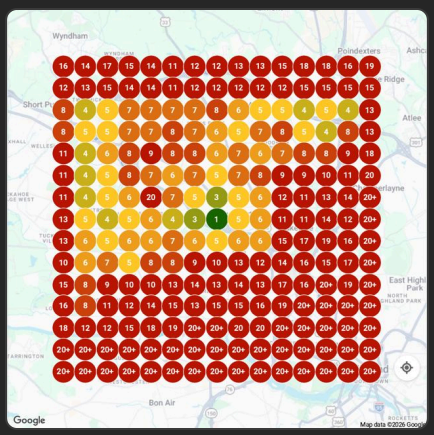
ROTATE DIGITAL

CASE STUDY / CAVALIER MOVING / RICHMOND, VIRGINIA

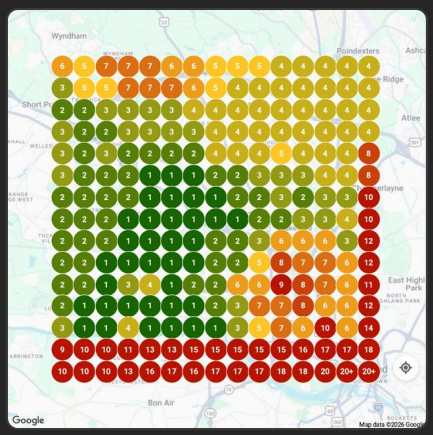
AFTER 6 YEARS, EVERY DOLLAR CAVALIER PUTS IN **STILL RETURNS $18 OR MORE.**

That's Google search revenue for every $1 Cavalier paid us in fees, every year from 2022 through September 2026. Cavalier came to us brand new in late 2020 and is now a $4.6M mover.



3 of 225 in the top 3

December 2020



104 of 225 in the top 3

January 2022, same grid

About $7.2M

Closed jobs from Google search, Dec 2021 to Sep 2026

26x

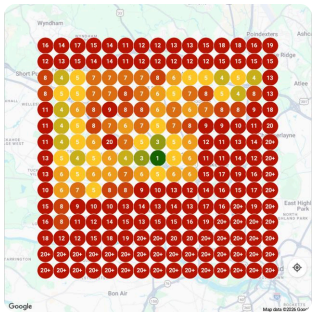
That revenue against every fee Cavalier has paid us since late 2020

919

Return jobs from 697 customers whose first job came from search or the website

"Google search" means closed jobs that Cavalier's CRM tagged "Google" or "Your Website." One client's results. Results vary by market, spend and starting point, and nothing here is a forecast for your company.

01 CHAPTER 1
BRAND NEW AND HARD TO FIND



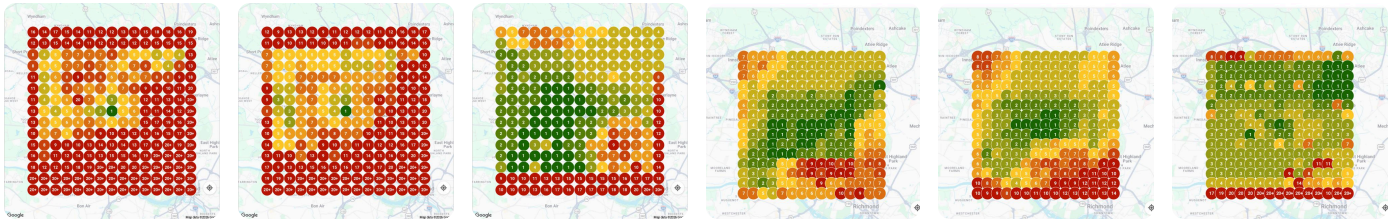
"moving companies," December 11, 2020

3 of 225 map spots

Cavalier was a brand-new Richmond moving company when our first map scan ran in December 2020.

On "moving companies," it ranked in the top 3 on just 3 of 225 spots on Google's map.

02 CHAPTER 2
THE MAP, THEN AND EVERY YEAR SINCE



1% Dec 2020

2% Mar 2021

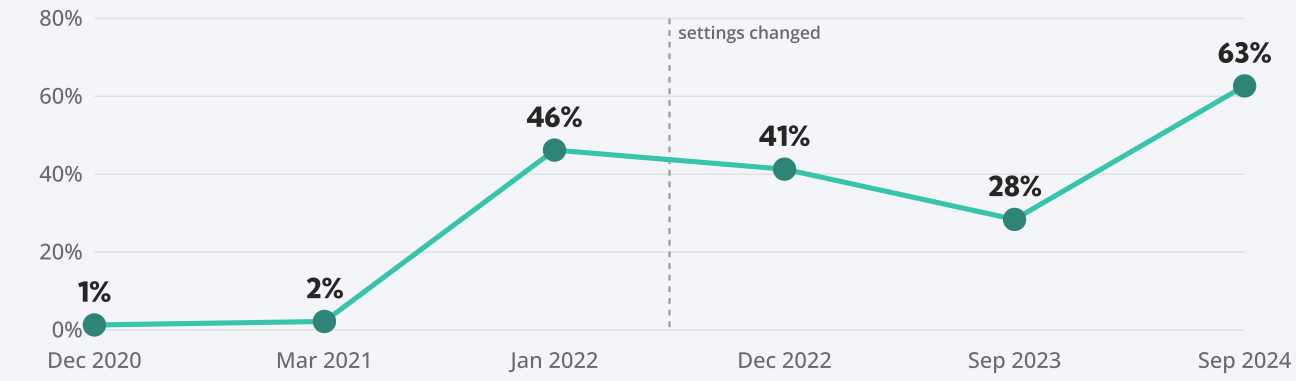
46% Jan 2022

41% Dec 2022

28% Sep 2023

63% Sep 2024

TOP 3 SHARE, "MOVING COMPANIES," ANNUAL SCANS



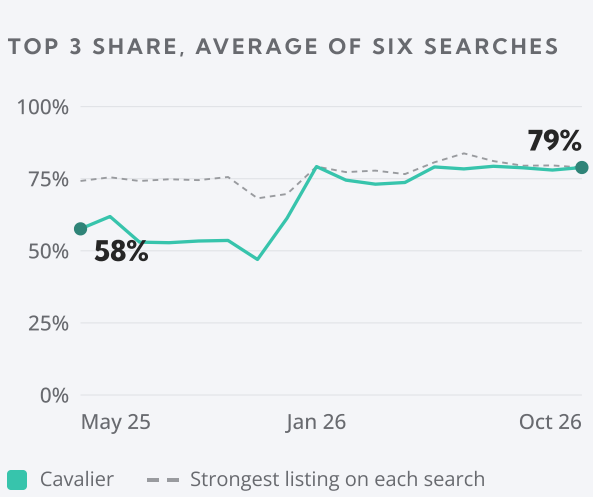
The map turned on by the January 2022 scan: top 3 on 104 of 225 spots, almost half the map.

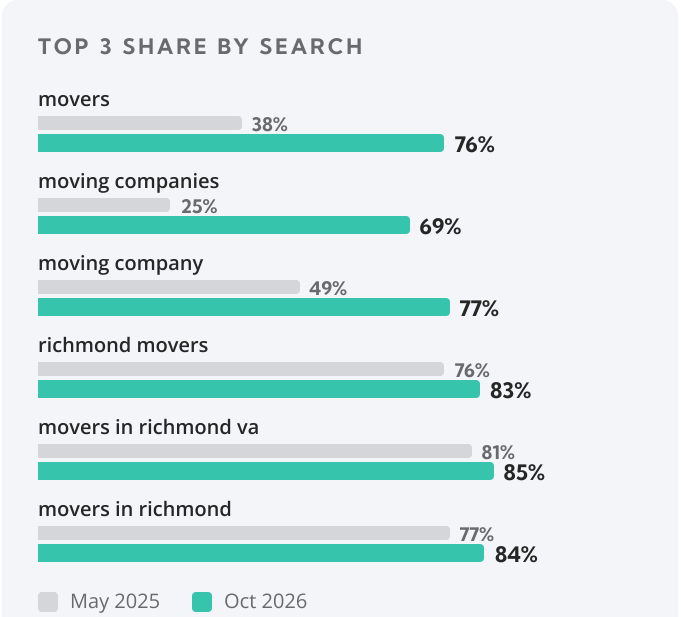
Rankings move from year to year. From January 2022 through September 2024, every scan had Cavalier top 3 on more than a quarter of its area.

02

CHAPTER 2, CONTINUED

RICHMOND TODAY, SIX SEARCHES





Since May 2025 we've scanned six Richmond searches every month. Averaged across the six, Cavalier's top 3 share went from 58% to 79% by October 2026.

In May 2025 Cavalier led two of the six searches. By October 2026 it led all six: no listing had more of the grid in its top 3. In Google's search results, "richmond movers" averaged #7 from June to September 2026, up from #26 in the same months of 2025.

Monthly scans of six searches on an 11x11 grid, 4 miles around Cavalier's Staples Mill location. The long-run line in Chapter 2 is one search on a 15x15 grid; the two are separate series.

BEHIND THE MAP

WHAT WE DID

1,666
Completed tasks in our project log since Dec 2020

156
Blog and service-area pages

201
Link and PR placements, plus 411 citations

218
Google Business Profile posts

JAN 2023
Website built

FEB 2024
Website rebuilt on our framework

JUN 2025
Richmond city page rewritten

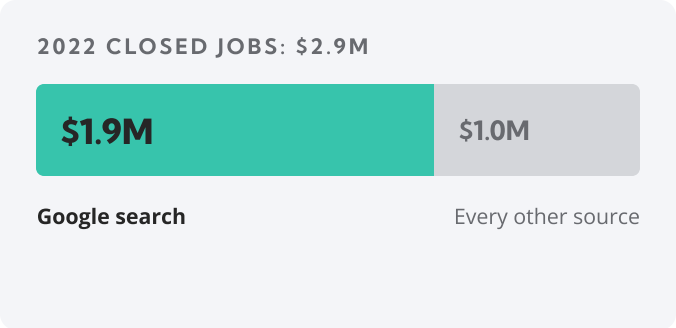
AUG–SEP 2025
Both Google Business Profiles optimized; schema on every service and location page

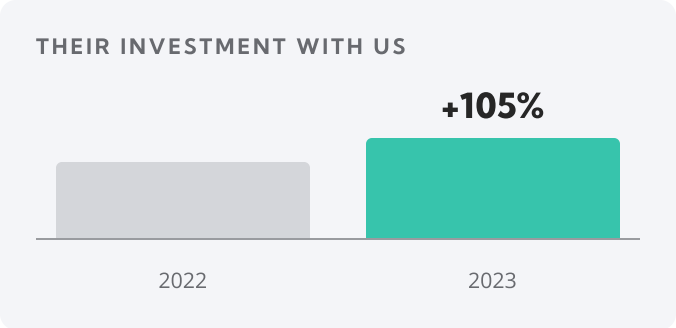
OCT–NOV 2025
16 blogs and service-area pages

Then: six-search top 3 share, 47% to 79% by Jan 2026

FEB 2026
New SEO cycle: site and location audits, foundational links

03 CHAPTER 3
IT PAID, AND THEY INVESTED MORE



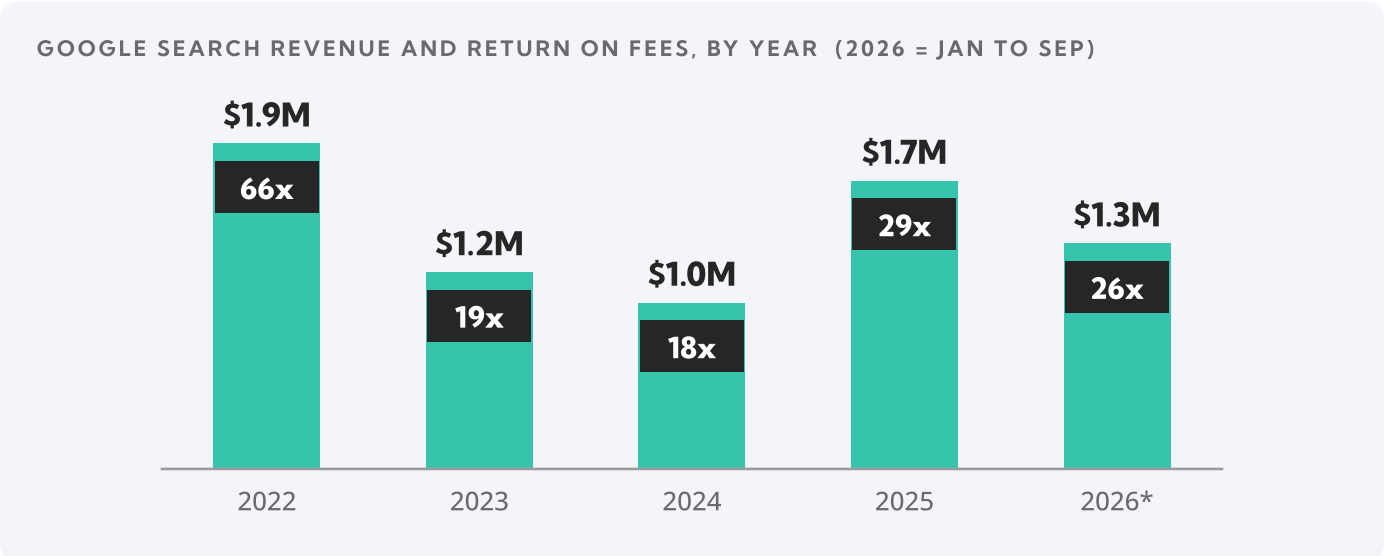


In December 2021, the first month of jobs in Cavalier's CRM, Google search brought in about $130K, more than 5 times everything Cavalier had paid us up to then.

In 2022, the first full year in the CRM, Google search brought in $1.9M of Cavalier's $2.9M, about 66 times what Cavalier paid us that year.* With results like that, they more than doubled their investment with us the next year. They had plans to grow.

* 2022 ran on the smallest fees of any full year in the CRM, so its multiple runs high.

04 CHAPTER 4
GOOGLE SEARCH KEPT PAYING



Every year from 2022 through September 2026, Google search brought Cavalier about 18 times or more what Cavalier paid us in fees that year. The lowest year was 2024, at about 18x.

From December 2021 to September 2026, it brought in **about $7.2M** in closed jobs, about 26 times everything Cavalier paid us from late 2020 through September 2026.

05 CHAPTER 5

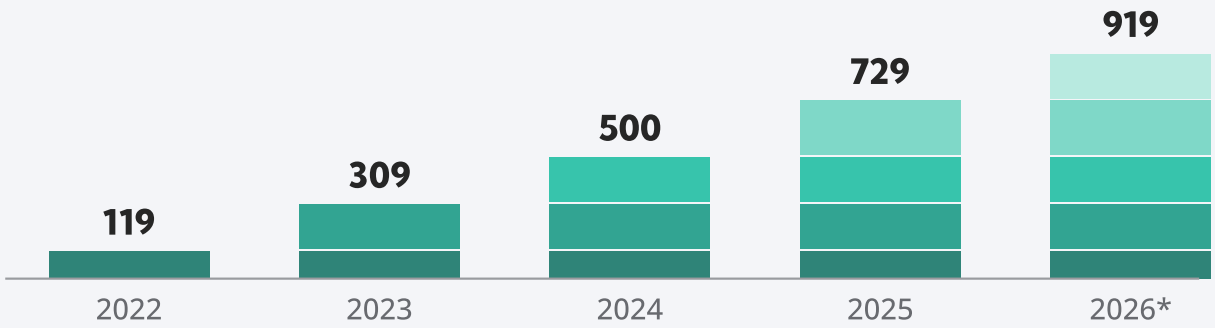
SEARCH CUSTOMERS KEEP COMING BACK

919

Return jobs from 697 customers whose first job came from search or the website. They have booked 919 more jobs since, at any of the owners' companies. Every year since 2023 added 190 or more, and 2026 got there by September.

Their return jobs that sit outside every Google search figure in this report brought in about $930K.

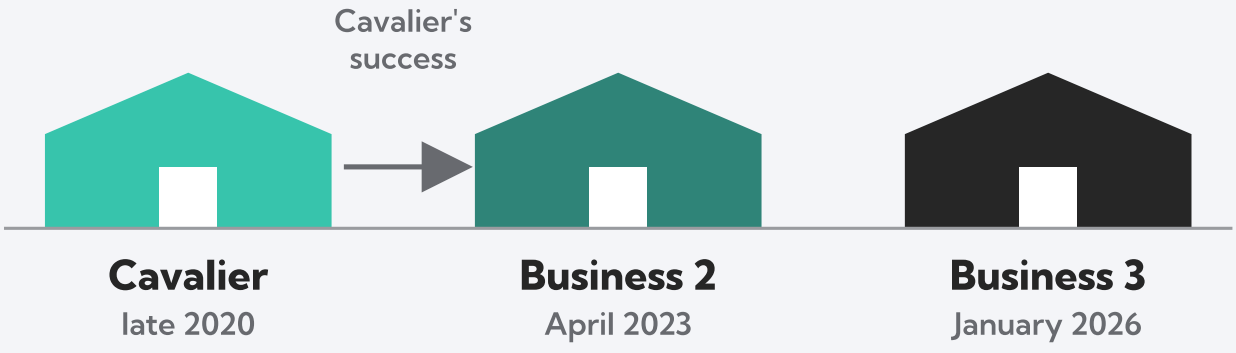
RETURN JOBS, CUMULATIVE, BY YEAR



*2026 through September.

06 CHAPTER 6

THEY TOOK WHAT WORKED TO A NEW MARKET. TWICE.

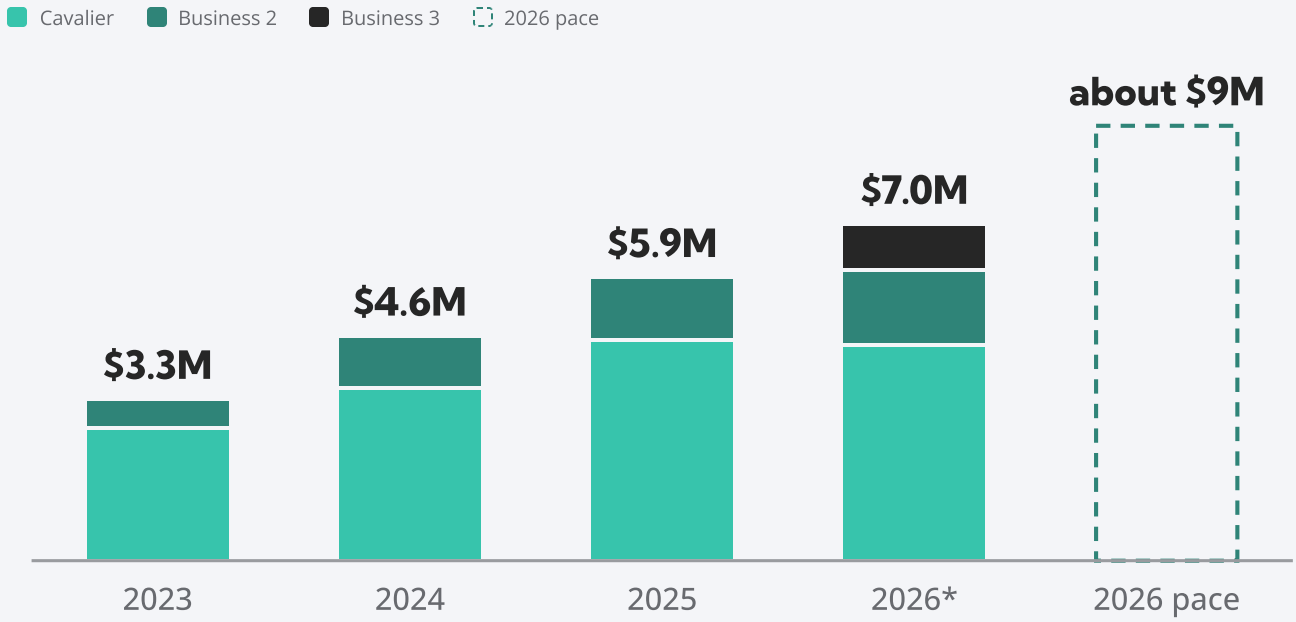


Cavalier's success gave the owners the cash flow and the confidence to open a second moving company in 2023, in a new market, on the playbook that was working at Cavalier. In 2026 they took that playbook to a new market again and opened a third.

07

CHAPTER 7

ONE RICHMOND MOVER BECAME THREE MOVING COMPANIES



Cavalier did $4.6M in 2025 and $4.5M from January to September 2026, up 30% on the same months last year.

All three companies did **$7.0M** from January to September 2026, up 57%, on pace for about $9M.

*2026 is January to September. Pace is a projection.

NOTES AND SOURCES

All revenue is closed jobs in the owners' CRMs, by job date, rounded. CRM job dates start December 2021; 2026 runs to September, and its pace is a projection.

"Google search" = closed Cavalier jobs tagged "Google" or "Your Website" in the CRM, by job date. Return = that revenue ÷ Cavalier's fees to us, counting Cavalier's fees only; the whole-stretch figure counts every Cavalier fee since late 2020.

Maps: Local Falcon, Cavalier's Google profile. Top 3 share = the share of grid points where Cavalier ranks 1 to 3. Long run, "moving companies": 15x15 grid, 5-mile radius to Jan 2022; 4-mile radius, center about 1.7 miles east, from Dec 2022. Six searches (movers, moving companies, moving company, richmond movers, movers in richmond va, movers in richmond): monthly, May 9, 2025 to Oct 7, 2026, 11x11 grid, 4-mile radius around the Staples Mill location, top 3 share averaged across the six. "richmond movers" position: Google Search Console, June to September 2025 and 2026.

Returning customers: first closed Cavalier job tagged "Google", "Your Website" or "Yahoo/Bing/Other", matched by phone or email, with a return job 30 or more days later at any of the owners' companies; returning-customer revenue counts only return jobs outside Cavalier's Google search revenue.

NEXT STEP

SEE WHERE YOUR MOVING COMPANY STANDS ON GOOGLE TODAY.

Book a call. We'll show you how Google sees your moving company right now and what the first year should look like.

BOOK A DISCOVERY CALL

rotatedigital.com/schedule

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