



2026 EDITION

The Removals Playbook

How to get more booked moves from Google, your website
and social media in 2026

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- | | |
|---------------------------------|----------------------|
| 01 Google Local Services Ads | 02 Google Ads |
| 03 Business Profile and reviews | 04 SEO and AI search |
| 05 Websites that convert | 06 Social media |
| 07 Speed to lead | |

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Founder, Unavoidable Marketing

Contents

Seven short chapters, each one written for removal companies, and a 30-day checklist to put it all into action. Read it in one sitting, or work through one chapter a week in the quieter months.

Who this is for

- ✓ Man and van firms who want bigger, better planned moves
- ✓ Removal companies with crews and lorries to keep busy all year
- ✓ Anyone paying for leads and not sure what they actually get back



A word from Andrew

03

01

Google Local Services Ads and Google Verified

04

Get the badge, pick your jobs, protect your budget

02

Google Ads

05

Campaigns by job type and cost per booked move

03

Google Business Profile and reviews

06

Win the map and build a steady stream of reviews

04

SEO and AI search

07

Be found in Google and named by AI assistants

05

A website that converts

08

Turn visitors into surveys and quotes

06

Social media, organic and paid

09

Trust from posts, enquiries from ads

07

Follow-up and speed to lead

10

Answer first, follow up, win the move



Your 30-day action checklist

11



How Unavoidable Marketing can help

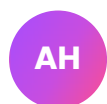
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Most removal companies do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and removals is a trade where people trust you with everything they own. Customers ask several firms to quote, compare reviews line by line, and book whoever feels safest and replies first.

The fix is rarely one big thing. It is a handful of small things done properly: a Business Profile full of reviews that name the move, a website that makes asking for a survey easy, ads aimed at the moves you want, and enquiries that get a reply the same day.

This playbook sets out exactly what we do for removal companies across the UK, from Devon to Dundee. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it fills a few more dates in your diary.



Andrew Heppinstall

Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK



One chapter a week

Each chapter stands on its own. Start with the one that costs you most moves.



Use the checklist

The 30-day checklist turns the whole book into small weekly jobs.



Track booked moves

Note where every enquiry came from and whether it booked.

2012

working with trades since

390+

projects delivered

92%

of clients come back

40+

UK trade businesses we work with



Judge every channel on booked moves, not clicks, likes or leads.



UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.



Local Services Ads sit at the very top of many Google searches, with a Google Verified badge. You pay per lead, a call or message, not per click. You can apply to Google yourself for free, or use an agency. When someone searches "removal company near me" the day they agree a completion date, being the verified name at the top is hard to beat.

What Google checks before you can show

- ✓ A verified Google Business Profile
- ✓ Your VAT number or Companies House registration number
- ✓ Public liability insurance
- ✓ Any licence the law requires for the work you advertise, such as an operator licence for goods vehicles over 3.5 tonnes

🕒 Checks usually take about 3 to 4 weeks after your documents go in.

How the cost works

- 1 You pay per lead**
A lead is a call or message from a customer, not a click.
- 2 You set a weekly budget**
Raise it for peak season, lower it when dates are full.
- 3 The budget is separate**
Your lead budget is paid straight to Google.

Set it up around the work you want



Job types

Switch on only what you do and want: house moves, flat moves, packing, storage, long distance. Leave off single items if they do not pay.



Service area

Where your crews start from and the areas you want to collect in, not everywhere you would ever drive to.



Opening hours

Only the hours someone will answer. If the office closes at six, do not show at ten at night.



BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: a sensible service area, only the job types you want, hours you can answer, and rating every lead in your dashboard.

What helps you show more often

- ✓ Answering calls quickly
- ✓ Plenty of genuine, recent reviews
- ✓ A complete profile with real photos
- ✓ Being close to the customer
- ✓ Enough weekly budget



COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Export your lead history now so you keep a record of which moves, areas and months paid off.



Search ads show for exactly what people type, so you can be there for "house removals Leeds to London" as well as "packing service". Unlike Local Services Ads you pay per click, which means the set-up decides whether those clicks turn into booked moves or just cost money.

Split campaigns by job type

House moves

Full homes, local and long distance. Survey first, booked ahead.

Man and van

Flats and small moves. Quick quotes, quick decisions.

Packing and storage

Add-ons that raise the value of each move.

Office moves

Planned, often at weekends. Larger, repeat clients.

Negative keywords removal firms need

- jobs

- driver

- salary

- van hire

- Luton hire

- boxes

- packing tape

- checklist

- DIY

- how to

- courier

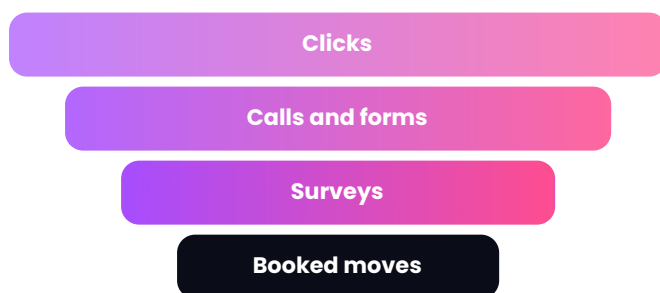
- free

Add these so you stop paying for people hiring a van or buying boxes to do it themselves.

Get the basics right

- ✓ Target people in or regularly in your area, not people merely interested in it
- ✓ Call tracking on every ad and website number
- ✓ Conversion tracking on quote and survey forms
- ✓ A landing page for each job type, not just your homepage

Measure cost per booked move



Divide what you spend by the number of booked moves, not clicks or leads. That is the number that tells you if a campaign pays.

KEYWORD COSTS

What a click costs removal firms

£9.18 median cost per click, UK



£9.94 for "removal firms", the priciest keyword



With clicks this close to ten pounds, every one needs to count. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.



SEASONALITY

Push hardest in spring and summer, when many families move, and around the end of each month. Use quieter winter weeks for office moves and storage, and turn budgets down when dates are full.



When someone has a moving date, they type "removals near me" and start reading reviews. Your Business Profile is that listing: close by, well reviewed, with real crews and real lorries. It also feeds your Local Services Ads and the answers Google AI Overviews give.

Set the profile up properly

- 1 **Primary category: Moving company**
Add storage only if you really offer it.
- 2 **Service area, not home address**
Show your yard only if customers visit it.
- 3 **Every service listed**
House moves, packing, storage, offices.
- 4 **Hours you can answer**
"Open now" that rings out loses moves and earns bad reviews.
- 5 **Real job photos**
Your lorries, crews wrapping furniture. No stock images.

Posts through the moving year

Autumn

Book before the Christmas rush

Winter

Storage and January planning



Spring

Packing tips as sales pick up

Summer

Peak dates and school holidays

Avoid getting suspended

- ✗ Adding keywords or towns to your business name
- ✗ More than one profile for the same business
- ✗ Showing an address customers never visit
- ✗ Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE



"Great movers, would recommend."



HELPS A LOT MORE



"Moved our family from Leeds to York in one day. Careful with the piano, nothing damaged."



REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear about the table, Tom. Please send us photos and ring me on the office number, and we will deal with it through our goods in transit cover." Future customers read your reply as much as the review.

A review routine that works

- ✓ Ask the day after the move
- ✓ Text your review link with a personal note
- ✓ Ask every customer, not only the happy ones
- ✓ Reply to every review by name, calmly, even the bad ones



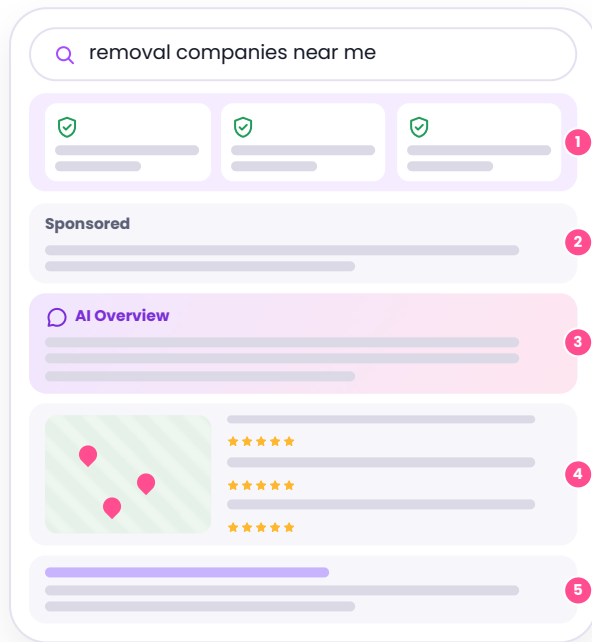
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like free boxes for a review, and asking only happy customers.



SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who is a good removal company in Bristol?". The good news is that the same groundwork helps with both.

Where you can show on one Google search



1	Local Services Ads Google Verified badge, pay per lead	Ch 1
2	Search ads Marked Sponsored, pay per click	Ch 2
3	AI Overview An AI summary that can name businesses	Ch 4
4	Map pack Your Business Profile and reviews	Ch 3
5	Organic results Your website pages, earned with SEO	Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

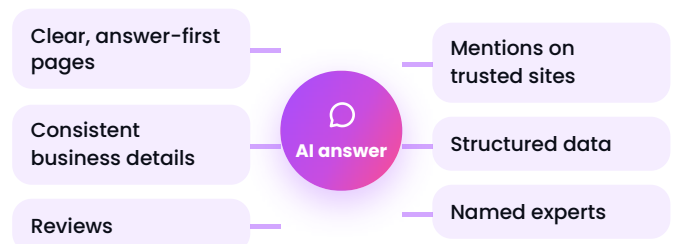
The pages your site needs

Homepage Says who you are, what you move and where, in the first two lines.	A page per service House moves, packing, storage, office moves, each on its own page.	Real route pages Moves you have done from your area to others. Never copy and paste.	FAQs How far ahead to book, insurance, what you will not move.
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Local SEO foundations

- ✓ The same name, address and phone number everywhere
- ✓ Listings on the main UK directories and trade sites
- ✓ Schema markup so search engines read your details
- ✓ Reviews that mention moves and towns
- ✓ Pages that load fast on a phone signal

What AI assistants look for

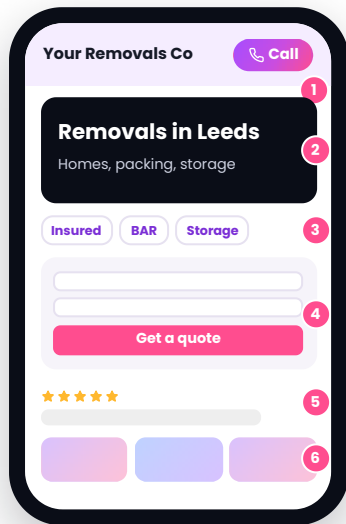


Nobody can guarantee being named. Try asking ChatGPT "who moves pianos in Norwich?" and see who comes up, and why.



Most people find you on a phone, often while juggling solicitors, estate agents and a completion date. Your website has one job: make asking for a quote or a survey the obvious next step. Clear and trustworthy books moves.

What a removal firm's homepage needs



- 1 Tap-to-call button at the top
- 2 Headline that says what and where
- 3 Insurance and trust badges
- 4 Short quote form
- 5 Real reviews
- 6 Real crew and lorry photos

Must-haves

- ✓ Tap-to-call on every page, at the top
- ✓ A quote form that asks the right questions: from, to, bedrooms, date, access
- ✓ Fast on a phone signal
- ✓ Goods in transit and public liability insurance
- ✓ Memberships such as the British Association of Removers
- ✓ Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

Moving from

Moving to

Property size

Moving date

Anything awkward?

Send my quote request

Avoid

- ✗ Stock photos of lorries that are not yours
- ✗ A site or domain you do not own
- ✗ A contact form hidden on one page
- ✗ Slow sliders and pop-ups on mobile



OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every service page should include

1

Answer first

What you do and where

2

How it works

Survey, quote, packing, move

3

Proof

Photos, reviews, insurance

4

Areas covered

Where you start and go

5

FAQs and a call to action

Call button and quote form

Q Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.



Moves are planned weeks or months ahead, so social media is a good way to be the name people remember when the date is set. It works best for house moves, packing and storage, where people want to see a careful, friendly crew.

**Organic: build trust**

Free posts on your own pages that show real moves and real people, so your name is the one locals remember.

- ✓ Moves of the week, naming the towns
- ✓ Clips of careful wrapping and loading
- ✓ Meet the crew posts
- ✓ Packing and moving day tips

**Paid: bring enquiries**

Facebook and Instagram ads you aim at the postcodes you cover, one service at a time.

- ✓ Lead ads with qualifying questions
- ✓ Local targeting around your yard
- ✓ Retargeting website visitors
- ✓ Spring and summer pushes

A simple weekly rhythm**Mon**

Last week's moves, with the towns

Wed

A packing tip or a loading clip

Fri

A crew post or a shared review

Daily

Reply to comments and messages

What not to do

- ✗ Buying followers
- ✗ Showing customers' new addresses
- ✗ Engagement bait like "share to win"
- ✗ Spamming groups that ban business posts

Lead ad questions that filter out time-wasters**House move campaign**

Q1 From and to which towns?

Q2 How many bedrooms?

Q3 Moving date?

Q4 Need packing too?

**Office move campaign**

Q1 How many desks?

Q2 Which floor, any lift?

Q3 Weekend move?

Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

**LOCAL GROUPS AND NEXTDOOR**

People ask "can anyone recommend a good removal firm?" in community groups every week. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.



People moving house often ask several firms to quote on the same evening. The first to reply and book a survey has a real head start. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry



Never miss a call

- ✓ Divert to the office, a team member or a call-answering service when you are on a move
- ✓ Set up a missed-call text back
- ✓ Keep one shared list of every enquiry
- ✓ Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Verified	3-bed house	Yes
Tue	Website form	Flat and storage	Quote sent
Wed	Facebook ad	Office move	Survey booked

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

Thanks for contacting Your Removals Co. We have your enquiry and will call you within the hour to arrange a survey.

QUOTE FOLLOW-UP

Hi James, just checking you got our quote for your move on the 28th. Happy to answer any questions. Let us know if you would like to hold the date.

REVIEW REQUEST

Thanks for moving with us. We hope you are settling in. A quick Google review mentioning the move and your town would really help. Here is the link.



WHO ANSWERS WHEN THE CREW IS LOADING?

Decide now who picks up when you cannot: someone in the office, a team member or a call-answering service. On Local Services Ads, answering quickly also helps you show more often.

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.



30 days

Week 1

FOUNDATIONS

- ☐ Claim and verify your Google Business Profile
- ☐ Set Moving company as your category
- ☐ Set your service area and address correctly
- ☐ List every service you offer
- ☐ Gather VAT or company number and insurance details

Week 2

GET VERIFIED AND FOUND

- ☐ Apply for Local Services Ads and Google Verified
- ☐ Choose only the job types you want
- ☐ Set opening hours you can answer
- ☐ Upload real photos of crews and lorries
- ☐ Check your name, address and phone match everywhere

Week 3

CONVERT MORE

- ☐ Put tap-to-call at the top of every page
- ☐ Add from, to and date to your form
- ☐ Show your insurance on the site
- ☐ Start asking every customer for a review
- ☐ Reply to every review you have

Week 4

FOLLOW UP AND MEASURE

- ☐ Set up missed-call text back
- ☐ Start a lead log with source and outcome
- ☐ Add negative keywords to any Google Ads
- ☐ Post three times on Facebook and Instagram
- ☐ Work out your cost per booked move

🎯 Your numbers this month

ENQUIRIES

BOOKED JOBS

SPEND

COST PER BOOKED JOB



Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

[Book a free 30-minute call](#)

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time running moves, we can do all of this for you. We are a UK-wide, Leeds-based agency working with trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.



Local Services Ads

Set-up, Google Verified checks and weekly running



Google Ads

Search and Performance Max, split by job type



Business Profile

Set-up, posts, photos and a review routine



SEO and AI search

Being found on Google, ChatGPT and Gemini



Websites

WordPress, you own it, typically built in 3 to 4 weeks



Social media

Organic management and Facebook, Instagram and TikTok ads

How we work

1

Flat monthly fee

Quoted after a free call, based on what you need.

2

Your ad spend, your card

Paid straight to Google or Meta, never marked up.

3

No contract

Rolling 30-day terms. We keep you by results.

4

Measured on booked jobs

Not clicks or likes. Clear monthly reports.

2012

working with trades since

390+

projects delivered

92%

of clients come back

40+

UK trade businesses we work with

Talk to Andrew, not a sales team.

Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how removal companies in your area are winning work, where your enquiries come from now, and what to fix first.



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unavoidablem.com



UK-wide, Leeds-based



Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for a removal company, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.