Move-In Connect

SEO & GROWTH REPORT

From footprint to lead engine.

How six months of SEO turned Move-In Connect into a national source of qualified utility-connection leads.

Prepared by **Pink Socials** · Feb–Aug 2026

THE HEADLINE RESULTS

430%
Qualified leads growth

9.1x
Organic traffic

#2
Connection searches

118
Page-1 keywords

WEBSITE	MARKET	PERIOD
moveinconnect.com.au	Australia · Utilities	6 months

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01 Executive Summary

Move-In Connect ↗

The results at a glance · Feb–Aug 2026

QUALIFIED LEADS PER MONTH

+430%

From 95 to 740 · tracked calls & forms

ORGANIC TRAFFIC

9.1x

1,400 to 12,800 / mo

CORE TERM RANK

#2

Up from #16

118
Page-1 keywords (+743%)

+814%
Organic sessions growth

6 mo
Engagement period

> Move-In Connect helps Australians set up utilities when they move home. The service was solid, but the site captured only a fraction of searchers, most of whom found larger competitors first. In six months, **qualified leads grew 430% and organic traffic 9.1x** through SEO and Google Business Profile work. Figures from Google Analytics, Search Console and call tracking.

Traffic Growth

Google Analytics 4 · Feb to Aug 2026

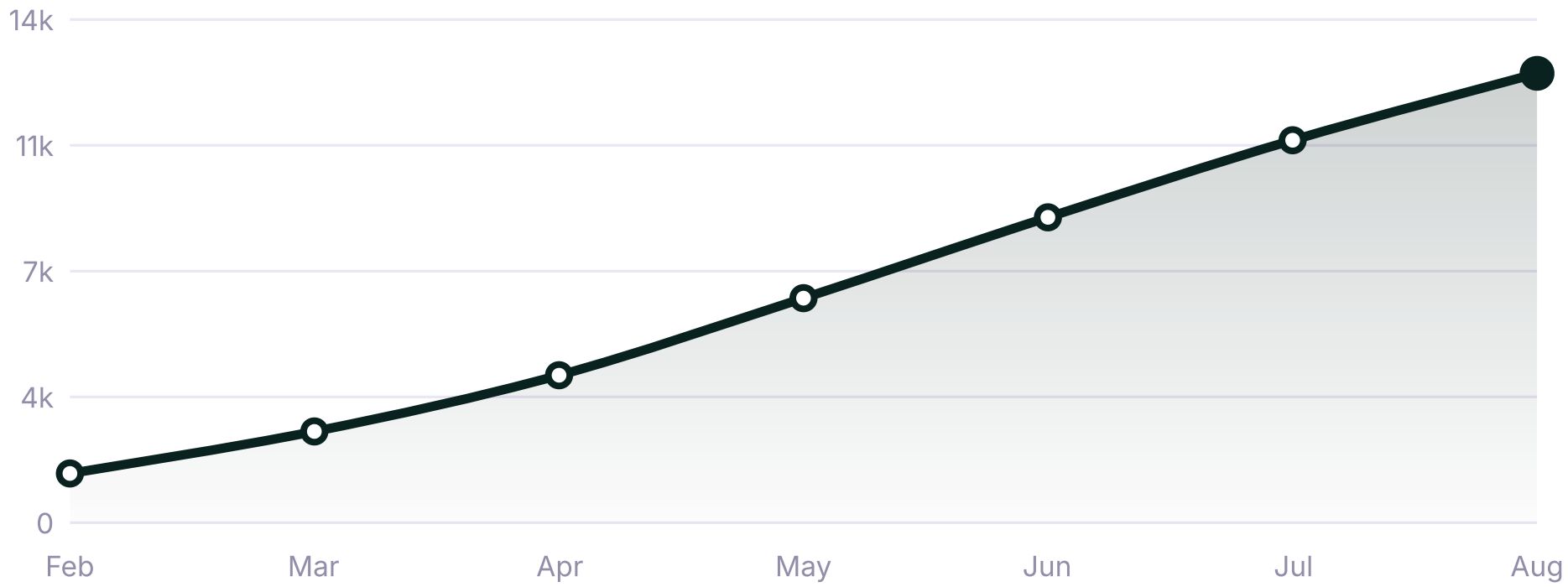
Move-In Connect ↗

Monthly organic visits

Organic sessions from Google search

12,800

▲ +814%



→ The first job was visibility. As the Google Business Profile and pages were optimized, **organic sessions climbed steadily every month**, rising from 1,400 to 12,800 monthly visits, a 9.1x increase built on owned search rather than paid clicks.

03 Ranking Progress

Local rank tracking & keyword coverage

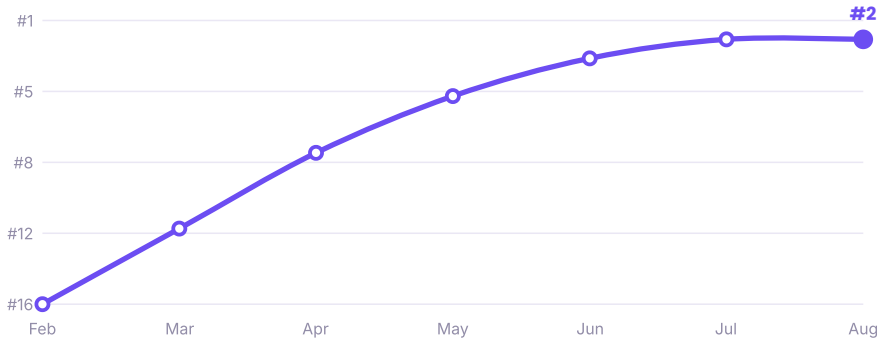
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“utility connection service”

Core term position

#2

from #16

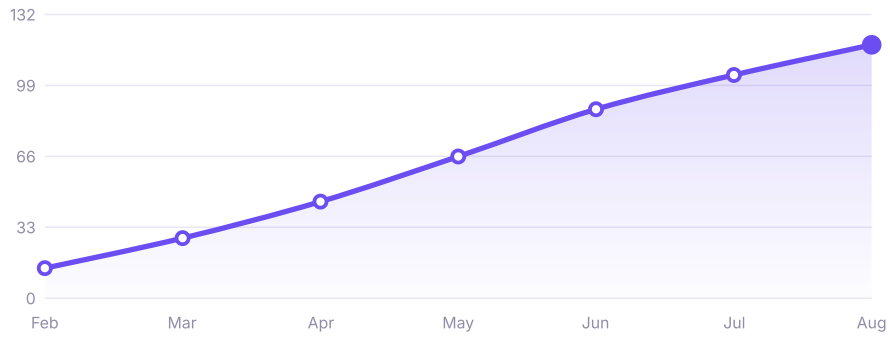


Keywords on page 1

Terms ranking in the top 10

118

▲ +743%



→ Visibility only matters if it is for searches that bring customers. The core term **“utility connection service” climbed from page two (#16) to #2**, while page-one keywords grew from 14 to 118.

04 Calls & Leads

Call tracking & form submissions

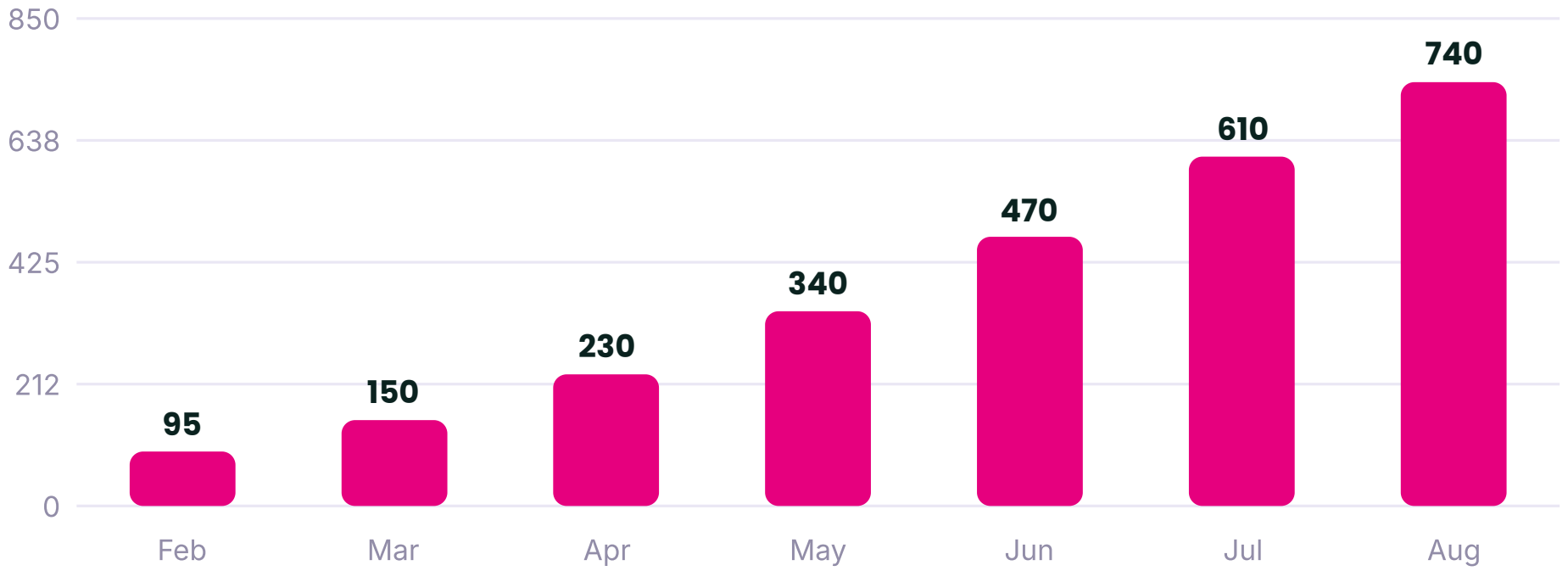
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Qualified leads per month

Tracked calls and website form submissions

740

▲ +679%



→ Rankings and traffic are inputs. The number that pays the bills is leads, which **grew from 95 to 740 per month** alongside the rankings, the real measure of the campaign.

05 Before & After

The headline numbers, side by side

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METRIC	BEFORE	AFTER	CHANGE
Ranking, “utility connection service”	Page 2 (#16)	**#2**	**Top three**
Monthly organic visits	1,400	**12,800**	**+814%**
Qualified leads / month	95	**740**	**+679%**
Keywords on page 1	14	**118**	**+743%**

“SEO became our number one source of new customers. The leads are qualified and they keep growing.”

Marketing Lead, Move-In Connect

06 What We Did

The approach behind the results

Move-In Connect ↗

1 **Rebuilt the Google Business Profile**

Full services, categories, photos and regular posts to win the local map, where movers decide.

2 **Launched a review-generation system**

A compliant, steady flow of genuine reviews to build trust and lift local ranking.

3 **Executed local SEO**

Targeted the highest-intent utility-connection and energy searches across Australia.

4 **Fixed the site to convert**

Made it easy to act in one tap, with call and form tracking to measure every lead.

→ We ran the same system we use across our clients, **sequenced to move the local map first** because that is where utility customers decide. Six months in, the growth compounds because it is built on owned visibility, not rented ad clicks.

Thank You

Six months of SEO turned Move-In Connect into a national lead engine, with 430% more qualified leads and 9.1x the organic traffic.

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Web moveinconnect.com.au

Prepared by Pink Socials ↗

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