



Digital
Marketing
Service



Digital Marketing Helps Balance Mobility Expand from 1 Store to 2

Despite facing tough competition, Balance Mobility has expanded their family-owned and operated business from one store to two. They even have a 29% Google Ads conversion rate! Here's how we worked with them to achieve this impressive growth.

About Balance Mobility

Industry: Mobility and Rehabilitation

Location: Gold Coast and Northern NSW

Balance Mobility is a family-owned and operated store specialising in the supply and hire of mobility and medical aids, rehabilitation and special needs equipment.

Expanding from one store to two, Balance Mobility has experienced impressive growth now servicing the Gold Coast and Northern NSW region.

As a family business, they care about providing personal attention and genuine assistance. No matter your age or situation, the specialists at Balance Mobility will help you promptly, with honest advice and products that will suit your needs.

They offer the best value in mobility scooters, by sourcing quality vehicles from suppliers who back up their products with solid warranties and have 100% reliable after sales support.

The Challenges of Being a Mobility and Rehabilitation Business on the Gold Coast

The Gold Coast is a highly competitive area for mobility and rehabilitation businesses, with more than 3,000,000 Google Search results for 'mobility scooters' on the Gold Coast, as of May 2023.

Mobility scooters may be the first product that comes to mind when you think of this industry. However, Balance Mobility works across multiple product offerings, including:

- Bathroom & Toilet
- Bedroom
- Braces & Support
- Compression Stockings
- Daily Living Aids
- Manual Wheelchairs
- Patient Handling
- Pressure Care
- Seating & Walking Aids

So, as you can imagine Balance Mobility is up against a huge volume of competition.

Due to these challenges, the family was looking for ways to scale their business and reach more customers through digital marketing strategies. This is why they enlisted Localsearch in

2019 to help with Google Ads, Search Engine Optimisation (SEO) and website redesign.

“Steve from Localsearch has gone above and beyond, to not only provide a digital marketing medium but also at a strategy level right down to some sales-based training.”

Balance Mobility Owner – Terence Watson

How Localsearch Created a Strong Digital Marketing Strategy for Balance Mobility

Step 1: Google Ads.

Balance Mobility were looking to start generating leads right away, so Localsearch implemented a Google Ads campaign.

Through the pay-per-click (PPC) advertising method, their allocated budget was utilised in the most cost-efficient way. Our search engine marketing specialists analysed the data and optimised the ad account, to improve the likelihood of winning bids on relevant keywords.

This strategy is ideal for fast business growth as it places Balance Mobility where people are searching for what they do, when they're searching for what they do.

As a result, Balance Mobility's Google Ads conversion rate now stands at a huge 29%, well above average for small businesses!

Steve from Localsearch with Balance Mobility owners.

Step 2: Search Engine Optimisation (SEO).

While Balance Mobility enlisted Localsearch to provide results quickly with Google Ads, they were also looking to gradually increase their results over time with SEO.

As SEO is not a one-size-fits-all solution, a thorough keyword and competitor analysis was undertaken by our team to start off. The keywords that are most likely to drive traffic and conversions were selected and embedded within the content strategy on Balance Mobility's website.

Balance Mobility now has the top position for an impressive 6+ keywords, including:

- ‘Mobility aids Tweed Heads’
- ‘Mobility scooters Tweed Heads’
- ‘Wheelchair Tweed Heads’
- ‘Wheelchairs for sale’
- ‘Wheelchairs Gold Coast’
- ‘Mobility aids Gold Coast’
- ‘Wheelchair hire Gold Coast’

This is extremely valuable for their online presence as it increases their visibility in relevant search results and helps boost their PPC advertising.

To maintain these results and stay ahead of new Google algorithms, our team constantly updates their website.

Step 3: Website redevelopment.

Whilst SEO and Google Ads improved Balance Mobility’s digital performance, re-developing their website was the next step to further enhance their results.

So, Balance Mobility enlisted the help of Localsearch to build them a Custom 20-Page Website.

The brief was to ensure the new website was based on the existing website content, keeping with the current images, logo and brand colours. They were also looking to make known what sets them above the competition, including a fast turnaround, professional sales team and exceptional customer service.

The Website Checklist:

- Migrate images from the existing website and embed them throughout the new website.
- Super-fast load time to comply with Google's best practices for user experience.
- Include a pop-up to highlight when someone has purchased a product.
- For the website to be mobile-friendly.
- Include well-written content for enhanced user experience.
- Encourage leads with an enquiry form on the contact page.
- Ensure the website design features the brand colours black and blue.

Step 4:

With their optimised website, SEO and Google Ads ready to go, the final piece of the puzzle was boosting their digital presence with a free Localsearch.com.au Business Profile. Balance Mobility claimed their FREE Localsearch Business Profile, filled out their profile details, linked their profile to their brand new website and added contact details so customers could contact them directly. In 90 days alone, the team has saw a 25% increase in leads through their free profile.

Now Balance Mobility has access to unique insights about their business including where and how people were searching for them on Localsearch.com.au, helping them make data based decisions.

Claiming their free business profile allowed Balance Mobility to:

- Grow their business and be found by more people searching for their product and services.
- Appear in another place on Google — without paying for any services.

- See unique insights into their target market.
- Get more people visiting their website.
- Receive calls & enquiries directly from their profile.

The Results

Despite facing intense competition, Balance Mobility has scaled their business from one store to two with the help of digital marketing.

The team at Balance Mobility have been able to track the performance of their campaigns with ease using Localsearch's 24/7 all-in-one Nucleus dashboard.

“We wouldn't be where we are today without Localsearch, we are thrilled with the growth and outcomes we have achieved.”

Balance Mobility Owner – Terence Watson

28 April 2022 – 27 April 2023

- 160.74K Google Ads impressions.
- 22.40K Google Ads clicks.
- 29% Google Ads conversion rate.
- 40% increase in organic search impressions.
- 40.01K organic users.
- 160.95K website page views.

Looking for someone to take the stress out of growing your online presence?

Request a free quote from a Localsearch Digital Marketing Specialist! Call 1300 360 867 or request a digital marketing quote online.

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