

Admiral Moving Achieves First-Page Google Rankings for 10 Vital Keywords

· ADMIRAL ·



Based in South Windsor, Connecticut, Admiral Moving & Storage serves families and businesses in Connecticut, New England and all along the East Coast, efficiently handling thousands of moving jobs each year.

// After a few months of working with Kieffer Consulting, we saw our web traffic increasing, but more importantly, our phones began to ring more frequently. We have been able to consistently rank number 1 to 3 on Google, and that has helped us continue to get new business, even during the down season.

Mark Milkie, President
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The Challenge

Admiral Moving is a house-hold name, but wasn't changing with the times or focused on how the Internet could help increase overall awareness, leads and new business. Serving the state of Connecticut and Southern New England, the company wanted to make sure they appeared in the local search results when a person was searching for terms like, "moving company" or "moving company near me."

The Solution

Local Search Audit

The first area of focus was determining how the company was performing as it relates to on-page SEO, website authority, incoming links, Google My Business, citations, content creation and overall rankings. The audit revealed a range of issues that needed addressed in order to get ranked and more traffic from Google.

Website Optimization

While the design and structure of the website were good, the site needed optimized with the right meta titles and descriptions, on-page optimization, more content and internal linking.

Citations and Google My Business

The company's NAP (name, address and phone) were updated and fixed across over 40 directories. Finally, the company's Google My Business profile was optimized and updated regularly in order to help increase overall performance.

Incoming Links

Kieffer Consulting focused on getting relevant incoming links from other websites in order to increase the company's overall website authority, a major ranking factor to achieving better search performance.

The Results

10 Keywords

Ranked on Google's First Page

300% Increase

In monthly website traffic

2700%

Return on Investment (ROI)

moving and storage service south windsor	   	 1
moving and storage service near me	    	 1
moving company south windsor ct	     	 1
moving company south windsor	     	 2
movers	       	 2
moving company near me	     	 2
moving and storage service	    	 3
moving company ct	    	 3
mover	      	 3
moving company	     	 3