

localsearch

Digital
Marketing
Service

Case Study

339% Increase in Conversions Scott's 4WD Parts Plus

Industry
Location
Service

Auto Parts
Dubbo NSW
Customised Website

Who are Scott's 4WD Parts Plus

Scott's 4WD Parts Plus in Dubbo supply second-hand recycled auto parts nationwide for 4WD's, Utes, SUVs, commercial vehicles and family cars. The founder, Bob Scott, established a legacy 70 years ago that the present-day team are still extremely proud of. The business's commitment to delivering outstanding customer service and high-quality products has fostered a great reputation within the community. Scott's 4WD Parts Plus is a modern thinking business with the largest range of parts in Australia ensuring that customers consistently find the right part for their needs.

“Scott's 4WD Parts Plus has been passed down through three generations. Our family has always made customer service the number one priority for our business.”

- Jackson, Owner of Scott's 4WD Parts Plus





Project Brief

Facing the challenge of establishing a strong online presence, Scott's 4WD Parts Plus was struggling to connect with potential customers. After relying on word-of-mouth within the community for many years, Jackson, the owner of Scott's 4WD Parts Plus, recognised the need to embrace digital marketing to effectively reach their target audience. He sought a budget-friendly and results-driven marketing strategy to take his business to the next level, ensuring that customers searching online could easily view their products and services.

The Objective

To find a strategic solution that enabled Scott's 4WD Parts Plus to boost their online presence and bring in more leads, providing them with the opportunity to continue delivering exceptional customer service.

- ✓ Increase Online Visibility
- ✓ Drive User Engagement
- ✓ Enhance Customer Retention



The Strategy

Local Digital Marketing Specialist, Troy, worked closely with Scott's 4WD Parts Plus to audit their digital presence and identify key online touchpoints for potential customers. The audit identified both areas of improvement and untapped potential in their digital presence. After careful consideration of budget and goals, it was determined a new customised website would be the most beneficial solution for the business.

This strategy improved their visibility across search engines such as Google, helping the business reach more customers and boosting their overall lead generation. With a user-friendly website on their side, Scott's 4WD Parts Plus were able to redirect their focus back to providing excellent customer service.

- 1** Audit Scott's 4WD Parts Plus digital presence.
- 2** Collaborate with Localsearch Content Writers, Designers and Developers to build a website that aligns with their business needs, goals and budget.
- 3** Implement changes to the website up to twelve times a year to stay in sync with Google's regular updates.

The Results

Since enlisting Localsearch, Scott's 4WD Parts Plus has experienced remarkable growth, prioritising the hire of additional fully qualified mechanics and auto electricians to keep up with business demand. Let's take a look at the results over the last 365 days:

+ 92%

Increase in Page Views

+ 339%

Increase in Conversions

+ 141%

Increase in New Users



“With Localsearch by our side, the business has continued to grow and expand. Last year we had three record months in a row.”

- Jackson, Owner of Scott's 4WD Parts Plus



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Their Business**

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