

Case Study


Discount Driving School's Journey to 30% More Customers

Industry
Location
Service

Driving School
Brisbane & Ipswich
Website & Online Advertising

Who are Discount Driving School

Discount Driving School, founded by Peter Wright, has been teaching in South East Queensland for almost two decades. Peter's dedication to teaching and creating a comfortable learning environment has made his school a top choice for learners in Brisbane, Ipswich, Forest Lake, and Springfield Lakes.



“Teaching people to drive well is rewarding; I love what I do. My business has scaled since partnering with Localsearch, and I cannot express my gratitude enough.”

**- Peter Wright, Owner of
Discount Driving School**



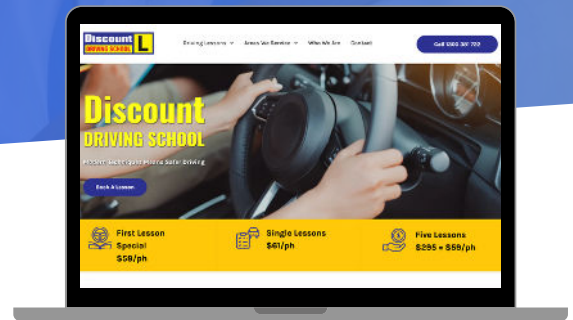
Project Brief

Peter recognised the need to improve Discount Driving School's online presence to attract more students while preserving its reputation for excellence. Frustrated by past setbacks, especially with an underperforming website from their previous provider despite significant investment, Peter turned to Localsearch.

The Objective

The primary goal was to boost Discount Driving School's online visibility and increase bookings. Peter was eager for a fresh approach, seeking to broaden Discount Driving School's audience through effective marketing solutions while maintaining its renowned service standard.

- ✓ More Visibility
- ✓ Attract Larger Audience
- ✓ Update Website



The Strategy

Clint, Peter's local specialist, understood his frustrations and was committed to helping him succeed. After meeting in person, they identified the issues with the website and developed a plan to address them. Additionally, other strategies were put in place, including creating location pages and implementing online advertising. They aimed to enhance visibility and attract more potential customers.

- 1 Acknowledge frustrations and commitment to help Peter succeed.
- 2 Identify website issues and develop a plan to address them.
- 3 Implement strategies such as creating location pages and online advertising to enhance visibility and attract customers.

The Results

Discount Driving School's online performance improved significantly over the past year:

+ 39K

Increase in
Impressions

+ 37%

Increase in
Conversions

+ 21%

Increase in
Conversion Rate

“After witnessing Peter's unwavering commitment to promoting road safety, coupled with his business's limited digital presence, I knew I could help drive better business outcomes. We honed Discount Driving School's strategy, transforming their website into a powerful asset. As the website gained organic traction, our focus shifted to optimising location pages and implementing targeted local advertising. The outcome was truly remarkable—Peter's schedule is now consistently booked.”

- Clint Walton, Digital Marketing Specialist

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