



CLIKITI RESEARCH

THE MOVE IS BOOKED BEFORE THE CALL.

Before anyone phones a mover, they ask its website what an hour costs, whether the price is fixed and what happens if something breaks. We read 185 independent moving company sites in the US on a phone to see which of nine questions they answer.

By Javier Alcivar, founder of Clikiti, with Clikiti Research

STUDIED
185 MOVERS

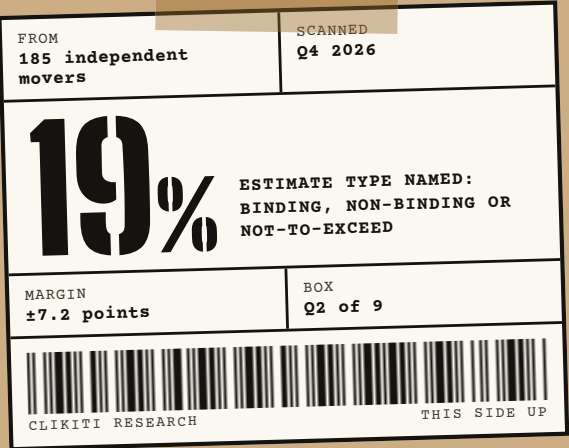
KINDS
**FOUR KINDS OF
MOVER**

MEASURED
THIRTEEN CHECKS

The State of Independent Moving Company Websites · Q4 2026 · edition
2026-Q4



THE HEADLINE



OF THE 185 MOVER WEBSITES
IN THIS STUDY ANSWER
THE CUSTOMER'S QUESTION
“IS THE PRICE FIXED?”

Only 19% of the 185 independent moving company websites Clikiti scanned in Q4 2026 answer “Is the price fixed?” Margin of error ±7.2 points at 95% confidence.

00	Summary of findings	01	The questions customers ask	02	How the four kinds of mover compare	03	Four movers, up close
04	The customers left out	05	Method in brief	06	What this means for agencies	A	Methodology
B	Movers in this study						

SUMMARY OF FINDINGS

CUSTOMERS ASK NINE THINGS. THE MEDIAN MOVER ANSWERS FOUR.

Across 185 independent moving company websites, the median site answers four of the nine customer questions this edition tests. 32% show any price; 19% say whether their estimate is binding.¹

READING NOTE

Figures come from automated scans of 185 independent moving company websites in the US. Results are anonymous except one standout mover. Margin of error: ± 7.2 points at 95% confidence for a share of all 185 sites (Local residential movers ± 11.4 , Long-distance and interstate movers ± 16.3 , Moving and storage companies ± 15.3 , Specialty movers: piano, senior and office ± 16.8). Notes are at the end.

76 /100

Median website score across all 185 movers.

4 /9

customer questions answered by the median mover's site.

85 %

answer the most-answered question: "Will you pack for me?"

84 %

have text that fails the WCAG contrast minimum.

By kind of business, local residential movers have the highest median score (79) and long-distance and interstate movers the lowest (75), against 76 for all 185.

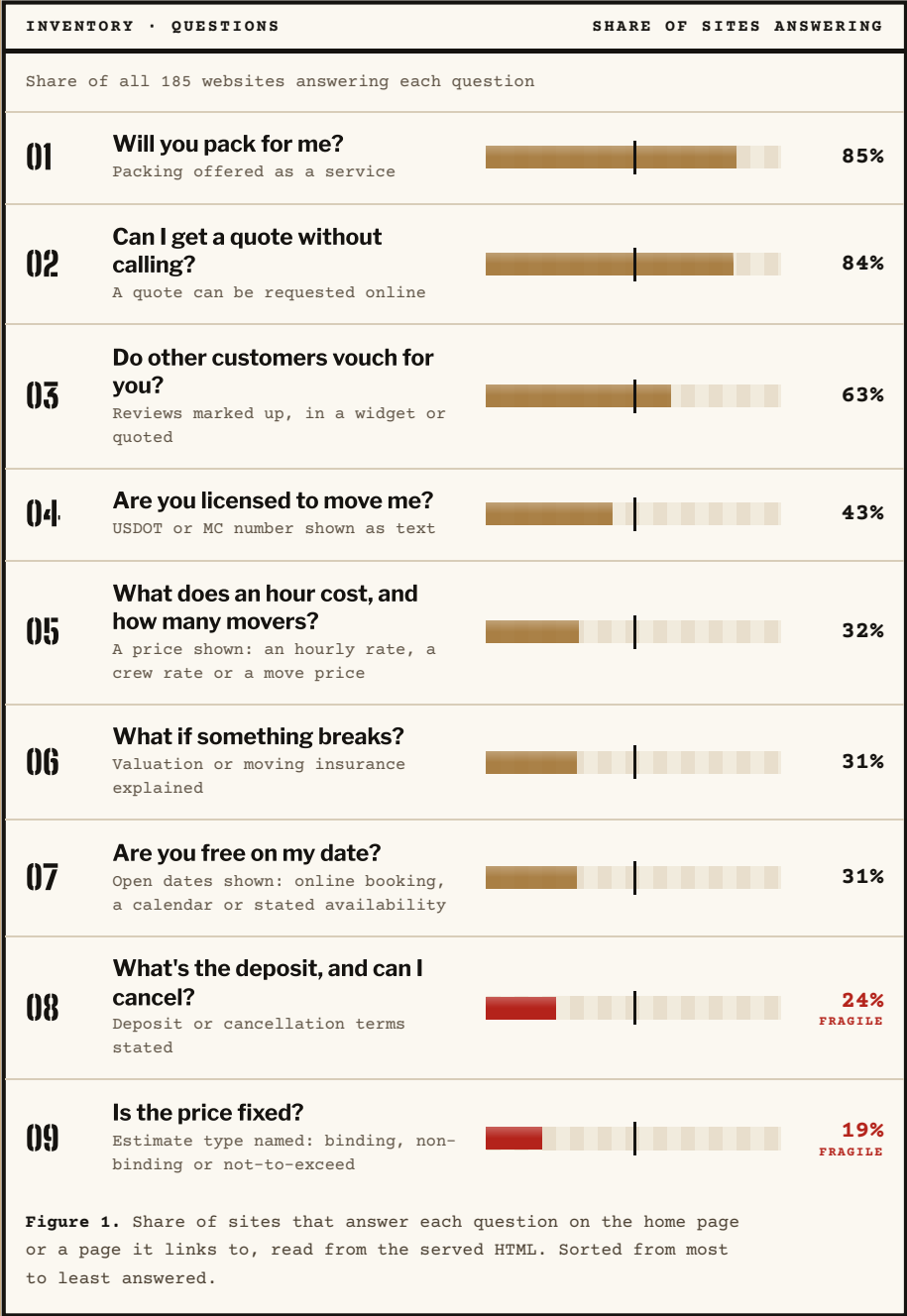
The least-answered question is "Is the price fixed?" (19% of movers). The most-answered is "Will you pack for me?" (85%).

7 of 185 movers answer all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 87% of movers (Core Web Vitals · LCP).

WHAT A CUSTOMER CAN FIND OUT BEFORE CALLING

We turned nine questions people ask before they book a move into nine checks, then read each site for an answer a visitor could find on a phone.



Price. 32% of the 185 sites show any price: an hourly rate, a crew rate or a move price.

Tape length = share of sites • red, marked fragile = fewer than a quarter • black tick = half



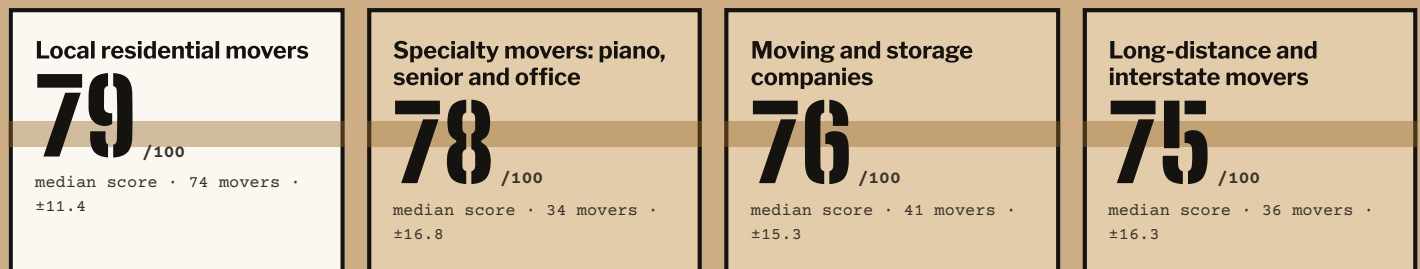
Packing. 85% of the 185 sites offer packing as a service.

FOUR KINDS OF MOVER, SIDE BY SIDE

Local residential movers (74): median score 79, a price shown on 36%, a USDOT or MC number on 31%. Long-distance and interstate movers (36): median score 75, a price shown on 42%, a USDOT or MC number on 69%. Moving and storage companies (41): median score 76, a price shown on 17%, a USDOT or MC number on 56%. Specialty movers: piano, senior and office (34): median score 78, a price shown on 29%, a USDOT or MC number on 26%.

ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the mover. The customer-question checks are reported separately and do not feed it.²



WHERE EACH WEBSITE SCORES

Overall website score out of 100, one dot per site; the brown rule is each group's median

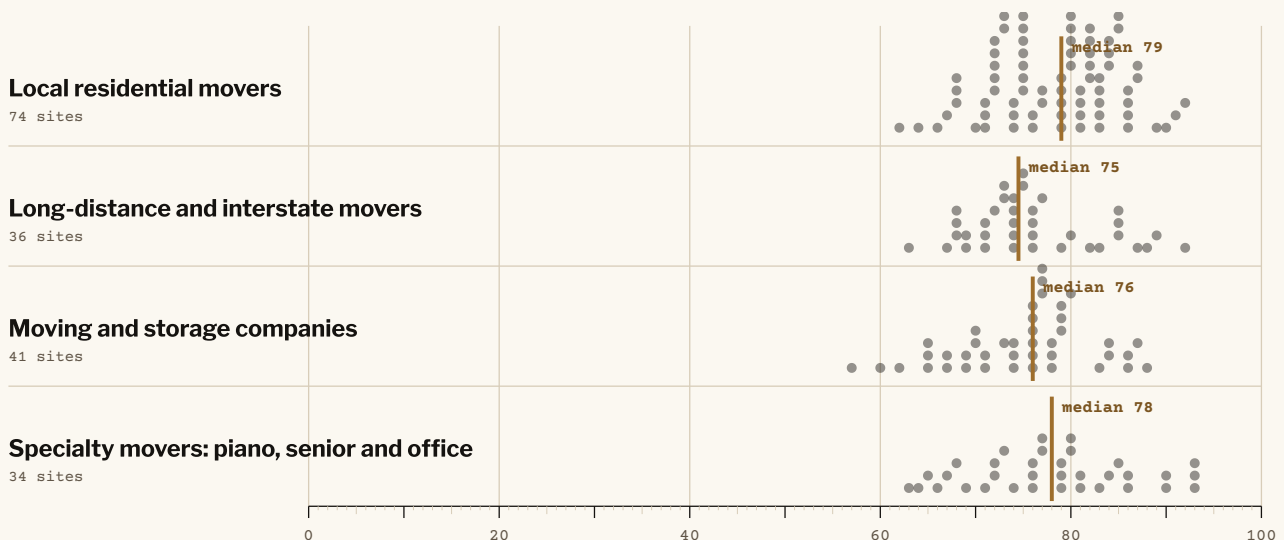


Figure 2. Overall website score out of 100, one dot per site. The brown rule marks each group's median.



THE QUESTION AFTER THE MOVE

31%

OF THE 185 MOVERS EXPLAIN HOW A CUSTOMER'S BELONGINGS ARE COVERED BEFORE THE MOVE.

The check passes when a site explains released value, full value protection, valuation options or the cargo insurance it offers. A bare “licensed and insured” does not count. 69% of sites leave the question for after something breaks.

FOUR MOVERS, UP CLOSE

Four real sites from this edition, picked by how many checks they pass: the most, two from the middle and the fewest. The photographs are illustrations, not the movers, which stay anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

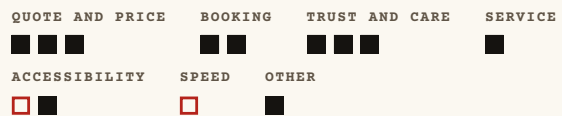
01



MANIFEST 01

A SPECIALTY MOVER IN THE NORTHEAST

81 / 100



Answers 9 of 9 customer questions. Falls short on phone load time and text contrast.

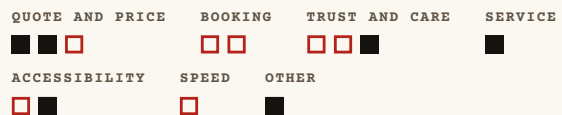
02



MANIFEST 02

A LOCAL RESIDENTIAL MOVER IN THE WEST

89 / 100



Answers 4 of 9 customer questions. Falls short on the estimate type, a USDOT or MC number, valuation and 4 more.

03



MANIFEST 03

A MOVING AND STORAGE COMPANY IN THE WEST

76 / 100



Answers 3 of 9 customer questions. Falls short on the estimate type, any price, a USDOT or MC number and 5 more.

04.



MANIFEST 04

A MOVING AND STORAGE COMPANY IN THE MIDWEST

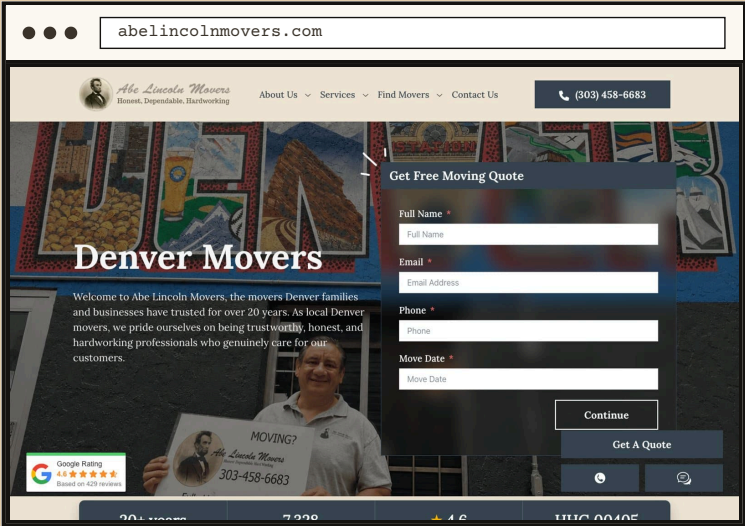
65 / 100

QUOTE AND PRICE	BOOKING	TRUST AND CARE	SERVICE
■ □ □	□ □	□ □ □	■
ACCESSIBILITY	SPEED	OTHER	
□ □	□	□	

Answers 2 of 9 customer questions. Falls short on the estimate type, any price, a USDOT or MC number and 8 more.

ABE LINCOLN MOVERS AND STORAGE

Moving and storage companie, Denver, CO. It answers 8 of the 9 customer questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 76/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15 with pop-ups closed. Visit abelincolnmovers.com

WHAT IT DOES WELL

- A quote can be requested online
- Estimate type named: binding, non-binding or not-to-exceed
- A price shown: an hourly rate, a crew rate or a move price
- USDOT or MC number shown as text
- Valuation or moving insurance explained
- Packing offered as a service
- Open dates shown: online booking, a calendar or stated availability
- Reviews marked up, in a widget or quoted
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: accessibility 96, SEO 99

WHERE IT COULD STILL IMPROVE

- Not found on the home page or the pages it links to: deposit or cancellation terms stated
- Usability pillar 48/100



Readable. 84% of the 185 sites have text that fails the WCAG contrast minimum of 4.5:1.

THE CUSTOMERS LEFT OUT

Customers who use a screen reader, a keyboard or an older phone on a weak signal are moving too. These checks measure whether the site lets them in.³

1	Loads in under 2.5 s on a phone Core Web Vitals • LCP	87% FAIL
2	Text contrast passes 4.5:1 WCAG 1.4.3	84% FAIL
3	MovingCompany or local business structured data Schema.org • MovingCompany	36% FAIL
4	Images have text descriptions WCAG 1.1.1	24% FAIL

Table 1. Technical checks, share of the 185 sites that fail each one.

HOW THE SITES WERE READ

STEP 1 · ALL 185 SITES

READ

The home page and up to eleven pages it links to (services, quote, prices, packing, storage, long distance, insurance or valuation, FAQ, policies, reviews, contact), read as a server delivers them. The customer questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 185 SITES

MEASURE

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

STEP 3 · ALL 185 SITES, SCORE ONLY

REVIEW

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

SCOPE

This study examines how independent moving companies present themselves on the web, not the quality of their moves, crews, care of belongings or prices, and it does not check any USDOT or MC number against the federal register.



FOR AGENCIES AND FREELANCERS

WHAT THIS MEANS FOR AGENCIES

what to fix first, and how to pitch it

For small agencies and freelancers who sell websites to independent moving companies. We scanned 185 of their websites: 1% score under 60 out of 100, and 82% leave at least three of the questions customers planning a move ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

WHO IS REALISTIC TO WIN

Long-distance and interstate movers are the most winnable: the lowest median score in this report (75 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Local residential movers	74	79	0%
Long-distance and interstate movers	36	75	0%
Moving and storage companies	41	76	2%
Specialty movers: piano, senior and office	34	78	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a customers planning a move looks for.

5 PROBLEMS TO LEAD A PITCH WITH

- 87%

Loads in under 2.5 s on a phone

BUILD

Resize and compress the hero image, defer chat and tracking scripts, aim for under 2.5 s on a phone.
"Your home page takes several seconds to appear on a customer's phone."
- 84%

Text contrast passes 4.5:1

QUICK FIX

Raise text contrast to at least 4.5:1 in the theme, especially white text over truck and crew photos.
"Parts of the site are hard to read, and it is a WCAG failure."
- 81%

Is the price fixed?

CONTENT

One paragraph, linked from the quote form, that says which kind of estimate the company gives (binding, non-binding or not-to-exceed) and what can change the price on the day.
"Is the price fixed?" is the question behind every bad mover story, and your site never answers it."
- 76%

What's the deposit, and can I cancel?

QUICK FIX

State the deposit (amount or "no deposit") and the cancellation and rescheduling terms, near the quote form and in the FAQ.
"A customer about to commit wants to know what they lose if the closing date moves, and your site does not say."
- 69%

What if something breaks?

CONTENT

A short page on what happens if something breaks: released value (60 cents per pound per article) versus full value protection, what each costs and how to claim.
"Customers find out what basic coverage pays only after something breaks; the movers who explain it first get fewer one-star reviews."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

HOW TO SHOW A PROSPECT THEIR PROBLEMS, AND A REDESIGN

1

LEAD WITH THEIR PROBLEM, NOT YOUR SERVICES

Open with one question the site fails, for example loads in under 2.5 s on a phone (87% of sites in this report miss it), and show the exact page where the answer should be.

2

PUT A NUMBER ON IT

Compare their site with the sector: across 185 independent local, long-distance, storage and specialty moving companies sites, the median scores 76 out of 100 and answers 4 of the 9 questions customers planning a move ask. A number travels further inside the client than an opinion.

3

SHOW THE FIX WITHOUT DAYS OF SPEC WORK

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

SHOW EVERY MOVER WHAT CUSTOMERS SEE

Clikiti reads a mover's site the way a customer does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

METHODOLOGY

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a moving company owner who wants to check the evidence behind a pitch.

185
websites studied

4
types of organisation

41
states

±7.2
points, margin of
error at 95%

2026-10-15
date the sites were
read

A1. THE RESEARCH QUESTION

When someone planning a move looks up an independent moving company online, usually on a phone, can they get a quote without calling, find out whether the price is fixed, what an hour or a move costs, whether the company is licensed to move them, what happens if something breaks, whether it will pack for them, whether it is free on their date, what the deposit and cancellation terms are, and whether other customers vouch for it?

Population. Independently owned US moving companies with one to three locations, their own trucks and crews and their own website, in four groups: local residential movers, long-distance and interstate movers, moving and storage companies, and specialty movers (piano, senior and office). These are the moving businesses a small or mid-size web agency can realistically win as clients.

A2. WHO WAS STUDIED

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, local residential movers	Independent local and residential moving companies found in local search results, city by city	185
Local search, long-distance and interstate movers	Independent long-distance and interstate moving companies found in local search results, city by city	28
Local search, moving and storage	Independent moving companies that run their own storage warehouse, found in local search results, city by city	31
Local search, specialty movers	Independent piano movers, senior move managers with crews, and office and commercial movers found in local search results, city by city	67

INCLUDED

- An independently owned business with one to three locations and its own website (not a directory, marketplace or social profile)
- Moves people's belongings with its own crews and trucks: not a broker, a lead service, a truck or container rental or a labour-only marketplace

EXCLUDED

- Van lines and their agents' national brand pages (for example Allied, North American, Atlas, Mayflower, United, Bekins, Wheaton) and franchises (for example Two Men and a Truck, College Hunks Hauling Junk and Moving, All My Sons, Gentle Giant, Mighty Movers), and any business with four or more locations

- Based in the United States
- Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- Truck and container rental companies (for example U-Haul, PODS, U-Pack) and labour-only marketplaces
- Moving brokers and lead-generation sites: any site that sells leads, books other carriers or says it connects customers with movers
- Directories and review sites (for example Yelp, Angi, Thumbtack, moving.com, Moving Authority) and generic keyword domains that hide the business
- Parked, placeholder, under-maintenance, password-protected or unreachable sites, hijacked domains and duplicates

FROM LIST TO SAMPLE					SITES
REGION (US CENSUS)	LOCAL RESIDENTIAL MOVERS	LONG-DISTANCE AND INTERSTATE MOVERS	MOVING AND STORAGE COMPANIES	SPECIALTY MOVERS: PIANO, SENIOR AND OFFICE	ALL
Northeast	24	8	10	7	49
Midwest	15	9	13	8	45
South	17	7	9	9	42
West	18	12	9	10	49
All regions	74	36	41	34	185

A3. HOW THE SITES WERE READ

Pages. The home page, then for each of eleven topics (services, quote or estimate, prices or rates, packing, storage, long distance, insurance or valuation, FAQ, policies or terms, reviews, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most twelve pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. WHAT WAS MEASURED

9 questions customers ask before they book a move, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Can I get a quote without calling? A quote can be requested online		Clikiti customer question 1 of 9
Is the price fixed? Estimate type named: binding, non-binding or not-to-exceed		Clikiti customer question 2 of 9

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
What does an hour cost, and how many movers? A price shown: an hourly rate, a crew rate or a move price		Clikiti customer question 3 of 9
Are you licensed to move me? USDOT or MC number shown as text		Clikiti customer question 4 of 9
What if something breaks? Valuation or moving insurance explained		Clikiti customer question 5 of 9
Will you pack for me? Packing offered as a service		Clikiti customer question 6 of 9
Are you free on my date? Open dates shown: online booking, a calendar or stated availability		Clikiti customer question 7 of 9
What's the deposit, and can I cancel? Deposit or cancellation terms stated		Clikiti customer question 8 of 9
Do other customers vouch for you? Reviews marked up, in a widget or quoted		Clikiti customer question 9 of 9
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone		Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1		WCAG 1.4.3
Images have text descriptions Images have text descriptions		WCAG 1.1.1
MovingCompany or local business structured data MovingCompany or local business structured data		Schema.org · MovingCompany

A5. THE WEBSITE SCORE

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the mover, and the customer questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four mover profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. PRECISION

With 185 sites, a share reported for the whole sample is precise to within ± 7.2 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: local residential movers ± 11.4 (n = 74); long-distance and interstate movers ± 16.3 (n = 36); moving and storage companies ± 15.3 (n = 41); specialty movers: piano, senior and office ± 16.8 (n = 34). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. QUALITY CONTROL

- Every home page in the cohort was fetched and its title checked against the listed business before scanning, and every home page was checked for gambling, pharmacy, adult and crypto spam
- Businesses were checked for duplicates across domains by phone number
- Detection rules were checked against the evidence they record for a sample of passes and fails for every rule, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. LIMITATIONS

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read. Moving is seasonal, and the scan ran in October, after the summer peak, when some companies run off-season offers.
- Only public pages were read: the home page and pages it links to. Chat widgets, multi-step quote forms, inventory tools and customer portals were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some whole sites, quote calculators and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- The study reports what a website shows. It does not judge any company's moves, crews or prices, and it does not check any USDOT or MC number, licence, insurance or valuation offer against a register or a policy.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent businesses, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every business in the country.

A9. DATA, LICENCE AND CORRECTIONS

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

MOVERS IN THIS STUDY

The 185 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

LOCAL RESIDENTIAL MOVERS (74)

10 Men Movers

Omaha, NE

208 Moving Company

Boise, ID

87 Movers

Henderson, NV

Above Average Moving

Madison, WI

Advanced Moving

Sioux Falls, SD

Advantage Moving

Austin, TX

All Out Services

Birmingham, AL

AMS Moving and Delivery

North Little Rock, AR

Authentic Movers

Omaha, NE

B&B Movers

Jacksonville, FL

Baaahh Movers

Buffalo, NY

Biddeford Movers

Biddeford, ME

Big Brother Moving

Cary, NC

Big Dog Movers

Madison, WI

Big Lake Movers

Grand Rapids, MI

Burlington Moving Company

Burlington, VT

Buster's Box's Moving

Knoxville, TN

Capital Movers

Albany, NY

Castle Express Moving & Storage

Enfield, CT

Colt Moving

Indianapolis, IN

Correira Brothers' Moving & Storage

Providence, RI

Cross Town Movers

Boise, ID

Crown Movers

Sacramento, CA

Diversity Moving Company

Pittsburgh, PA

Divine Moving

South Burlington, VT

EverSafe Moving

Philadelphia, PA

Fast and Efficient Movers

Pittsburgh, PA

Fetch Moving

Tucson, AZ

Fresh Start The Moving Crew

Worcester, MA

Hernia Movers

Milwaukee, WI

Hero Moving Hawaii

Waipahu, HI

iHaul iMove

Colorado Springs, CO

Instant Movers

Syracuse, NY

Jay Valley Movers

Syracuse, NY

Jones Helps U Move

Raleigh, NC

Kiki's Movers

Providence, RI

Lamanna Moving

Albany, NY

Landon Movers

Columbus, OH

Lobo Moving

Albuquerque, NM

Local Muscle Movers

Burlington, VT

Madison Smooth Moves

Madison, WI

McKell Brothers Hauling

Billings, MT

Merit and Muscle Movers

Lutz, FL

Milwaukee City Movers

Milwaukee, WI

Minne Movers

Minneapolis, MN

Montana Muscle Movers

Billings, MT

Move Forward

Spokane, WA

Move That Stuff

Tulsa, OK

Moving Brothers

Denver, CO

Moving by Cury

Macungie, PA

Moving Time TN

Knoxville, TN

OKE Moving

Little Rock, AR

Pantheon Moving

Kansas City, KS

Philip P. Massad Movers

Worcester, MA

Red Carpet Moving Company

North Las Vegas, NV

Reign Moving Solutions

Charlotte, NC

Rocky Mountain Movers

Salt Lake City, UT

RVA Movers

Richmond, VA

Sagebrush Movers

Reno, NV

SD Mini Movers

San Diego, CA

Sebastian Moving
Knoxville, TN

Starving Artists Movers
Concord, NH

StrongMile Movers
Metuchen, NJ

TakeAway Movers
Atlanta, GA

Thunder Moving
Oklahoma City, OK

Titan Moving & Storage Solutions
Wichita, KS

Tony Caccamise Moving
Rochester, NY

Town to Town Movers
Worcester, MA

Tri-State Moving Service
Erie, PA

Veteran's Best Movers
San Antonio, TX

We Haul Moving
Bethlehem, PA

West Metro Relocation
Denver, CO

Wisconsin Moving Company
Greenfield, WI

Wolf Pack Moving
Sparks, NV

LONG-DISTANCE AND INTERSTATE MOVERS (36)

Alaska Terminals
Anchorage, AK

AMC Moving
Tacoma, WA

At Your Service Movers
Birmingham, AL

Blue Men Moving
Akron, OH

Budget Movers of Omaha
Omaha, NE

Carneys Movers
Sparks, NV

Cord Moving & Storage
Earth City, MO

Coutu Bros. Moving & Storage
Providence, RI

E.E. Ward Moving & Storage
Columbus, OH

Extra Hands PGH
Glenshaw, PA

Frontline Movers
Boise, ID

Gate Parkway Movers
Jacksonville, FL

George Moving & Storage
Freedom, PA

Granite State Movers
Manchester, NH

Honolulu Movers
Kapolei, HI

ILS Relocation
Louisville, KY

John Ferguson Moving & Storage
El Paso, TX

JP Moving
Albuquerque, NM

Liberty Moving & Storage
Birmingham, AL

Luxury Lifters
Bordentown, NJ

Midwest Moving Pros
Des Moines, IA

Mini Movers
Sioux Falls, SD

Moving Connections
Salt Lake City, UT

My Guys Moving & Storage
Richmond, VA

My Movers Inc.
Carmel, IN

New Chapters Moving Company
Jacksonville, FL

O'Mara Moving & Storage
Madison, WI

OS Moving
San Diego, CA

Rambo 121
Buckeye, AZ

Reliable Movers
Syracuse, NY

Royal Alaskan Movers
Anchorage, AK

South Hills Movers
Bethel Park, PA

Square Deal Moving
Syracuse, NY

We Like To Move It
San Diego, CA

West Coast Moving & Storage
Portland, OR

West Michigan's Finest Movers
Grand Rapids, MI

MOVING AND STORAGE COMPANIES (41)

2 Guys on the Move
Sioux Falls, SD

A Plus Moving and Storage
Billings, MT

AAA Moving & Storage
Easton, PA

Abe Lincoln Movers and Storage
Denver, CO

Accent Moving, Storage & Logistics
Tulsa, OK

Ace Moving & Storage
Sapulpa, OK

Action Movers
Fresno, CA

Adam Meyer Moving & Storage
Bethlehem, PA

Alison's Relocations
Anchorage, AK

Auburn Moving & Storage
Roseville, CA

B.F. Fields Moving & Storage
Erie, PA

Blue Truck Moving
Little Rock, AR

Brandon Moving & Storage
North Little Rock, AR

Chase Moving and Storage
Essex Junction, VT

City Moving and Storage
Minneapolis, MN

Colorado Springs Moving and Storage
Colorado Springs, CO

Dielman Moving & Storage
Webster Groves, MO

Don Farr Moving & Storage
West Mifflin, PA

Easy As Pie Moving
Omaha, NE

Ewa Moving Co.
Honolulu, HI

Get Moving & Storage
Independence, MO

Hazzard Moving & Storage
St. Louis, MO

Herlihy Moving & Storage
Grove City, OH

Heroes Moving & Storage
Richmond, VA

John's Moving & Storage
Raleigh, NC

Jones Moving & Storage
Providence, RI

Lewis & Michael Moving
Columbus, OH

Long Moving & Storage
Westport, MA

Mabey's Moving & Storage
Rensselaer, NY

McGuire Moving & Storage
St. Louis, MO

Move Northwest
Spokane Valley, WA

OK Transfer
Wichita, KS

Pioneer Two Man Movers & Storage
Salt Lake City, UT

Premium Q Moving and Storage
Tampa, FL

Ray the Mover
Manchester, NH

Regency Moving & Storage
Richmond, VA

Reynolds Transfer & Storage
Madison, WI

Sherpa Moving and Storage
Edmond, OK

Shetler Moving & Storage
Evansville, IN

Sinclair Moving & Storage
Philadelphia, PA

White Mitten Movers
Grand Rapids, MI

SPECIALTY MOVERS: PIANO, SENIOR AND OFFICE (34)

A to Z Moving
Portland, OR

Above & Beyond Movers
Charlotte, NC

Assurance Relocations
Tucson, AZ

Bauer & Son Moving
Rochester, NY

Bennett Piano
Atlanta, GA

Bird Dog Moving
Oklahoma City, OK

Busy Bee Movers
Indianapolis, IN

California Moving Systems
Sacramento, CA

CH Coakley
Wauwatosa, WI

Collegian Movers
Milford, CT

Delicate Touch Moving
Boise, ID

Denver Door2Door Movers
Denver, CO

Duffy Piano Movers
Prospect Park, PA

Eden's Moving Services
Denver, CO

Heavy-Duty Heroes
Gilbert, AZ

Informed Senior Moves
Westlake, OH

JTR Mover Services
Worcester, MA

Laursen Piano Service
Minnetonka, MN

Manny's Piano Moving
Spring Lake Park, MN

MoveMates
Charlotte, NC

Mr. Mover
Saukville, WI

New England Piano Movers
Avon, CT

Piano 2 Move
Austin, TX

Piano Movers Atlanta
Atlanta, GA

Piano Moving KC
Kansas City, MO

Piano Wrangler
Manor, TX

Pianos2Go
Hartford, CT

Portland Piano Moving
Portland, OR

Seale Keyworks
Franklin, TN

Smoove
Sacramento, CA

Swift Moves
St. Petersburg, FL

The Careful Move
Las Vegas, NV

W. Weaver & Son Moving & Storage
Harrisburg, PA

Walter Piano Transport
Elkhart, IN

DISCLAIMER

ABOUT THIS STUDY

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any company's moves, crews, care of belongings or prices, and automated checks may contain errors. This report is not a judgement of the quality of any move, crew or price, and it does not check whether any USDOT or MC number, licence, insurance or valuation offer is valid or current. Clikiti is not affiliated with, and does not endorse, any mover listed here; trademarks belong to their owners. The report is provided "as is" under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one mover screenshot is the featured mover's own home page, shown unaltered.

REMOVE MY MOVER FROM THIS STUDY

We review every request and reply when it's done; removed movers are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 185 of 191 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 7.2 points at 95% confidence for a share of all 185 sites (Local residential movers ± 11.4 , Long-distance and interstate movers ± 16.3 , Moving and storage companies ± 15.3 , Specialty movers: piano, senior and office ± 16.8). Left out: 5 (no mobile Lighthouse result), 1 (not scanned). Results are not attributed to named movers, except the standout; elsewhere each is shown as its kind of business and a number. The appendix lists who was scanned.
2. Thirteen checks: nine customer questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; MovingCompany or local business structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); MovingCompany or local business structured data (Schema.org · MovingCompany).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the standout mover's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

TAKE IT, QUOTE IT, SHARE IT

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Credit Clikiti with a link.

Only 19% of the 185 independent moving company websites we scanned say whether their estimate is binding, non-binding or not-to-exceed. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

CITE (APA)

Clikiti. (2026, October 15). The state of independent moving company websites 2026 (Q4 2026) [Report].
<https://clikiti.com/research/moving/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/moving"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/moving">Clikiti, The State of Independent Moving Company Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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185 sites · scanned October 2026 · margin of error up to ±7.2 percentage points at 95% confidence.

· Research from automated scans, · Aggregate figures; no business is named in the data.