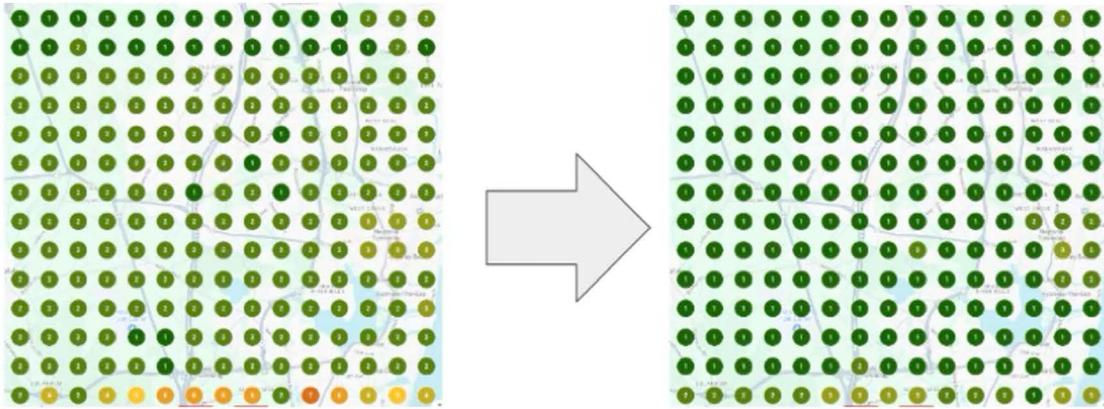
Searching On Google Maps: "long distance movers"



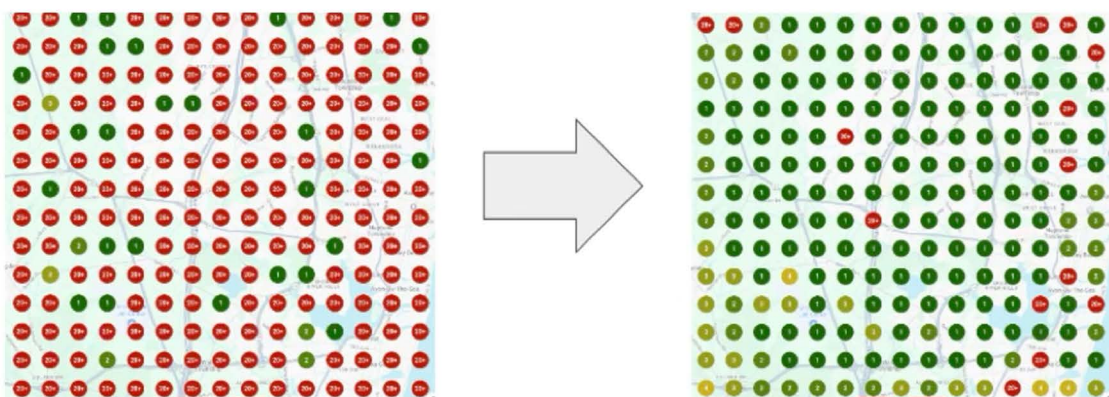
Winning Search Terms Over Competition (MAPS)

BUSINESS	KEYWORD	SIZE	RADIUS	DATA POINTS	SCANS RUN	ARP	ATRP	SOLV
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers bayville nj	15 x 15	2.0mi	225 data points	27 scans	1.00 ↔	1.00 ↔	100.00 ↔
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers in bayville nj	15 x 15	2.0mi	225 data points	28 scans	1.00 ↔	1.00 ↔	100.00 ↔
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers in toms river nj	15 x 15	4.0mi	225 data points	4 scans	2.05 ↓ 0.05	2.05 ↓ 0.06	100.00 ↑ 0.89
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers toms river	15 x 15	4.0mi	225 data points	4 scans	2.01 ↓ 0.08	2.01 ↓ 0.08	100.00 ↔
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers bayville nj	15 x 15	4.0mi	225 data points	4 scans	1.00 ↔	1.00 ↓ 0.18	100.00 ↑ 0.89
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	professional moving company	15 x 15	4.0mi	225 data points	21 scans	1.19 ↓ 0.90	1.19 ↓ 1.06	100.00 ↑ 11.11
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers toms river nj	15 x 15	4.0mi	225 data points	4 scans	2.01 ↓ 0.03	2.01 ↓ 0.11	100.00 ↑ 0.44
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	local moving company	15 x 15	4.0mi	225 data points	20 scans	1.07 ↓ 0.02	1.07 ↓ 0.02	100.00 ↔
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	movers in bayville nj	15 x 15	4.0mi	225 data points	4 scans	1.00 ↔	1.00 ↓ 0.18	100.00 ↑ 0.89
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	professional moving services	15 x 15	4.0mi	225 data points	20 scans	1.05 ↓ 0.30	1.31 ↓ 0.04	98.67 ↓ 0.89
SETT Movers 210 Lakerwood Ave, Bayville, NJ 08721	packing and moving companies	15 x 15	4.0mi	225 data points	45 scans	1.64 ↓ 0.28	1.64 ↓ 0.28	97.78 ↑ 4.45

Searching On Google Maps:
"neptune township movers"



Searching On Google Maps:
"specialty movers"



Searching On Google Maps: "movers neptune nj"

Business Name	Address	Data Points	ARP	ATRP	Solv
SETT Movers	3600 NJ-66 #150, Neptune Township, NJ 07753	225 data points	1.16	1.16	100
Rich Soul Movers and Cleanouts	18 Olive St, Neptune City, NJ 07753	225 data points	2.15	2.15	100
Lovy's Moving Service	5043 Industrial Rd, Wall Township, NJ 07727	225 data points	5.00	5.76	38.00
Moorish Express Moving	501 NJ-35, Neptune City, NJ 07753	225 data points	5.00	5.15	20.80

Winning Search Terms Over Competition (MAPS)

BUSINESS	KEYWORD	SIZE	RADIUS	DATA POINTS	SCANS RUN	ARP	ATRP	SOLV
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	movers neptune nj	15 x 15	4.0mi	225 data points	17 scans	1.16	1.16	100.00
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	neptune township movers	15 x 15	4.0mi	225 data points	50 scans	1.15	1.15	100.00
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	specialty movers	15 x 15	4.0mi	225 data points	16 scans	1.43	2.65	91.56
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	piano movers	15 x 15	4.0mi	225 data points	17 scans	2.89	2.97	82.22
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	local movers	15 x 15	4.0mi	225 data points	17 scans	4.01	4.01	42.67
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	residential movers	15 x 15	4.0mi	225 data points	16 scans	4.15	7.07	40.00
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	packing services	15 x 15	4.0mi	225 data points	15 scans	5.39	5.19	28.89
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	movers	15 x 15	4.0mi	225 data points	17 scans	5.26	5.26	26.22
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	moving company	15 x 15	4.0mi	225 data points	17 scans	5.48	5.48	24.44
SETT Movers 3600 NJ-66 #150, Neptune Township, NJ 07753	long distance movers	15 x 15	4.0mi	225 data points	15 scans	6.29	6.35	17.78

Backlinks and Ref. Domains – Last 30 Days

Average volume ▼ United States ▼ Best links: Off ▼ Changes: Last month ▼

Backlink profile

DRⁱ
10
AR 25,274,891 ▼ 287,269

URⁱ
12 +1

Backlinksⁱ
1.1K +34
All time 3.5K

Ref. domainsⁱ
209 +11
All time 394

Organic search

Keywordsⁱ
375 +59
Top 3 7 +1

Trafficⁱ
228 +27
Value \$417 +49

Keyword	Intents	SF	Volume	KD	CPG	Traffic	Change	Paid	Position	Change
+ pros and cons of living in toms river, nj	I Local	2	20	0	N/A	2		0	4 - 3	▲1
+ is toms river nj a good place to live	I Local	3	40	1	N/A	3	+2	0	10 - 5	▲5
+ movers toms river	C T Local	3	150	4	10.08	10	+2	0	9 - 8	▲1
+ movers ocean county nj	C T Local	2	20	3	13.58	1		0	10 - 9	▲1
+ movers in toms river nj	C T Local	3	50	4	7.32	2		0	11 - 10	▲1
+ best places to visit in nj	I Local	7	200	33	0.14	5	+5	0	∞ - 10	New
+ best places to visit new jersey	I Local	4	150	42	0.04	4	+4	0	∞ - 10	New
+ movers in ocean county nj	C T Local	3	30	8	13.58	1		0	12 - 11	▲1
+ important places in new jersey	I Local	5	20	24	N/A	1	+1	0	∞ - 11	New
+ what county is toms river nj	I Local	4	60	47	N/A	1	+1	0	∞ - 11	New
+ popular places in nj	I Local	5	20	24	N/A	0		0	∞ - 11	New
+ things to do neptune nj	I Local	4	20	0	0.76	0		0	14 - 12	▲2
+ cool places to visit new jersey	I Local	4	50	26	N/A	1	+1	0	∞ - 12	New
+ best place to visit in nj	I Local	7	40	24	0.83	1	+1	0	∞ - 12	New
+ moving companies toms river nj	C T Local	3	80	0	7.32	1		0	14 - 13	▲1

Improvements M/M

- Movers toms river
- Movers ocean county nj
- Movers toms river nj

Backlinks and Ref. Domains – Last 30 Days

Session primary...Channel Group	↓ Sessions	Average engagement time per session	Event count All events	Key events All events
Total	267 100% of total	57s Avg 0%	1,533 100% of total	40.00 100% of total
1 Organic Search	197 (73.78%)	1m 02s	1,092 (71.23%)	31.00 (77.5%)
2 Direct	48 (17.98%)	37s	277 (18.07%)	8.00 (20%)
3 Unassigned	11 (4.12%)	1m 39s	95 (6.2%)	0.00 (0%)
4 Referral	7 (2.62%)	19s	48 (3.13%)	0.00 (0%)
5 Organic Social	5 (1.87%)	3s	21 (1.37%)	1.00 (2.5%)

Key Takeaways

- Successful upgrade to a larger SEO package helped improve rankings for both SETT Movers locations.
- Quick action during the GBP suspension, transitioning to a Service Area Business, was essential in maintaining visibility.
- Ongoing keyword optimization, content improvements, and backlink strategies led to consistent organic growth.
- Offering increased deliverables during challenging times helped rebuild trust and ensured long-term growth.

Next Steps

- **Focus on Strengthening Rankings:** Continue to refine and optimize Google Business Profiles for both locations, with a focus on high-value keywords.
- **Explore Additional Growth Opportunities:** Expand content strategies to target underexploited search terms and expand the service offering.
- **Ongoing Monitoring:** Utilize tools like Local Falcon, Ahrefs, and GA4 to track rankings, traffic, and conversions, ensuring continued 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>