

Long Distance Page Case Study

Increase in Weekly Visitors



From 10 to over 400 per week

For movers, high performing service pages are critical in their ability to dominate in a local market. Service pages include local, long distance, storage, packing, etc. They play a dual role 1) to grow traffic for the page (SEO optimized), and 2) they need to convert users to potential customers once on the page (fill out a form, call, or email).



Client

The client (they have requested anonymity) is a medium-sized California moving company. We have been doing their SEO for over one year. They perform the typical menu of residential and commercial moving services including local, long-distance, packing, material sales, and storage. They have been in business for over 10 years and have performed in excess of 25,000 moves. They are in a very competitive and large market.



Goal

In addition to all the moving company-focused SEO, they wanted to specifically rank higher for keywords related to long distance moving. This would lead to an increase in traffic to the long distance moving page, and then of course, more long distance moving customers.



Approach

We studied the client's competition and also used our expertise to review what has been performing with our other clients. Behavior on the page was monitored and studied to come up with an improved layout and plan to increase conversions.

We completely rewrote, optimized, and then re-indexed their long distance services page. This included adding Schema to the page allowing the display of starred, rich snippets in the search results (to increase CTR or "click-through rate"), specialized keyword LSI (we came up with 40 different ways to say "long-distance" for example), and page-element embeds.



☎ 858-356-4700

✉ info@moversearchmarketing.com

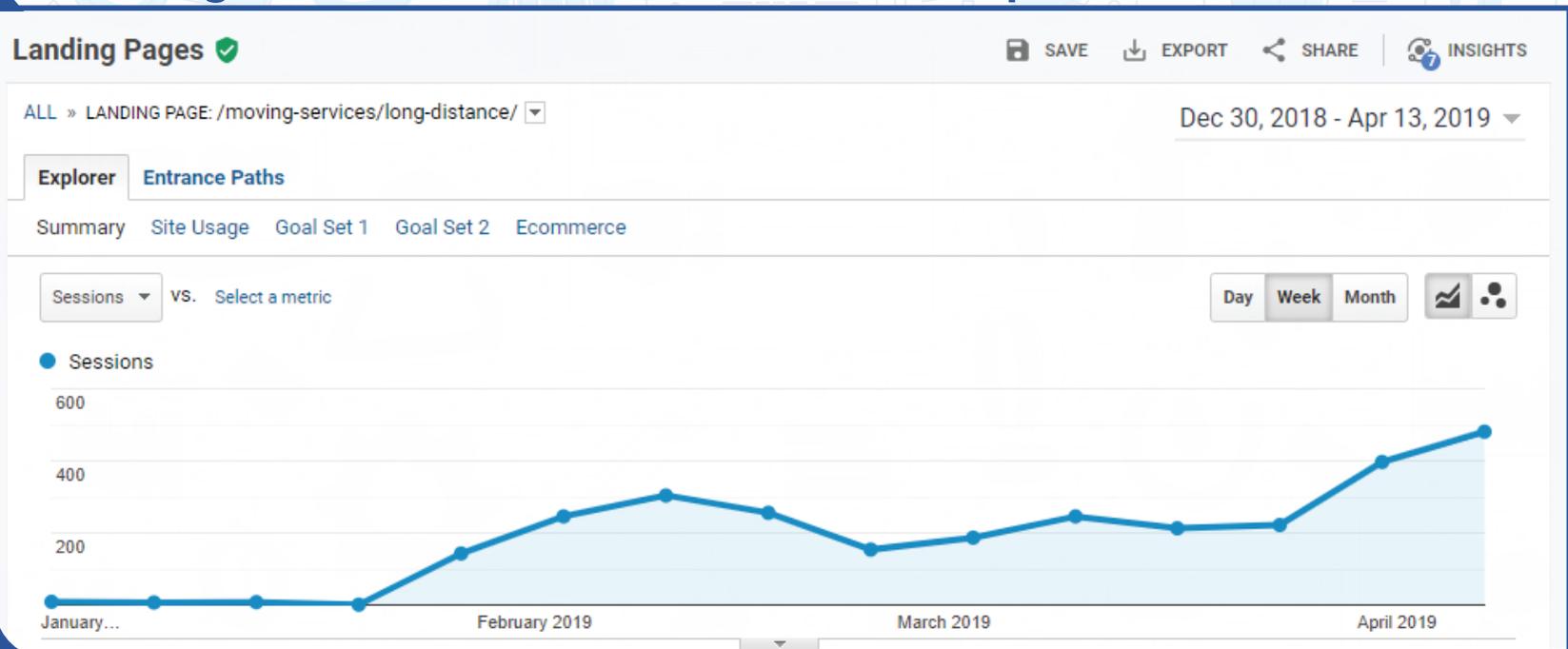
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Traffic data comparison (12/2018 - 4/2019)

Results

Within weeks the page began to rank higher and then organic traffic increased. Prior to the changes, the page was averaging around 10 visitors (landing on the page) per week, this has now grown to over 400 visitors per week. This also increased calls (tracked through Call-Rail) and form fills (quote form on page) significantly. The re-writing also increased the CTR. As a result, long-distance inquiries and bookings are up **significantly**.

Traffic growth from 10 to over 400 users per week



Source:  Google Analytics