

CASE STUDY

Evolution Moving: A Partnership Built for Long-Term Growth and Success

Client Overview

Company: Evolution Moving

Industry: Commercial Moving Services

Location: Dallas-Fort Worth (DFW), Texas, and surrounding areas



Background

Evolution Moving, a family-owned business, initially built its customer base through organic search traffic and word-of-mouth referrals, gaining a solid reputation in the DFW area. Despite early success, they recognized the need for smarter, data-driven strategies to sustain growth and expand into new regions.

To support this growth, Evolution Moving partnered with Rotate Digital for a long-term, strategic approach. The focus was to optimize their website and digital presence, refine local SEO efforts, and maximize the ROI from Google Local Services Ads (LSA). The company faced challenges with underperforming Google Business Profiles (GBPs) and needed a clear strategy to drive growth across multiple markets.

Challenges

When Evolution Moving sought our help, they faced several key challenges:

- 1. Underperforming Website:** Despite a strong design, the website's backend was not optimized to capture and convert leads effectively, limiting growth potential.
- 2. Limited Local Reach:** While well-established in DFW, their presence in surrounding areas was weak due to poor local SEO and underoptimized Google Business Profiles (GBPs).
- 3. Uncertainty with Google Local Services Ads (LSA):** Evolution Moving had experimented with LSA but lacked sufficient data to assess its effectiveness, leading to uncertainty about continuing investment.
- 4. Scaling Complexities:** As the company looked to expand, they needed a clear strategy to manage multi-location growth while ensuring marketing efficiency.
- 5. Maximizing ROI:** Despite some organic growth, they were not fully optimizing their marketing spend to generate high-quality leads and achieve the best return on investment.

Goals

When partnering with us, Evolution Moving had several key objectives:

- 1. Optimize Website Performance:** Enhance the website's ability to capture and convert leads through backend optimizations and technical SEO improvements.
- 2. Expand into New Markets:** Focus on targeting other regions while maintaining their competitive edge in the DFW area.
- 3. Maximize Marketing ROI:** Use data-driven insights to optimize ad spend, ensuring every dollar invested in marketing delivers measurable value.
- 4. Increase Organic Visibility:** Strengthen local SEO strategies to drive more organic traffic, particularly for DFW-related keywords.

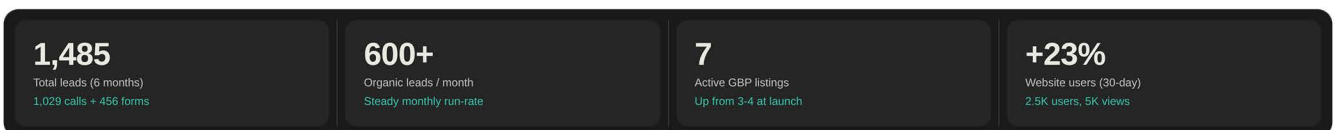
Our Approach & Solution

To address Evolution Moving's challenges, **Rotate Digital** took a comprehensive, data-driven approach, focusing on both short-term wins and long-term growth:

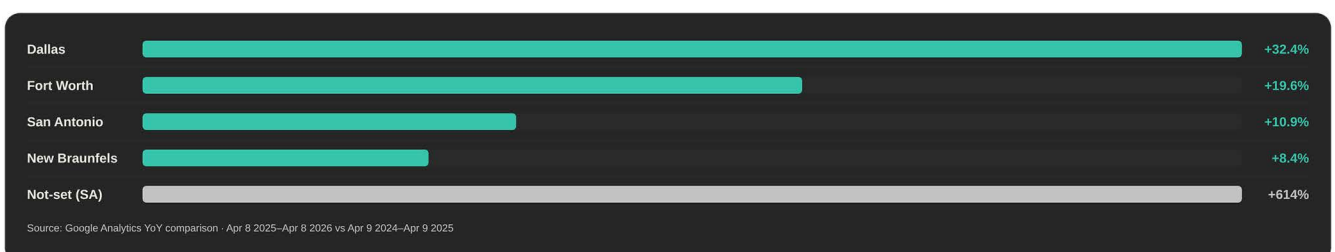
- 1. Website Optimization:** We rebuilt the website, prioritizing UI/UX improvements, enhancing conversion paths, and fixing backend optimization issues to drive better lead capture and higher performance.
- 2. GBP Optimization:** Rotate Digital focused on improving the Google Business Profiles (GBPs) for all locations, ensuring local SEO was optimized for visibility and lead flow across all regions.
- 3. Google Local Services Ads (LSA):** We fine-tuned the LSA strategy by adjusting service areas and lead conversion tactics, resulting in a 4X return on ad spend. Rotate Digital ensured that lead volume was high-quality and manageable for the sales team.
- 4. Ongoing Data-Driven Strategy:** Rotate Digital maintained continuous collaboration with Evolution Moving, using data insights to adjust strategies, monitor performance, and ensure consistent growth. We realigned campaigns regularly to ensure the marketing efforts were always aligned with their business goals.

Results

Overall Performance

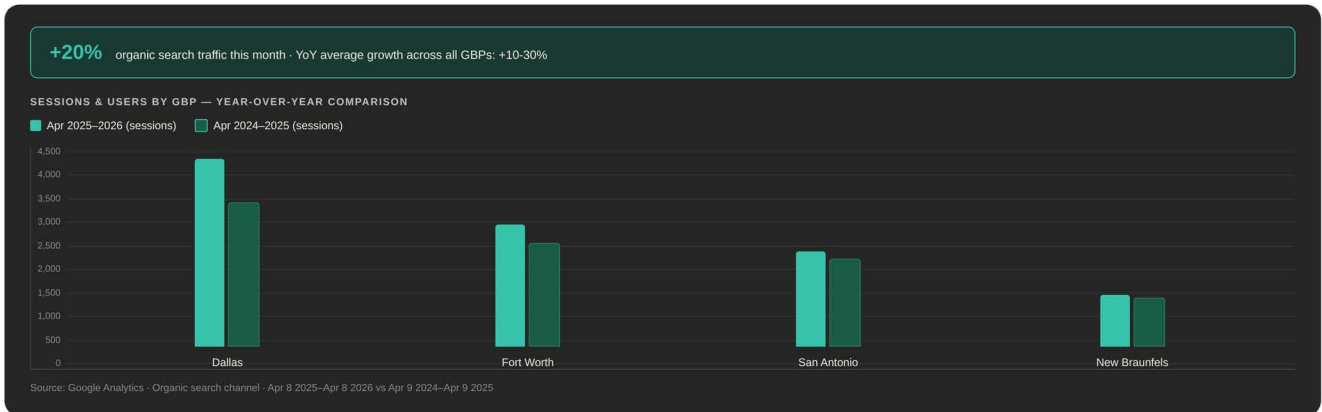


Year-Over-Year Organic Traffic Growth by Market



Growth Driven by Organic Search Optimization

Organic search is the primary traffic driver for Evolution Moving. Compared to the same period last year, every GBP location has experienced growth with Dallas leading the pack at +32%, followed by Fort Worth at +20% and San Antonio at +11%. This growth is a direct result of fully optimizing each Google Business Profile, which had been left unoptimized before we stepped in. The consistent upward trend across all markets confirms that the strategy is working at scale, and with organic traffic up by 20% this month alone, momentum is only building.

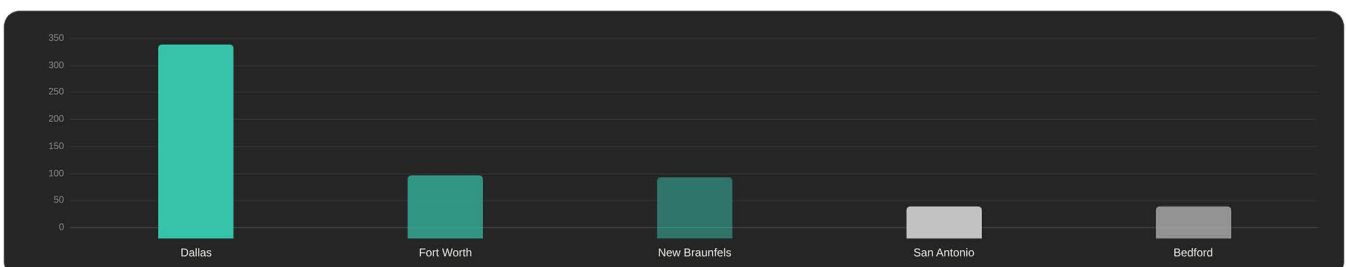


Increased Organic Search Visibility

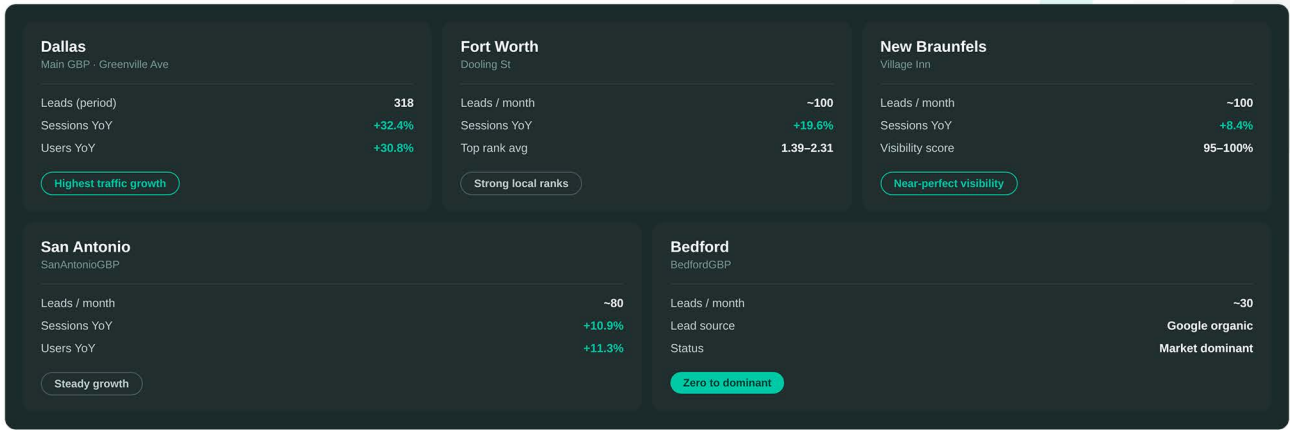
When Evolution Moving partnered with us, their Google Business Profiles (GBPs) were underoptimized, and they lacked visibility for several high-value keywords. After optimizing these profiles, including San Antonio, Dallas, Fort Worth, New Braunfels, and others, the company saw remarkable increases in search visibility. Key gains include:

- **San Antonio GBP:**
 - From 1,926 clicks to 2,135 clicks. (an increase of 10.85%).
 - Increases in rankings for terms like "movers San Antonio," where the profile now ranks among the top results for competitive local keywords.
- **New Braunfels GBP:**
 - Significant growth from 168 clicks to 1,200 clicks (614.29% increase).
- **Dallas GBP:**
 - The lead generation trend from Dallas's optimized profile has been consistently increasing. From 3,171 clicks grew to 4,199 clicks in 2025 – 2026, reflecting a 32.42% increase.
 - The company now receives 318 leads per month from GBP.

Lead Volume by GBP Location (Current Period)



GBP Performance by Location



Local Search Dominance:

- Dallas: Rising to the top in Dallas's most competitive market

| Keyword | Avg rank | Visibility | Trend |
|---------------------------|-----------|------------|--------|
| "dallas local movers" | 1.89 | 88.89% | +2.67 |
| "moving companies dallas" | 2.03-2.11 | 88.44% | +52.88 |
| "dallas moving companies" | 2.17 | 88.44% | +58.66 |
| "moving companies dallas" | 1.82-1.98 | 88.43% | stable |

- Fort Worth: Dominating Fort Worth local search

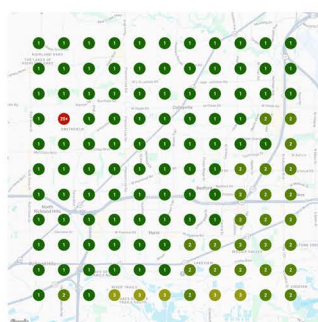
| Keyword | Avg rank | Visibility | Trend |
|----------------------------------|----------|------------|--------|
| "movers fort worth tx" | 1.39 | 96.44% | +36.88 |
| "moving companies fort worth tx" | 2.09 | 95.56% | +1.34 |
| "moving company fort worth" | 2.20 | 94.67% | +26.23 |
| "moving companies fort worth" | 2.31 | 92.44% | +24.88 |

- New Braunfels: Owning the New Braunfels map pack

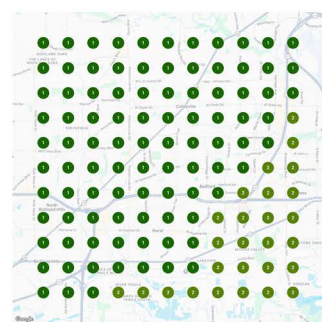
| Keyword | Avg rank | Visibility | Trend |
|---------------------------|-----------|------------|--------|
| "moving companies" | 1.29 | 100.00% | +0.83 |
| "new braunfels tx movers" | 1.96 | 99.17% | stable |
| "local movers" | 1.45-1.61 | 99.17% | +0.82 |
| "movers near me" | 1.53 | 95.87% | +1.66 |



Movers Bedford TX



Moving Companies Bedford TX



Movers

Google Local Services Ads (LSA) Campaign

Rotate Digital (RD) took a strategic approach with Google Local Services Ads (LSA).

- **LSA Optimization:** We fine-tuned service areas, improved lead conversion tactics, and ensured high-quality leads for the sales team.
- **Consistent ROI:** Our approach consistently delivered a 4X return on ad spend (ROAS), keeping the pipeline full without overwhelming the sales team.

Key Results

- **Fort Worth:** Achieved 5.8x ROAS in December with \$25,842 collected against \$4,391 in ad spend. We consistently delivered 17-19 booked jobs per month, with CPL ranging from \$74-\$87.
- **Dallas:** In the more competitive Dallas market, February alone saw 110 leads received with a 3.2x ROAS, and 24 booked jobs. CPL dropped to \$53, making it the most cost-efficient month.

Revenue

The LSA campaign, combined with strong local SEO efforts, generated significant lead volume while maintaining high lead quality, ensuring sustained ROI and manageable sales team demands.

As Evolution Moving continued to scale, their revenue and lead flow experienced consistent upward trends, largely driven by organic search optimization and LSA efforts.

In January 2026, we generated **\$143,514** in invoiced revenue from a \$7,670 marketing investment an 18.7x return, and a 45% increase over the same month the prior year.

Key Strategy Highlights

1. GBP optimization at scale

All listings were unoptimized at onboarding. Full optimization across every profile drove immediate ranking improvements and consistent lead flow.

2. Market expansion from 3 to 7 GBPs

Systematically added new GBP locations as the client grew, compounding lead volume across every new Texas market entered.

3. Organic search driving 600+ leads/mo

Total organic channel now consistently generates over 600 leads monthly, a strong, measurable ROI from SEO alone.

4. Bedford: Zero to market leader

Started with zero visibility. Now dominant for "movers bedford tx", "bedford tx movers", "movers" and "moving companies bedford tx".

Key Takeaways

- **GBP Optimization:** A focus on optimizing Google Business Profiles across multiple locations was the key to scaling and dominating local search rankings.
- **Synergy of LSA and SEO:** Combining Google Local Services Ads with local SEO efforts helped create a sustainable lead-generation pipeline.
- **Sustained Growth:** Evolution Moving now consistently generates 600+ leads per month, with a significant portion coming from organic search.
- **Expansion & Visibility:** From zero visibility in some markets like Bedford, the company grew to dominate local searches in many areas, including Dallas and Fort Worth.

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>