



## Dawson Street Auto Centre Uses Localsearch.com.au To Grow Their Business

Discover how Dawson Street Auto Centre thrived in Lismore using their Localsearch.com.au Business Profile.

### About Dawson Street Auto Centre

Dawson Street Auto Centre are a Lismore based Mechanic business who offer a wide range of mechanical services. From engine repairs and log book services to pink slip inspections they're known for their quality workmanship and great customer service.

Established in 2004, Dawson Street Auto Centre has built a reputation for its convenience, reliability, and high-quality workmanship. They prioritise their customers' satisfaction, ensuring a stress-free experience from start to finish, no matter the issue at hand.

Being a locally owned and operated establishment, their focus remains on providing swift assistance to the Lismore community, helping them get back on the road with confidence. There is no doubt they're a community favourite, always there to lend a hand.

Dawson Street Auto Centre needed a way to grow their business, that didn't sacrifice their time in the workshop or break the bank. So, they set up a Localsearch.com.au Business

Profile and the rest is history.

## The Challenges of Being a Mechanic in Lismore

There is no doubt a lot has changed since Dawson Street Auto Centre was established in 2004, especially when it comes to running a business.

### 1. Being found online.

As the world began to move online, it became increasingly important for Dawsons Street Mechanical Auto Centre to be found online. If you're familiar with the Lismore region, you'd know it's the heart of the Northern Rivers, a sparse and largely untouched area of Northern NSW. So those looking for businesses in the Lismore area, especially those visiting the region, are increasingly reliant on platforms like Localsearch.com.au to find local businesses.

### 2. Short on time.

Running a business is time consuming, there is no doubt about it. Dawson Street Auto Centre needed a simple, all-in-one solution that allowed them to build their Digital Presence without sacrificing time they could be spending in the workshop.

### 3. Growing their business in an increasingly competitive environment.

With more than 20 businesses in Lismore offering similar services to Dawson Street Auto Centre, it was crucial they found a way to continue to grow their business in an increasingly competitive market.

## **How Localsearch.com.au Helped Dawson Street Auto Centre Grow**

### **Step 1: Claim Their Profile**

The first thing Dawsons Street Mechanical did was claim their FREE Localsearch.com.au. The simple process allowed the team to quickly and easily put themselves in another place on Google and give their SEO a little boost too!

Before too long the team decided to upgrade their Localsearch.com.au Business Profile for less than \$2 a day to further boost their profile.

### **Step 2: Optimise Their Localsearch.com.au Business Profile**

Once their profile had been claimed, Dawson Street Auto Centre worked hard to populate their Localsearch.com.au Business Profile. They completed their profile details, trading hours, contact information, products, services and everything else in between on their profile to push their Profile Health Score higher and higher! By ensuring their location, phone number, services and operating hours are always up to date, the team are often able to connect with passing by travellers looking for mechanical services.

## Step 3: Managing Their Profile

Localsearch.com.au allows the team to control their digital presence from a single platform. When they log in their reviews, enquires, leads and so much more are ready and waiting to be actioned. This allows the Dawson Street Auto Centre team to save time in their day.

By connecting their Localsearch.com.au Business Profile to their website they're able to drive more traffic to their website and grow their Digital Presence. Adding their phone number and email address allows potential customers to contact them easily and directly, leading to a great customer experience.

## The Results

Dawson Street Auto Centre have been utilising Localsearch.com.au to grow their Digital Presence for a number of years now and their profile and business continues to grow. In the last 30 days alone the calls received from their profile have increased 200% (July, 2023)! Their overall profile views are up 37% and business is thriving.

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