

CASE STUDY

# QUOTE REQUEST LEAD GROWTH

**102%**  
**INCREASE**  
IN ONLINE QUOTE  
REQUESTS

*(2019 VS 2020)*

**129%**  
**INCREASE**  
IN ORGANIC  
TRAFFIC

*(2019 VS 2020)*

## 2 COLLEGE BROTHERS MOVING



2 College Brothers Moving & Storage has 2 locations in Florida, Tampa & Gainesville serving a population in excess of 3 Million people.

### GOALS

In SEO, the ultimate goal is more leads through phone calls and online quote requests (form fills). As such 2 College Brothers Moving wished to significantly increase the number of these leads. For this case study we focus on the online quote requests.

### APPROACH

Most clients come to us with a quote request form design that causes friction with users reducing the conversion rate of traffic to leads. As a result of our experience across many moving company clients and locations, we have developed a proven form design approach and setup. This was instituted on 2 College's website to increase conversion rates. In addition we make sure a form is available on every single page and in many cases in 3 places on each page including a mobile popup. Moreover, over a 2 year period, as the result of our SEO efforts, organic traffic to the site has increased 129%.

### RESULTS

With the combination of increased traffic and much improved form design and user engagement, the quantity of forms has increased 102% (doubled) resulting in a significant yearly increase in business.

*(2019 to 2020)*



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## TESTIMONIAL

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“Since working with Mover Search Marketing our business has doubled. We are consistently ranking at the top of the map packs for both of our markets, and traffic to our website is increasing exponentially on a daily basis. The team at Mover Search Marketing is like family to us and an extension of our marketing department. They will be a huge competitive advantage as we begin franchising efforts in 2021!”

**- Wade Swinkle**

*Also host of the Grow Your  
Moving Company podcast*

