

CASE STUDY

**PAY  
PER  
CLICK**

**\$37.50**  
AVERAGE COST  
PER LEAD

↑  
TOTAL LEADS  
2020  
**1,406**

↑  
**100%**  
MORE  
CONFIDENCE

## WASATCH MOVING COMPANY



### GOALS

Wasatch Moving Company serves a population in excess of 2 Million people in the Salt Lake City Metro. Their initial PPC goals were to implement better tracking (they had none) and eliminate wasteful spending by taking advantage of Google Ads best practices and our specialized knowledge and experience. Before making changes to their existing Google Ads account, we created custom landing pages (using our high-performing, moving-specific templates), installed call tracking, form tracking and optimized their Google Analytics set up to ensure every marketing dollar was working to greatly increase their business and ROI. time is to dominate in online search. To achieve this goal we implemented our proven moving company SEO strategy starting in October 2018.

### RESULTS

After completing the technical requirements, an audit of their account identified they had been wasting close to 20% of their monthly budget on irrelevant search terms (we consistently see this with new clients coming from agencies that do not understand moving). Apart from removing the waste, we completely reorganized their strategy to focus on generating leads for each location separately using hyper-focused location targeting, keywords, and highly relevant ad copy. The end result is a month over month, high-performing Pay Per Click campaign and a client who is much more confident in their spend and three thriving locations (a 4th location was just added in 2021). Leads, moves, and ROI continue to increase.



CASE STUDY

## TESTIMONIAL

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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

