

HOW LEADERS MOVING & STORAGE CO. ELEVATED ITS DIGITAL PRESENCE WITH SEO + AEO



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When Leaders Moving & Storage Co. partnered with Holland Adhaus, the goal was clear: modernize the website, improve organic visibility, and tap into the emerging world of Answer Engine Optimization (AEO). The results? An SEO + AEO transformation that delivered measurable growth across traffic, engagement, and lead generation.

THE CHALLENGE

Leaders Moving had strong brand recognition in the Midwest but needed to compete more effectively in digital spaces. Their previous site wasn't built for modern SEO, and they were missing opportunities in voice search, AI-generated results, and rich SERP features like People Also Ask and Featured Snippets.

THE SOLUTION

Holland Adhaus implemented a dual-pronged strategy:

1. New Website Launch: Fast, structured, and built for conversions.
2. SEO + AEO Content Strategy: Focused on topical authority, FAQ-driven formats, and optimization for AI-powered results like Google's Search Generative Experience (SGE), ChatGPT, and Gemini.

THE RESULTS

- Organic traffic up 51.7%, with new users up 47.1%
- Engaged sessions from organic search up 53.6%
- Average session duration increased to 10:14 for organic users
- 1,287 goal completions from organic traffic (+21.1%)
- Featured in AI responses (SGE, ChatGPT, Gemini) for key search terms like "top rated moving companies" and "moving companies Columbus Ohio"

AI & SERP VISIBILITY

Leaders appeared in:

- AI-generated overviews
- People Also Ask panels
- Image and video packs
- Local pack results This broad exposure ensures Leaders reaches customers earlier in their journey—often before they even click.

CONTENT THAT WORKS

High-engagement blog posts like:

- What to Pack in Your First Night Box (1:32:04 avg. time)
- 7 Tips to Make Your Move Easier (7:53 avg. session, 50% engagement) These types of list-based, helpful resources are ideal for both SEO and AI inclusion.

COMPETITIVE POSITIONING

In Columbus, Leaders was featured more prominently than national brands like Two Men and a Truck in both search and AI interfaces. Their visibility score remained steady while competitors fluctuated.

WHY IT WORKED

- Content built for answers
- Technical structure for SEO success
- Consistent measurement and optimization
- Strategic use of schema, FAQs, and localized landing pages

FINAL THOUGHTS

Leaders Moving & Storage Co. is now well-positioned for long-term success in an evolving search landscape. Their investment in SEO and AEO not only increased traffic and leads but built a strong foundation for ongoing visibility in both traditional and AI-driven search.