

CASE STUDY

Muscle Movers

Client Overview

Company: Muscle Movers

Industry: Moving services (local and long-distance moving, storage solutions)

Location: Las Vegas & Henderson



Challenges

- **Competitive Market:** Las Vegas is a highly competitive moving market, with many companies vying for the same high-intent searches. Without strong rankings and Map Pack visibility, even well-established movers can struggle to generate consistent leads.
- **Seasonality of Lead Flow:** Winter and early spring bring slower seasons, making reliable lead flow crucial for keeping trucks and crews active.
- **Marketing Partner Struggles:** Muscle Movers initially partnered with Rotate Digital but left in January 2025. After switching providers, by February 2025, organic clicks dropped to 156 per month, and communication issues continued, leaving Muscle Movers uncertain about their lead generation and performance.
- **Pressure on Business:** Declining leads created concerns over layoffs and the future of the company.

Goals

- **Increase Lead Flow & Online Visibility:** Muscle Movers needed to improve organic visibility and lead generation to recover from the decline and stay competitive in the Las Vegas market.
- **Generate More Booked Jobs:** The ultimate goal was to turn traffic into high-quality leads and secure more booked jobs to keep their business running smoothly.
- **Scale Through GBP Expansion:** Expand into new service areas by launching and optimizing additional Google Business Profiles, increasing visibility and capturing more high-intent local demand

Our Approach & Solution

- **Website Rebuild:** Reengineered the website end-to-end, not only elevating UI/UX and conversion paths but also correcting underlying technical and structural issues from the previous build to improve performance, stability, and search visibility.

- **Re-alignment:** In April 2025, Vincent reconnected with Rotate Digital to realign on goals, strategy, and growth vision.
- **LSA Optimization:** Refined service areas and improved lead conversion, achieving a 4X return on ad spend.
- **Google Business Profile & SEO:** Strengthened GBP presence, delivering a 7.16X ROI, boosting visibility and lead flow.
- **Expansion to Henderson:** Replicated the Las Vegas strategy in Henderson, optimizing for Map Pack and local SEO, setting the stage for further growth.

Results

Organic Growth

- **Organic Traffic Surge:** Traffic increased to an average of 240 visits/month, peaking at 300+.
- **Keyword Ranking Improvements:** Muscle Movers ranked in the top 3 for several high-intent commercial keywords.
- **Business Expansion:** Expanded with two additional trucks and plans for a third location, driven by improved online visibility.



Search Traffic & Visibility

- **1.25M Clicks** in the last 12 months, showing strong search traffic.
- **422K Impressions**, indicating high search visibility.
- **Average Position: Improved to 25.1**, reflecting better search rankings.
- **CTR: 0.3%**, showing strong impressions with room for better conversion.



Expansion to Henderson and Immediate Success



January 2026 = Minimal Top 10 Visibility

March 2026 = Ranking Top 3 in Multiple Money Keywords

- "Movers" ranks in the top 3 with an ARP of 2.24, demonstrating excellent visibility.
- "Movers Henderson" has a top 3 ranking with an ARP of 1.54, maintaining strong local presence.
- "Moving services Henderson NV" ranks at 3.90, showing solid progress with medium visibility.
- "Moving companies" shows an ARP of 4.58, indicating good visibility but with room for improvement.

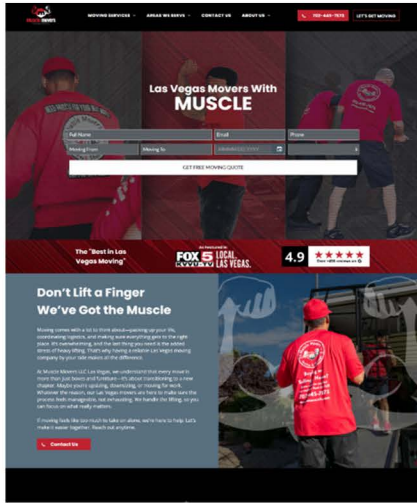
TREND PARAMETERS	SCANS RUN	ARP	ATRP	SOLV / SAIV	LAST SCAN
"movers" Muscle Movers Henderson, 2850 W Horizon Ridge Pkwy Suite 200 Office 204, Henderson, NV 89052 11 x 11 grid 4.0mi radius 121 data points	5 scans	2.24	2.24	65.12	2/7/2026, 3:36 PM
"moving services henderson nv" Muscle Movers Henderson, 2850 W Horizon Ridge Pkwy Suite 200 Office 204, Henderson, NV 89052 11 x 11 grid 4.0mi radius 121 data points	2 scans	3.90	3.90	41.32	2/7/2026, 3:36 PM
"movers henderson" Muscle Movers Henderson, 2850 W Horizon Ridge Pkwy Suite 200 Office 204, Henderson, NV 89052 11 x 11 grid 4.0mi radius 121 data points	4 scans	1.54	1.54	100.00	2/7/2026, 3:36 PM
"moving companies" Muscle Movers Henderson, 2850 W Horizon Ridge Pkwy Suite 200 Office 204, Henderson, NV 89052 11 x 11 grid 4.0mi radius 121 data points	4 scans	4.58	4.21	42.95	2/7/2026, 3:36 PM

LSA

The LSA channel evolved into a consistent and profitable revenue source, achieving approximately a **4X return on ad spend** while maintaining efficient cost per lead.

Website Rebuild

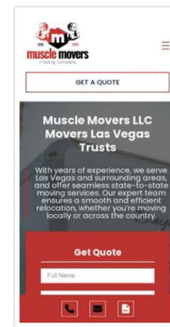
Redesigned website with improved UI/UX for better navigation, trust, and action. Enhanced mobile and desktop performance for a seamless experience across devices.



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

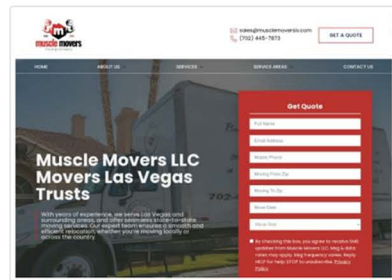
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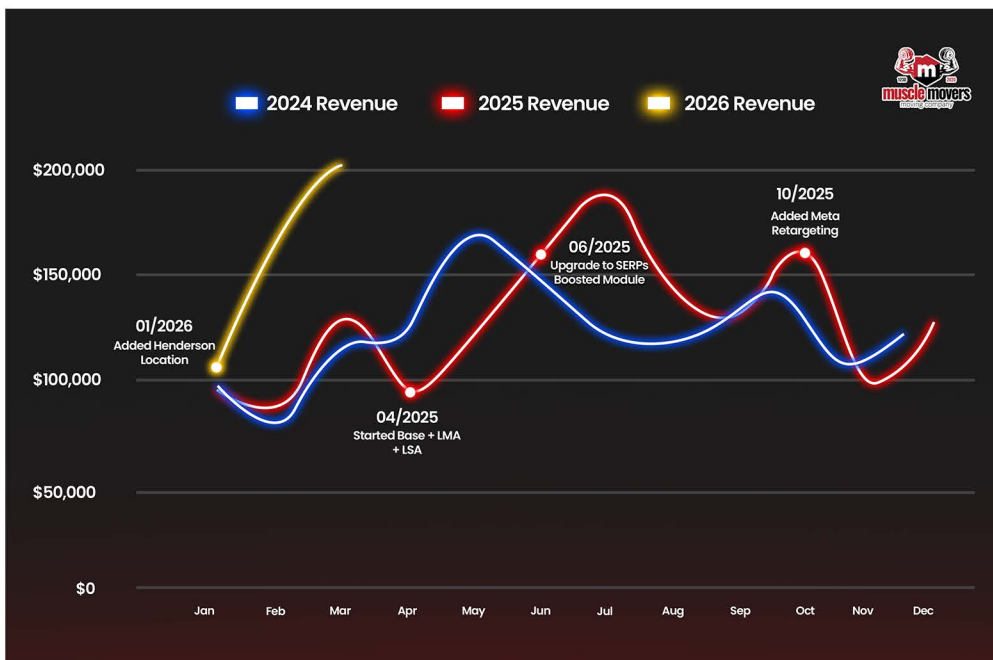
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Revenue trends for Muscle Movers over 2024 - 2026:



Key Takeaways

- 1. Local SEO & Map Pack Optimization:** Improved rankings for high-intent keywords by focusing on location-based SEO and Map Pack visibility in a competitive market.
- 2. LSA Optimization:** Enhanced Local Services Ads (LSA), achieving a 4X return on ad spend and generating a steady stream of booked jobs.
- 3. Website Conversion:** Reengineered the website's conversion flow with clear, strategic calls to action, turning more traffic into booked jobs and maximizing the value of every visit.
- 4. Successful Expansion:** Replicated Las Vegas strategies in Henderson, improving rankings and driving consistent lead flow.
- 5. Holistic Marketing:** A combination of SEO, GBP, and LSA delivered immediate results and set the foundation for long-term growth.

Next Steps

- **Expand Location Strategy:** Implement the Local SEO strategy for new markets and optimize additional Google Business Profiles (GBPs).
- **Improve Lead Conversion:** Focus on refining lead follow-up and conversion processes for better ROI.
- **Data-Driven Decisions** Use UTM tracking and Google Analytics to optimize campaigns based on performance data.
- **Replicate Success:** Apply successful strategies from Las Vegas to other regions.
- **Boost Paid Ads:** Expand Google Ads and PPC campaigns to drive more qualified traffic and increase revenue.

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>