

CASE STUDY

KEYWORD & TRAFFIC GROWTH

WASATCH MOVING COMPANY



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.

GOALS

We typically work with only one client per Metro area and Wasatch'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 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 in the search results improves as well. As the keywords move to the first page of search, they gain clicks and website traffic begins to increase. This continues to grow stronger each month and has led to huge increases in business.

Keyword data comparison (1/2019 - 1/2020) & traffic data comparison (11/2018 - 6/2019)

1,900%
INCREASE
IN KEYWORDS

(551 JAN 2019 TO
11,050 JAN 2021)

1,600%
INCREASE
IN KEYWORDS

(137 JAN 2019 TO
2,380 JAN 2021)



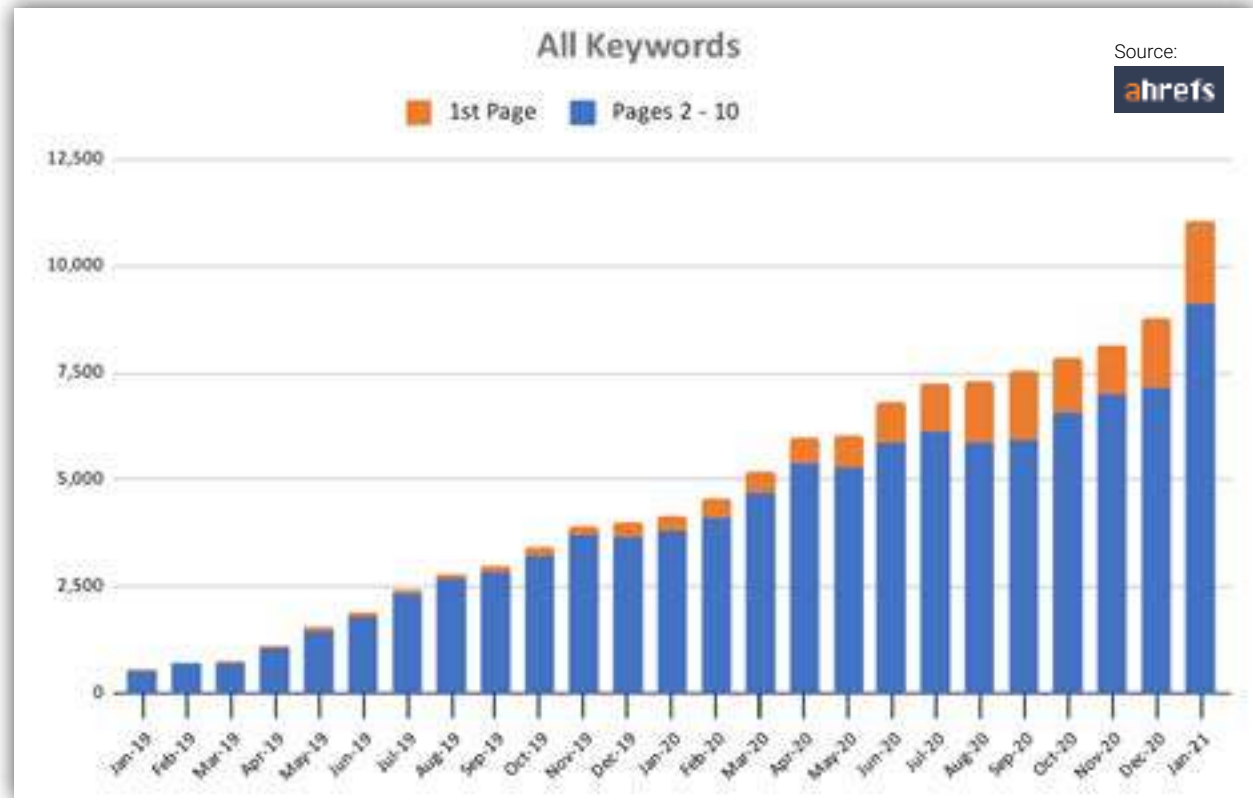
RESULTS

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“Our experience over 2.5 years with Mover Search Marketing has been amazing. We toyed around with discount SEO Marketing companies for about 3 years prior and our conclusion is without a doubt, you get what you pay for. With MSM you get measurable results with reports to show you exactly how you are performing and improving. Our site only ranked for about 50 keywords and phrases. Now, after 2.5 years we are ranked for over 11,000 keywords and phrases! Our revenues have improved substantially and continue to do so. Bryan, Liliane & the team are very pleasant to work with and are moving industry experts!! Happy Client for sure!”

- Jared Beckstead

KEYWORD GROWTH FROM 115 TO 1,881



WEEKLY TRAFFIC GROWTH FROM 63 TO 841

