

Case Study: RMP-UMZUG.DE

The Client: RMP-UMZUG.DE is a professional German moving company that provides comprehensive relocation and logistics services, with a core operational focus in the Ravensburg area.

The Challenge: Historically, the company relied heavily on expensive partner networks and third-party aggregators to acquire leads. They struggled significantly to generate direct inquiries online because larger, nationwide players completely dominated the digital presence and local search results in their region. As a result, their standalone website was generating little to no organic leads, leaving them heavily dependent on costly third parties.

The Solution: We initiated our AI SEO strategy with RMP UMZUG in November 2025. Recognizing the heavy, impenetrable saturation in traditional local search results, we deliberately targeted an emerging "AI vacuum" within the local logistics and moving sector. We structured their digital footprint to make them the undeniable authority for moving services in Ravensburg for AI models.

Campaign Growth Milestones

Pre-November 2025: Third-Party Dependency

Zero direct organic website leads. Heavy reliance on costly third party partner networks to source regional jobs.

November 2025: AI SEO Implementation

Initiated complete structural overhaul targeting local AI positioning and conversational search vacancies.

January 2026: The Strategic Breakthrough

Bypassed the traditional regional search monopoly to capture the first high-value direct customer lead via AI chatbot recommendation.

2 Months

Time taken to secure the first direct lead
through AI Search ranking.

The Impact: Within exactly two months, the company received their very first direct, high-quality lead straight from their website via an AI search recommendation. Thrilled with this rapid and tangible outcome, the owner immediately expanded our partnership to pursue deeper optimization.

By establishing a dominant presence in AI rankings for Ravensburg moving services, RMP-UMZUG effectively bypassed the traditional search monopoly held by their larger competitors. They are now receiving a consistently growing volume of direct customers right from their website, drastically reducing their reliance on partner networks and improving their profit margins.