

Backlinks remain one of the strongest ranking signals in local search, yet many moving companies overlook this part of SEO for movers in favor of content and reviews alone. Home services brands such as real estate agencies, storage facilities, and cleaning companies often make natural link building partners for movers, since these businesses frequently serve the same customers around the same time in a move.



These partnerships benefit both sides. A real estate agency that refers clients to a trusted moving company, and links to that company from a resources page, builds goodwill while also strengthening the mover's local search authority through a relevant, industry aligned backlink.

Why Local Link Building Supports SEO for Moving Companies

SEO for moving companies benefits from backlinks that come from relevant, trustworthy sources rather than low quality directories or unrelated websites. A link from a local real estate agency's blog post about preparing for [Check over here](#) a move carries far more weight than a link purchased from a generic, unrelated website with no connection to the moving industry.

Building these relationships takes genuine outreach rather than mass link requests. Moving companies that offer real value first, such as a referral arrangement or a co-written guide about moving and home buying together, tend to secure these backlinks more successfully than companies simply asking for a link with nothing offered in return.

How Mover Marketing AI Approaches Local Link Building

Mover Marketing AI identifies relevant home services businesses in a moving company's service area and helps develop outreach strategies built around genuine partnership opportunities rather than generic link requests. The [SEO playbook for movers](#) covers how link building fits into a broader SEO for movers strategy alongside content and local citations.

Co-created content, such as a joint guide covering both the real estate and moving sides of a relocation, often performs well for this kind of partnership, giving both businesses fresh content to share while creating a natural, relevant backlink between the two websites.

Building Sustainable Local Link Partnerships

The strongest local link building relationships continue over time rather than existing as a single one-time exchange. A moving company that maintains an active referral relationship with a handful of local real estate agents, cleaning companies, and storage facilities can see ongoing backlink opportunities as those partners continue publishing new content and referring new clients.

Local business associations and chambers of commerce also offer legitimate link opportunities, often through member directories or community event pages, adding further relevant, local backlinks that support a moving company's search authority in its specific service area.

Avoiding low quality link schemes matters just as much as pursuing good ones. Purchased links from unrelated, low quality websites can do more harm than good, and search engines have become effective at identifying and discounting these kinds of links entirely.

Conclusion

Building relevant local backlinks through genuine partnerships with home services brands strengthens SEO for moving companies in a way that generic link building tactics cannot match. These relationships also create real business value beyond search rankings alone. Mover Marketing AI helps moving companies build these local link partnerships as part of a complete SEO strategy. Visit [Mover Marketing AI](#) to learn more.