

SEO Case Study – Driving School Growth (UK Market)

Client Industry: Education / Driving School

Client Location: United Kingdom (Multi-city)

Platform: Website (SEO & Lead Generation)

Background

The client, a driving school operating across multiple cities in the UK, partnered with ASN to improve organic visibility and generate high-quality leads. Despite strong demand, the website underperformed in search results, missing high-intent traffic. ASN focused on building strong local positioning and scalable SEO foundations.

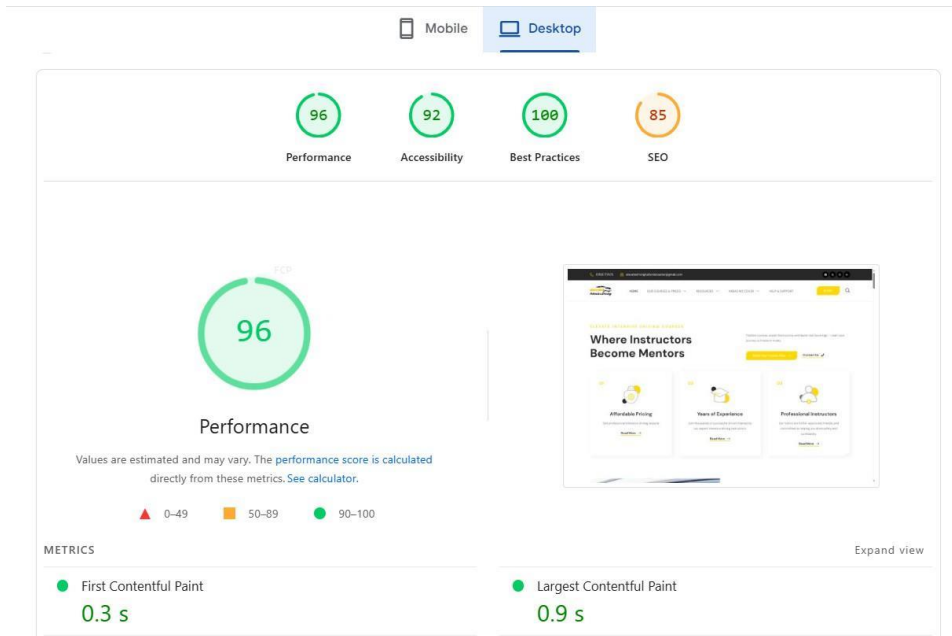
The Challenge

The website faced weak rankings across cities, poor keyword targeting, technical SEO issues, and low engagement. The core challenge was to build a scalable, multi-location SEO system that attracts high-intent users and converts them without relying on paid ads.

The Solution

Technical Optimization

Resolved crawl and indexing issues, improved architecture, and optimized performance to achieve a 96/100 score.



Performance score demonstrating optimized site speed.

Keyword & Intent Strategy

Targeted high-intent, location-based queries and created city-specific landing pages.

Authority & Structure

Built strong internal linking and topical relevance.

UX & Engagement

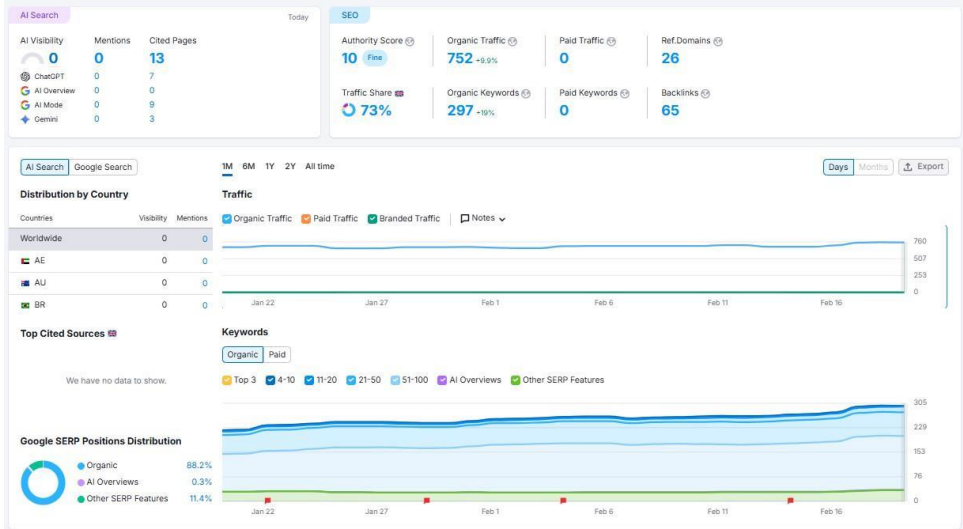
Improved user journey, achieving 2m 25s session duration.

The Results

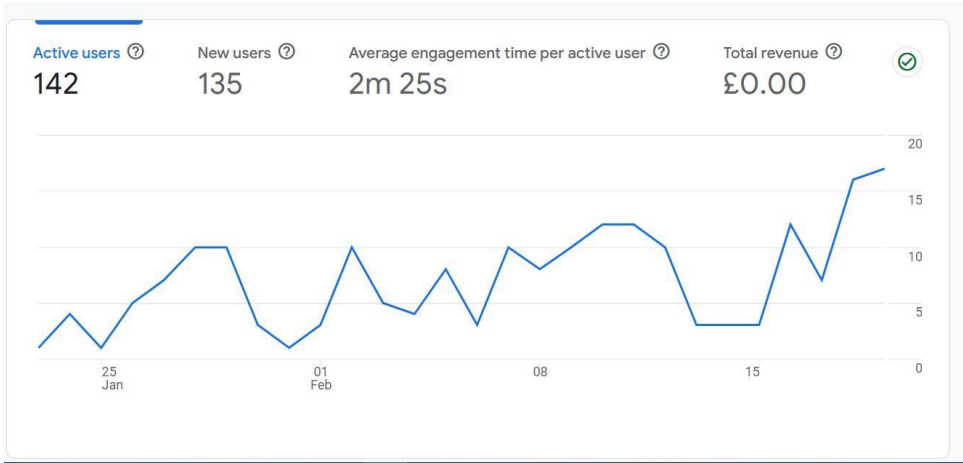
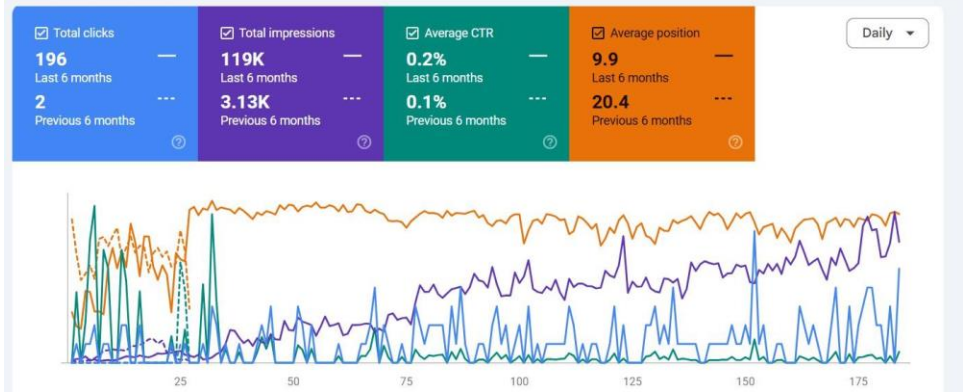
Within 5.5 months, ASN delivered strong measurable growth.

Key Metrics:

- 73% UK traffic share
- 19% keyword growth
- 199K impressions
- Avg position: 9.9
- 142+ active users



Last update: 3.5 hours ago



Final Impact

ASN transformed the website into a high-performing digital asset, supporting long-term revenue growth through organic channels.