



WASATCH MOVING COMPANY

Keyword and Traffic Growth Case Study

This Salt Lake City-based moving company serves a population in excess of 2 Million people. Since working with Mover Search Marketing they have significantly increased their online presence and are on their way to dominating online in their market.

1,500%
Increase in keywords
(115 Oct 1 to 1,881 Jun 1)

1,200%
Increase in keywords
(63 in Nov to 841 in May)



Goals

We typically only work with one client per Metro area and this client's goal over time is to dominate in online search. To achieve this goal we implemented our proven moving company SEO strategy starting in October 2018.



Results

The first data metrics leading to domination is an increase in the number of targeted keywords to the client's domain. This begins gradually but almost immediately after our work begins. From there we keep obtaining targeted keywords for the client and the position of each keyword improves as well. As the keywords move to the first page of search, they gain clicks and website traffic will begin to increase. This is exactly what is happening with this client.

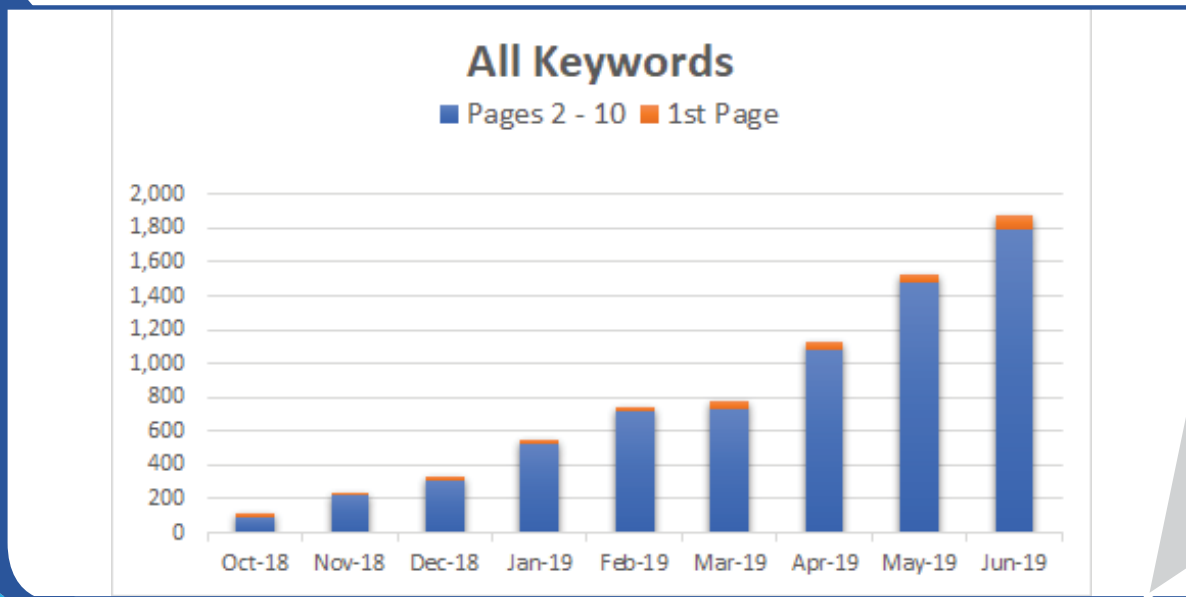


Keyword data comparison (10/2018 - 6/2019) & traffic data comparison (11/2018 - 6/2019)

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Results

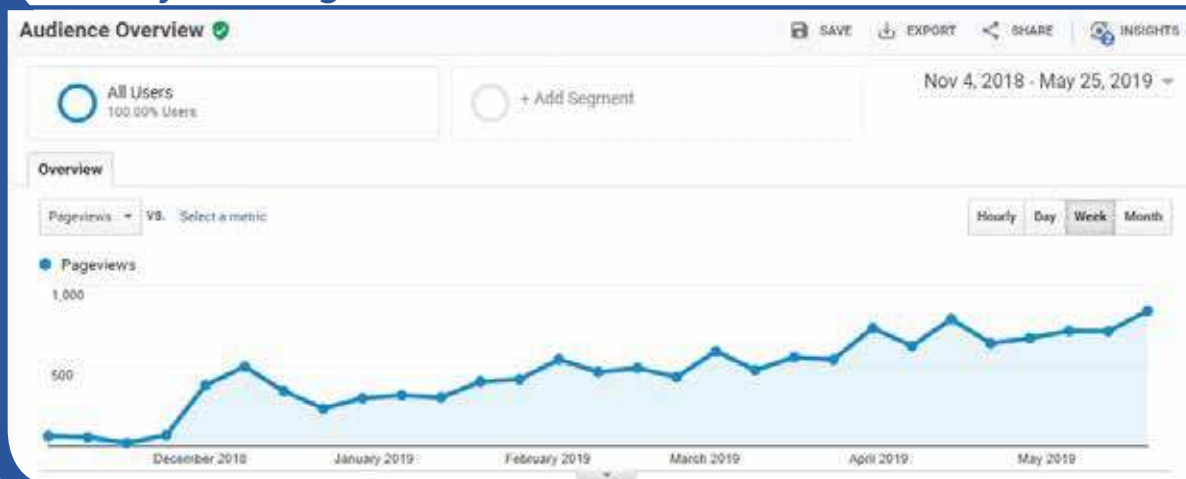
Keyword growth from 115 to 1,881



Source:



Weekly traffic growth from 63 to 841



Source:



Keyword data comparison (10/2018 - 6/2019) & traffic data comparison (11/2018 - 6/2019)

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