

CASE STUDY

GROWTH OF KEYWORDS ON 1ST PAGE

1,500
KEYWORDS ON
THE 1ST PAGE
(FEB 2020)

1,550%
INCREASE IN
MONTHLY
SITE TRAFFIC
(1,046 JAN 2019 TO
17,239 JAN 2021)

WIRKS MOVING & STORAGE



Wirks Moving and Storage serves the Atlanta Metro with a population in excess of 6 Million people. Atlanta has many movers and is a very competitive market.

GOALS

Wirks Moving goal over time is to dominate in online search. To achieve this goal we implemented our proven moving company SEO strategy approximately one year ago.

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.

One year ago Wirks Moving had 28 keyword phrases on the 1st page. After 12 months of SEO with Mover Search Marketing they now have over 1,500. They are well on their way to dominating the online Atlanta Metro market for moving companies.



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“...here is my feedback after working with the Mover Search Marketing team for one year. We are a data driven company, and know how to measure KPIs and ROI amongst other things. With the work Mover Search Marketing did to our website, and anything SEO related. Their work alone added an additional \$1,000,000+ to our total revenue for the year, and with an investment of 3-4% to achieve that is mindblowing to say the least. For anyone that understands the benchmark goals a moving company should aim for when investing on any form of marketing to generate revenue. Mover Search Marketing knocked it out of the park for us! They truly are the Apple of SEO services in my experience. There is no question we got what we paid for, and then some.”

- Eric Wirks

