

CASE STUDY

Cavalier Moving Scaling Local SEO + SERPs

Client Overview

Company: Cavalier Moving

Industry: Moving and Relocation Services

Location: Richmond, Virginia (Staples Mill and Pocono locations)

Start of Partnership: 11/19/2020

Objectives: Drive local traffic and leads for both Staples Mill and Pocono locations through targeted GBP optimization, focusing on Staples Mill for the main Richmond area and Pocono for the southside (Midlothian and Chester).



Goals

The main goal was to create a partnership where Rotate Digital would pioneer Cavalier Moving's growth in the modern search engine results. What started as a small simple one-location company quickly scaled into a complex \$4M Moving Company operation that stretches multiple locations in Richmond, VA. The aim was not only to improve local SEO, but also push the brand's visibility in the SERPs to drive more traffic, and increase lead generation. Updating and optimizing the website's content and blog posts was a key focus to ensure alignment with current SEO best practices and improve overall organic visibility.

Our Approach & Solution

Website Redesign & SEO Optimization

- **GBP Optimization:** Optimized both Staples Mill and Pocono GBPs to target different Richmond submarkets, avoiding overlap. Staples Mill was refined for main Richmond searches, while Pocono targeted Midlothian and Chester.
- **Local SEO Strategy:** Enhanced location-specific service pages and improved on-page SEO with better keyword alignment.
- **Content Updates:** Refreshed existing service and blog content with updated keywords, intent-focused structure, and internal linking.
- **Technical & Backlinking Improvements:** Strengthened domain authority by securing quality backlinks and monitoring keyword performance using Ahrefs.
- **Tracking & Reporting:** Monitored conversions and lead sources through SmartMoving ROI dashboards to connect SEO efforts with booked moves and revenue.

Results & Impact

Local Dominance

Scan Report

Searching "moving company" on  for:

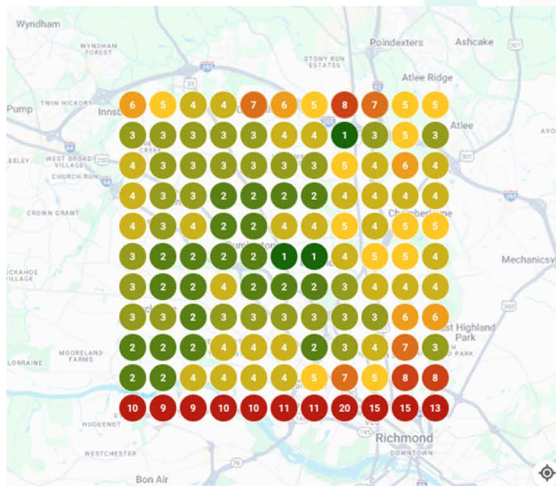
Cavalier Moving
6117 Staples Mill Rd, Richmond, VA 23228
4.9 ★★★★★ (1816)

ARP 4.45 ATRP 4.45 SoLV 44.63

Searched using a 11 x 11 grid with a 4.0mi radius covering 64.00mi²

The center point for this grid is [37.6098106, -77.4942604](#)

Search performed on September 15, 2025, 12:38 PM



Scan Report

Searching "richmond movers" on  for:

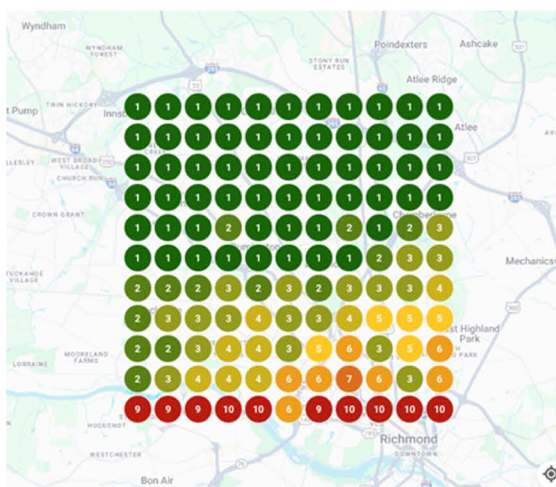
Cavalier Moving
6117 Staples Mill Rd, Richmond, VA 23228
4.9 ★★★★★ (1816)

ARP 2.82 ATRP 2.82 SoLV 74.38

Searched using a 11 x 11 grid with a 4.0mi radius covering 64.00mi²

The center point for this grid is [37.6098106, -77.4942604](#)

Search performed on September 15, 2025, 12:38 PM



Scan Report

Searching "movers in richmond va" on  for:

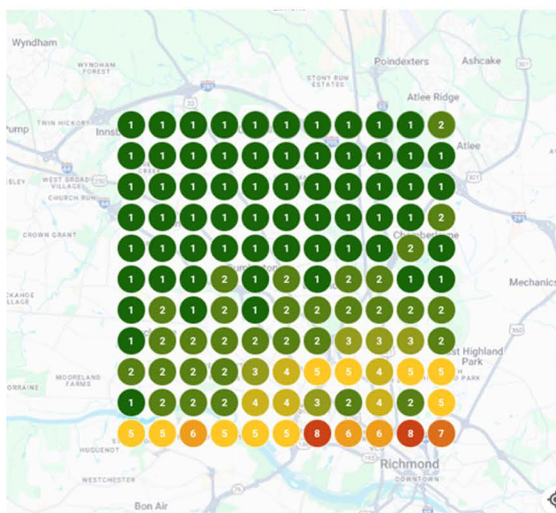
Cavalier Moving
6117 Staples Mill Rd, Richmond, VA 23228
4.9 ★★★★★ (1816)

ARP 2.08 ATRP 2.08 SoLV 82.64

Searched using a 11 x 11 grid with a 4.0mi radius covering 64.00mi²

The center point for this grid is [37.6098106, -77.4942604](#)

Search performed on September 15, 2025, 12:37 PM



Scan Report

Searching "richmond moving companies" on  for:

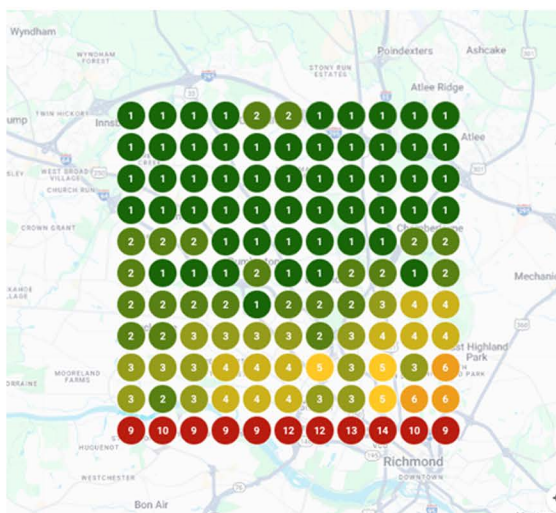
Cavalier Moving
6117 Staples Mill Rd, Richmond, VA 23228
4.9 ★★★★★ (1816)

ARP 2.80 ATRP 2.80 SoLV 76.86

Searched using a 11 x 11 grid with a 4.0mi radius covering 64.00mi²

The center point for this grid is [37.6098106, -77.4942604](#)

Search performed on September 15, 2025, 12:36 PM



Regional SEO Wins

Scan Report

Searching "long distance movers" on for:

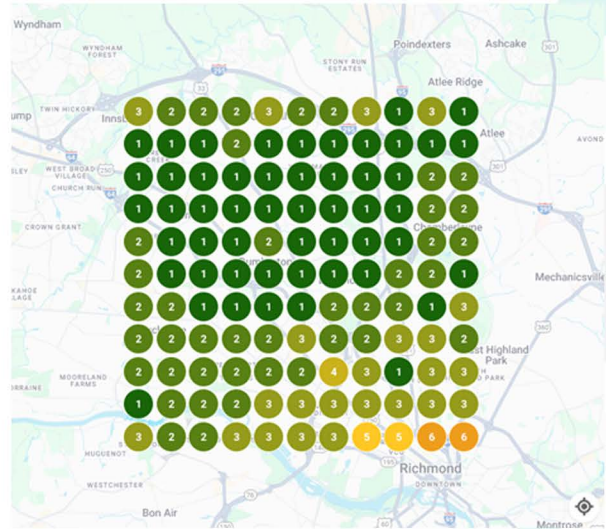
Cavalier Moving
 6117 Staples Mill Rd, Richmond, VA 23228
 4.9 ★★★★★ (1818)

ARP 1.89 **ATRP 1.89** **SoLV 95.87**

Searched using a 11 x 11 grid with a 4.0mi radius covering 64.00mi²

The center point for this grid is [37.6098106, -77.4942604](#)

Search performed on September 19, 2025, 8:45 AM



Surge in AI Citations:

Overview: cavaliermoving.com/ Cavalier Moving | Clean-Cut Moving Company

Monthly volume ▾ United States ▾ Best links: Off ▾ Changes: Last 6 months ▾

AI citations

AI Overview

12 +12
Pages 7 +7

Perplexity

15 +15
Pages 6 +6

ChatGPT

14 +14
Pages 11 +11

Gemini

12 +12
Pages 12 +12

Copilot

4 +4
Pages 3 +3

Lead Source and Conversion Analysis

ESTIMATE ID	SERVICE TYPE	ESTIMATED AMOUNT	ACTUAL AMOUNT	ESTIMATOR	SALES PERSON	BOOKED DATE	UTM ACQUISITION	UTM CAMPAIGN	UTM CONTENT	UTM LOCATION	UTM SOURCE	UTM MEDIUM
Richmond, Virginia 23275	Moving	\$1493.02	\$0.00	Charles Thurman							referral	bonse
Richmond, Virginia 23225	Moving	\$991.42	\$0.00	Rusty Hall							referral	bonse
Richmond, Virginia 23223	Moving And Packing	\$1375.00	\$1302.00	Rusty Hall	8/10/2025						referral	bonse
Providence Forge, Virginia 23040	Moving	\$764.9	\$0.00	John Hambrony	5/6/2025						referral	bonse
Providence Forge, Virginia 23040	Moving	\$154.9	\$0.00	Matthew Mangano							organic	chagge.com
Johns Creek, Virginia 23834	Moving	\$1756.34	\$1875.38	John Hambrony	6/9/2025						referral	chagge.com
Richmond, Virginia 23223	Moving	\$0.00	\$0.00	Charles Thurman							referral	chagge.com
Richmond, Virginia 23223	Moving	\$1492.75	\$0.00	Matthew Mangano							referral	chagge.com
Atlanta, Georgia 30343	Moving	\$1686.44	\$0.00	Charles Thurman							organic	chagge.com
Atlanta, Virginia 23005	Moving	\$1487.52	\$0.00	John Hambrony							organic	chagge.com
Henrico, Virginia 23066	Moving	\$871.64	\$0.00	Charles Thurman							referral	chagge.com
Richmond, Virginia 23226	Moving And Packing	\$1375.00	\$0.00	John Hambrony							referral	chagge.com
Ray, Virginia 23223	Local Dry	\$905.00	\$990.80	Rusty Hall	5/19/2025						organic	chagge.com
Richmond, VA	Local Dry	\$905.00	\$990.80	Matthew Mangano	6/2/2025						direct	
23053		\$0.00	\$0.00	Matthew Mangano							direct	

Organic Traffic & Keyword Growth:

Organic traffic grew to 1.4K visits (+969 vs. last year), showing a sharp upward trend since March 2025, while organic keywords increased to 696 (+397) with strong gains in the top 10 positions

Overview: cavaliermoving.com/ Cavalier Moving | Clean-Cut Moving Company

Monthly volume ▾ United States ▾ Best links: Off ▾ Changes: Last 2 years ▾

AI citations

AI Overview

11 +11
Pages 7 +7

Perplexity

15 +15
Pages 6 +6

ChatGPT

14 +14
Pages 11 +11

Gemini

12 +12
Pages 12 +12

Copilot

4 +4
Pages 3 +3

Backlink profile

DR¹ **21** +2
AR 10,424,876 +813,783

Backlinks¹ **2K** +14K
All time 5.7K

UR¹ **1.9** -0.2

Ref. domains¹ **341** +237
All time 620

Search

Organic keywords¹ **696** +397
Top 3 19 +12

Paid keywords¹ **1** +1
Ads 1 +1

Organic traffic¹ **1.4K** +969
Value \$55K +3.2K

Paid traffic¹ **1** +1
Cost \$2

Performance

Referencing domains ▾ Avg. Domain Rating ▾ Avg. URL Rating ▾ Avg. organic traffic ▾ Avg. organic traffic value ▾ Organic pages

Avg. Impressions ▾ Avg. paid traffic ▾ Avg. paid traffic cost ▾ Crawled pages

Traffic by location

Location	Traffic	Share	Keywords
United States	1.4K	99.0%	696 +397
Russian Federation	8 +5	0.6%	31 +8
United Kingdom	5 +5	0.3%	4 +2
South Korea	1	<0.1%	3
Netherlands	1 +1	<0.1%	4 +3

Organic keywords by intent

Intent	Keywords	Traffic
Informational	1	1
Transactional	1	1

Year-over-Year Growth in Revenue

Metric	August 2022	August 2024	August 2025
Total Opportunities	548	961	1,174
Google Opportunities	387 (48% of total)	310 (32%)	687 (58% of total)
Booked Opportunities (Google)	184 (48% booking rate)	139 (45% booking rate)	314 (46% booking rate)
Total Revenue	\$365,280	\$552,715	\$682,921
Google Revenue	\$246,302	\$179,107	\$398,076

YEAR 2022 - August

Source #	Potential Opportunities	Booked #	Completed #	Lost #	Cancelled #	Bad #	Actual Revenue #	Marketing Spend #	Cost per Lead #	% Spent #	Average Move #	Acquisition Cost #
Google	387	184 (48%)	184 (48%)	188 (30%)	66 (17%)	19 (5%)	\$246,302.50	\$0.00	\$0.00	—	\$1,338.60	\$0.00
Word of Mouth	52	27 (52%)	27 (52%)	15 (29%)	6 (12%)	4 (8%)	\$46,076.64	\$0.00	\$0.00	—	\$1,702.25	\$0.00
Repeat Customer	41	34 (83%)	34 (83%)	1 (2%)	4 (10%)	2 (5%)	\$35,971.80	\$0.00	\$0.00	—	\$1,034.46	\$0.00
Saw Truck	19	6 (32%)	6 (32%)	10 (53%)	1 (5%)	2 (11%)	\$12,552.32	\$0.00	\$0.00	—	\$2,092.05	\$0.00
Other	13	5 (38%)	5 (38%)	5 (38%)	3 (23%)	0 (0%)	\$5,996.26	\$0.00	\$0.00	—	\$1,199.25	\$0.00

YEAR 2024 - August

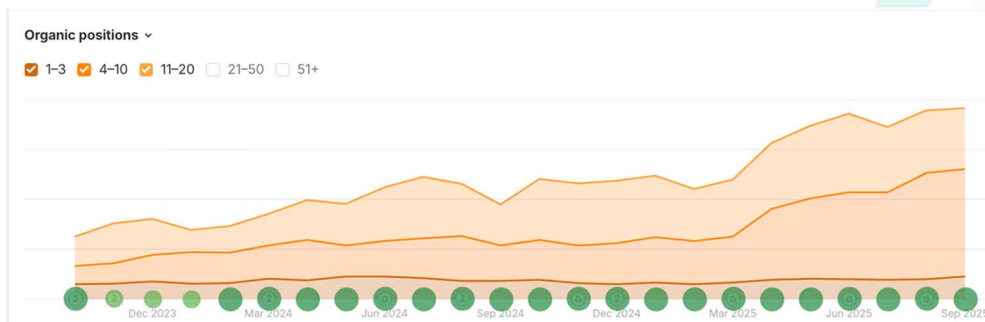
Source #	Potential Opportunities	Booked #	Completed #	Lost #	Cancelled #	Bad #	Actual Revenue #	Marketing Spend #	Cost per Lead #	% Spent #	Average Move #	Acquisition Cost #
Google	310	139 (45%)	139 (45%)	150 (48%)	5 (2%)	16 (5%)	\$179,107.99	\$0.00	\$0.00	—	\$1,288.54	\$0.00
A Local Services	243	93 (38%)	93 (38%)	149 (62%)	1 (0%)	0 (0%)	\$14,091.41	\$0.00	\$0.00	—	\$1,226.85	\$0.00
Word of Mouth	126	71 (56%)	71 (56%)	47 (37%)	2 (2%)	6 (5%)	\$89,777.08	\$0.00	\$0.00	—	\$1,264.47	\$0.00
Repeat Customer	87	74 (85%)	74 (85%)	12 (14%)	1 (1%)	0 (0%)	\$74,356.54	\$0.00	\$0.00	—	\$1,004.82	\$0.00
Saw Truck	53	23 (43%)	23 (43%)	26 (49%)	0 (0%)	4 (8%)	\$24,542.28	\$0.00	\$0.00	—	\$1,067.06	\$0.00
Other	34	9 (26%)	9 (26%)	19 (56%)	1 (3%)	7 (21%)	\$7,653.21	\$0.00	\$0.00	—	\$1,061.47	\$0.00
Apartment	28	7 (25%)	7 (25%)	16 (57%)	0 (0%)	5 (18%)	\$6,259.38	\$0.00	\$0.00	—	\$894.20	\$0.00

YEAR 2025 - August

Source #	Potential Opportunities	Booked #	Completed #	Lost #	Cancelled #	Bad #	Actual Revenue #	Marketing Spend #	Cost per Lead #	% Spent #	Average Move #	Acquisition Cost #
Google	687	314 (46%)	314 (46%)	320 (47%)	9 (1%)	44 (6%)	\$398,076.60	\$0.00	\$0.00	—	\$1,267.76	\$0.00
Repeat Customer	97	70 (72%)	70 (72%)	23 (24%)	3 (3%)	1 (1%)	\$77,495.05	\$0.00	\$0.00	—	\$1,095.93	\$0.00
Word of Mouth	87	44 (51%)	44 (51%)	37 (42%)	0 (0%)	6 (7%)	\$52,996.28	\$0.00	\$0.00	—	\$1,304.46	\$0.00
Other	56	21 (38%)	21 (38%)	20 (36%)	1 (2%)	14 (25%)	\$26,433.88	\$0.00	\$0.00	—	\$1,353.99	\$0.00
PPC	48	24 (50%)	24 (50%)	22 (46%)	0 (0%)	2 (4%)	\$23,900.85	\$0.00	\$0.00	—	\$1,058.37	\$0.00
Saw Truck	35	12 (34%)	12 (34%)	18 (51%)	0 (0%)	5 (14%)	\$10,616.31	\$0.00	\$0.00	—	\$834.69	\$0.00

Organic Keyword Ranking Trends:

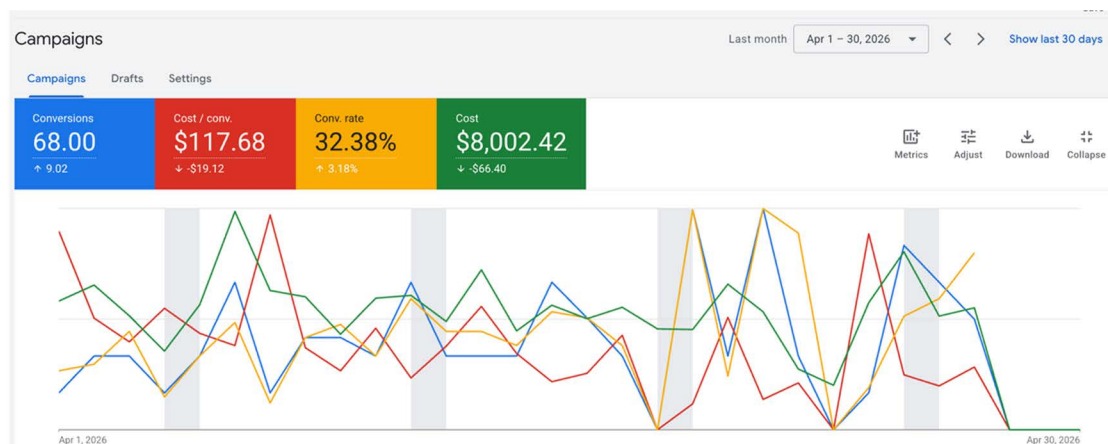
Organic keyword positions have steadily improved from Dec 2023 to Sept 2025, particularly in positions 1-3 and 4-10. There is a noticeable increase after March 2025, while rankings in positions 21-50 and 51+ remain stable. Overall, SEO performance is strengthening with keywords moving to higher ranks.



Cavalier Moving April 2026 PPC Performance

LSA Report		Reported Monthly			
Client Name	Total Spent	Estimated \$\$	Estimated ROAS	Invoiced \$\$	Invoiced ROAS
Cavalier Moving	\$8,002.42	\$86,251.77	10.8	\$20,301.33	2.5

- **Ad Spend: \$8,002**
- **Estimated Pipeline: \$86,251**
- **Estimated ROAS: 10.8x**



Key Positive Findings

- **More conversions, less spend** 68 conversions were achieved at \$8,002 down \$66 from the prior period. Volume went up while budget went down.
- **Strong 32% conversion rate** A 32.38% conv. rate is well above industry norms, and improved by +3.18 points ads and landing pages are well aligned.
- **Cost per conversion dropped \$19** Down from ~\$137 to \$117.68 each lead is now cheaper to acquire, improving overall ROI on ad spend.
- **Strong late-month momentum** Metrics spiked in the final week of April, suggesting mid-month optimisations are taking effect heading into May.

Key Takeaways

- Both Google Business Profiles (GBPs) are generating steady monthly revenue.
- Regular content updates have improved visibility and audience engagement.
- Refreshed website with optimized code and URL structure strengthened organic performance.
- SEO efforts boosted traffic, search rankings, and brand authority.
- Improvements directly translated into measurable leads and bookings.
- Scalable local SEO strategy ensures continued growth.
- Paid campaigns with \$8K ad spend delivered 68 leads at a 32% conversion rate, creating over \$86K in potential value.
- PPC is driving real revenue, with ROAS differences expected due to invoicing timelines.

For Any Questions

Schedule a call with us to explore actionable steps that can supercharge your sales and marketing efforts in 2026.

<https://rotatedigital.com/schedule>