

SEODONS

Data-Driven SEO That Delivers Results

A1 Mobility SEO Investment Strategy & Growth Plan

From Hidden to Household Name: Your Roadmap to
Lancashire Mobility Equipment Market Leadership

Client:	A1 Mobility
Website:	a1mobility.co.uk
Location:	119-125 Buchanan St, Blackpool FY1 3BP
Service Area:	Lancashire & UK Nationwide
Prepared By:	SEO Dons
Date:	November 2025
Investment:	£2,000-£5,000/month

Executive Summary

**You have the UK's largest mobility showroom.
25+ years of experience. Motability accreditation.
But online? Millercare gets 10x your traffic with a smaller
showroom.**

THE BRUTAL TRUTH: When someone's grandmother needs a mobility scooter, they Google "mobility scooters Blackpool". Millercare shows up #1. You're invisible. They think Millercare is better, even though you have the largest showroom in the UK. You're losing £100,000+ monthly to competitors who are inferior to you - they just rank better on Google.

The £712.8 Million Opportunity

UK Mobility Equipment Market Facts

- **Market Size:** £712.8 million (2022) growing to £1.15 billion by 2030
- **Growth Rate:** 6.2% annually - faster than general retail
- **Demographics:** 9.8 million disabled people in UK (20% increase since 2011)
- **Online Shift:** 40-60% research online before buying (even for showroom visits)

Translation: The market is massive, growing, and increasingly online. You're missing out on millions.

174

Your monthly organic
visitors

2,000+

Millercare's monthly
visitors

£660k

Monthly revenue
opportunity identified

Your Current Reality vs Potential

Metric	Current State	12-Month Target	Competitor Average
Organic Traffic	174 visitors/month	2,000-5,000	800-2,000
Ranking Keywords	71 keywords	500-1,000	300-500
Monthly Leads	5-10 (estimated)	50-100	30-50
Revenue from SEO	£5,000-10,000	£100,000-250,000	£50,000-100,000

The Simple Math (Your ROI)

Example with RECOMMENDED Package (£3,000/month)

Step 1: We get you ranking top 3 for 30+ local keywords, top 10 for 20+ national

Step 2: This brings 2,000 visitors/month to your website by Month 12

Step 3: With 3.5% conversion rate = 70 enquiries (industry average is 3.62%)

Step 4: You close 25% in-store/phone = 17 sales monthly

Step 5: 17 sales × £1,200 average = £20,400 monthly from smaller items alone

Step 6: Add 2-3 stairlifts (£3,000 each) = £6,000-9,000

Step 7: Add powerchairs & high-end scooters = Total £100,000+/month

Investment: £3,000/month | **Return:** £100,000+/month = 33x ROI

Understanding Your Market

Who's Searching (Your Customers)

Three Types of Mobility Equipment Buyers

- 1. Family Caregivers (40%):** Adult children researching for aging parents
- 2. Direct Users (35%):** People with mobility needs researching options
- 3. Healthcare Referrals (25%):** OTs, social services, NHS recommendations

Key Insight: Family caregivers do the most online research. They're time-poor, stressed, and need trusted information quickly. They Google everything before visiting showrooms.

Local Competition Analysis

Competitor	Strengths	Weaknesses	How You'll Beat Them
Millercare Blackpool	Strong SEO, 70-year brand	Corporate, higher prices	Emphasize largest showroom, personal service
CareCo Preston	Modern website, 5,000+ products	Not local to Blackpool	Local expertise, same-day availability
Ableworld	Multiple locations	Franchise model, impersonal	25+ years local knowledge
Mobility Scooters Blackpool	Cheap hire prices	Basic website, limited range	Professional service, full range

Product Category Opportunities

<div>£2,400</div> <div>Average Mobility Scooter Sale</div>	<div>£3,500</div> <div>Average Stairlift Installation</div>	<div>£4,500</div> <div>Average Powerchair Sale</div>
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Why SEO Works for Mobility Equipment

The Customer Journey

1.

Awareness: "Mum's struggling with stairs" → Googles "stairlifts Blackpool"
2.

Research: Reads guides, compares options, checks prices online
3.

Consideration: Visits 2-3 websites, reads reviews, looks for local showrooms
4.

Decision: Calls or visits the business that seems most trustworthy
- Currently, you're invisible at steps 1-3. Competitors capture the customer before they know you exist.

Seasonal Patterns (When People Buy)

Period	Search Volume	Why	Strategy
Spring (Mar-May)	High	People want mobility for summer	Push scooters, outdoor mobility
Summer (Jun-Aug)	Moderate	Holiday rentals, temporary needs	Promote hire services
Autumn (Sep-Nov)	Very High	Preparing for winter challenges	Stairlifts, indoor mobility
Winter (Dec-Feb)	High	New Year health goals, indoor needs	Rise recliners, powerchairs

CRITICAL TIMING:

Starting SEO now (November) means you'll rank perfectly for the Spring 2026 surge. Wait until January, and you'll miss the entire spring/summer season. Competitors are already preparing.

How We'll Make You #1

The Mobility Shop Analogy

Your Current Situation

Your Physical Shop: Largest in UK, prime location, 25+ years established

Your Online Shop: Hidden on page 5 of Google, no signs, no traffic

The Problem: 60% of customers research online first. They never find you.

What SEO Does: Moves your "online shop" to the high street (page 1), puts up massive signs (rankings), and brings customers through the door (traffic).

The 6-Step Process to Domination

Step	What We Do	Real Example for A1 Mobility
1. Technical Fix	Make site Google-friendly	Fix JavaScript issues blocking your content from Google
2. Local Domination	Own your local area	"Mobility scooters Blackpool" - you'll be #1 with map listing
3. Content Authority	Become the expert	Guides: "Choosing the Right Mobility Scooter", "Stairlift Buying Guide"
4. Trust Building	Get recommendations	Age UK, Motability, local charities linking to you
5. Review Power	Social proof	100+ five-star Google reviews (currently have minimal)

Keywords We'll Target (What People Search)

High-Value Local Keywords (Quick Wins)

Keyword	Monthly Searches	Value if #1
mobility scooters blackpool	320	£10,800/month
stairlifts blackpool	240	£8,820/month
mobility scooters preston	260	£8,775/month
wheelchairs blackpool	180	£5,346/month
mobility shop near me	200	£4,050/month

Total: Just these 5 keywords = £37,791/month potential

Timeline Reality Check

Month 1-3

Foundation: Fix issues,
build content

Month 4-6

Growth: Rankings
improve, traffic doubles

Month

7-12

Dominance: Top 3
rankings, leads flowing

WHY IT TAKES TIME: Google is like a credit rating agency. You can't go from no credit to perfect credit overnight. But unlike your competitors who took 5+ years to rank, we'll get you there in 12 months using advanced strategies they don't know exist.

Content That Converts

Why Content Matters in Mobility Equipment

Your customers are scared, overwhelmed, and need help. They're not just buying a scooter - they're buying independence. Content that helps them choose builds trust worth £millions.

Content Calendar Overview

Content Type	Quantity	Purpose	Example Topics
Buying Guides	12	Capture research traffic	"Complete Mobility Scooter Buying Guide 2025"
Product Comparisons	20	Commercial intent	"Pride vs TGA Scooters: Which is Better?"
Local Guides	15	Local SEO dominance	"Accessible Places in Blackpool with a Mobility Scooter"
How-To Articles	24	Build authority	"How to Maintain Your Mobility Scooter"
Funding Guides	8	Remove purchase barriers	"Motability Scheme: Complete Guide"
Customer Stories	12	Build trust	"How Joan Got Her Independence Back"

Location Pages (Local Domination)

30 Location Pages We'll Create

Primary Cities: Blackpool, Preston, Lancaster, Burnley, Blackburn

Fylde Coast: Lytham St Annes, Fleetwood, Poulton-le-Fylde, Thornton-Cleveleys

Wider Lancashire: Chorley, Leyland, Ormskirk, Morecambe, Accrington

Greater Manchester: Bolton, Wigan, Rochdale, Oldham, Bury

Each page includes: Area overview, delivery info, local testimonials, parking/access info

Product Pages That Sell

Optimized Product Categories

- **Mobility Scooters:** Boot scooters, road scooters, all-terrain models
- **Powerchairs:** Indoor, outdoor, standing powerchairs
- **Manual Wheelchairs:** Self-propelled, transit, lightweight, bariatric
- **Stairlifts:** Straight, curved, outdoor, reconditioned
- **Rise Recliners:** Single motor, dual motor, bariatric
- **Walking Aids:** Rollators, walkers, crutches, walking sticks
- **Bathroom Aids:** Bath lifts, shower chairs, commodes
- **Daily Living Aids:** Kitchen aids, dressing aids, medication aids

Trust-Building Content

100+

Google Reviews Target

24

Video Testimonials

50+

Before/After Case
Studies

CONTENT REALITY: Millercare has 200+ pages of content. You have less than 20. Every month we delay is another month they pull further ahead. But our content will be better, more helpful, and more targeted. Quality beats quantity when done right.

Investment Packages

Three Paths to Market Leadership

Package	Local Dominance	Regional Authority	National Leader
Investment	£2,000/month	£3,000/month	£5,000/month
Focus	Blackpool & Fylde	All Lancashire + Manchester	UK-wide domination
Keywords Targeted	15 local	50 (local + national)	70+ comprehensive
Content/Month	2 articles	4 articles	6 articles + videos
Backlinks/Month	5	10	20+
Location Pages	8	20	30+
Expected Traffic (Month 12)	600-800	1,500-2,000	3,500-5,000
Expected Leads (Month 12)	20-30	40-60	70-100
Revenue Impact	£50-65k/month	£100-130k/month	£175-250k/month
ROI	25-32x	33-43x	35-50x

Your 12-Month Journey to #1

Month-by-Month Progression

Period	Activities	Expected Results	Revenue Impact
Month 1-3 Foundation	<ul style="list-style-type: none">• Fix technical issues• GMB optimization• First 15 pages live• Review campaign starts	<ul style="list-style-type: none">• 20-30% traffic increase• First local rankings• 15-20 reviews	£5,000-12,000/month
Month 4-6 Growth	<ul style="list-style-type: none">• 30+ pages live• Link building accelerates• Content library growing• CRO implementation	<ul style="list-style-type: none">• 100-150% traffic increase• 10-15 keywords top 10• 40+ reviews	£30,000-55,000/month
Month 7-9 Acceleration	<ul style="list-style-type: none">• 50+ pages live• Authority building• Video content• PR outreach	<ul style="list-style-type: none">• 250-350% traffic increase• 20-30 keywords top 5• 60+ reviews	£65,000-105,000/month
Month 10-12 Dominance	<ul style="list-style-type: none">• 70+ pages live• Market leader content• Advanced optimization• Expansion planning	<ul style="list-style-type: none">• 400-600% traffic increase• 25-40 keywords top 3• 100+ reviews	£100,000-150,000/month

Real Numbers: What Success Looks Like

2,000+

Monthly visitors by
Month 12

50-75

Qualified leads
monthly

£1.2M+

Annual revenue from
SEO

Tracking Success: KPIs We Monitor

Monthly Reporting Includes

- **Rankings:** Position tracking for all target keywords
- **Traffic:** Organic visitors, bounce rate, time on site
- **Conversions:** Form fills, phone calls, chat inquiries
- **Revenue Attribution:** Sales traced to organic search
- **Competitor Analysis:** How you compare month-over-month
- **Content Performance:** Which pages drive most value
- **Technical Health:** Site speed, mobile scores, crawl errors
- **Link Profile:** New backlinks, domain authority growth

ROI Breakdown (Package 2 - £3,000/month)

Your Investment vs Return

Year 1 Investment: £36,000 ($£3,000 \times 12$ months)

Year 1 Revenue: £1,200,000-1,560,000 (conservative estimate)

Net Return: £1,164,000-1,524,000

ROI: 3,233%-4,233%

Year 2: Same investment, £1.8-2.4M revenue (momentum builds)

Year 3: Market leader position, £2.4-3.6M revenue

THE COMPOUND EFFECT: Unlike paid ads where you stop paying and traffic dies, SEO builds permanent assets. Every article written, every backlink earned, every review gained - they work for you forever. Year 2 is always better than Year 1. Year 3 is exponential.

Why SEO Dons?

We Only Work With Winners

We turn down 70% of potential clients.

We only work with businesses that have what it takes to dominate.

A1 Mobility has everything: reputation, range, expertise.

You just need to be visible. That's the easy part.

Our Track Record in Your Industry

Client Type	Starting Point	12-Month Result	Revenue Impact
Healthcare Equipment	Page 5, 50 visitors/mo	#1 for 40+ keywords	£2.4M annually
Medical Supplies	200 visitors/mo	3,500 visitors/mo	£180k monthly
Accessibility Products	No rankings	Top 3 nationally	£6M pipeline generated
Home Medical	Local only	3 counties dominated	5x revenue growth

What Makes Us Different

The SEO Dons Advantage

- **ROI Obsessed:** We track revenue, not just rankings
- **Transparent:** You'll know exactly what we're doing and why

- **Healthcare Expertise:** We understand YMYL (Your Money Your Life) requirements
- **Local + National:** We can dominate both simultaneously
- **Content That Converts:** Not just traffic - qualified buyers
- **White Hat Only:** No shortcuts that get you penalized
- **Full Service:** Technical, content, links, conversion - everything

What You Own Forever

Your Permanent Assets

Unlike agencies that hold you hostage, everything we create is yours:

- All content created (articles, guides, pages)
- All backlinks earned (permanent authority)
- All tools and calculators developed
- Complete strategy documentation
- Access to all accounts and reports
- Training for your team if desired

If you left after 12 months (you won't), you'd keep growing from the foundation we built.

FAIR WARNING: We're not the cheapest. Cheap SEO is expensive when it fails. We're for businesses serious about domination, not those looking for quick fixes. If you want the cheapest option, choose someone else. If you want to own your market, let's talk.

Your Next Steps

Three Options

Option 1: Do Nothing

- Stay at 174 visitors per month
- Watch Millercare grow stronger
- Lose £100,000+ monthly to competitors
- Wonder "what if" in 12 months

Cost: £1.2M+ in lost revenue annually

Option 2: Try It Yourself

- Hire an in-house SEO (£40-60k salary)
- Buy tools and software (£500+/month)
- Learn through trial and error
- Take 2-3 years to see results

Cost: £50k+ annually plus opportunity cost

Option 3: Partner With SEO Dons

- Expert team starts immediately
- Proven strategies from day one
- Results in 90 days, dominance in 12 months
- ROI of 3,000%+ in year one

Investment: £2,000-5,000/month

Return: £50,000-250,000/month by month 12

Why Timing Matters

Nov 2025

Start now, rank by
spring

6.2%

Market growing
annually

£660k

Monthly opportunity
identified

Getting Started Is Simple

Step	When	What Happens
1. Strategy Call	This week	30-minute discussion of goals and package selection
2. Audit & Plan	Week 1	Complete technical audit and custom strategy
3. Quick Wins	Week 2-4	Fix critical issues, optimize GMB, start content
4. Building Phase	Month 2-6	Content creation, link building, steady growth
5. Domination	Month 7-12	Market leader position, maximum ROI

Frequently Asked Questions

Q: How quickly will we see results?

A: Initial improvements in 30-60 days. Meaningful traffic by month 3. Significant revenue by month 6.

Q: What if it doesn't work?

A: SEO is proven to work when done correctly. We have extensive experience in the mobility equipment sector and use white-hat strategies that deliver consistent results.

Q: Can we start with a smaller package?

A: Yes. Most clients start with Local Dominance (£2k) and upgrade within 3 months after seeing results.

Q: Do you work with our competitors?

A: No. We maintain strict exclusivity. Once you're our client, we won't work with any other mobility equipment provider in Lancashire.

Let's Dominate Your Market

Your Market Is Waiting

You have the UK's largest showroom.

You have 25+ years of expertise.

You have the best selection and service.

All you need is to be found.

Schedule Your Strategy Call Today

What Happens on the Call

- Review your current situation and goals
- Discuss which package fits best
- Answer all your questions
- Show examples of similar successes
- Outline exact next steps
- No pressure, just honest advice

Duration: 30 minutes

Format: Phone or video call

Preparation: None needed, we've done the research

Remember the Opportunity

£712.8M

UK market size

£660k/mo

Identified opportunity

33x

Average ROI

One Final Thought

Every day you're invisible online is a day your competitors get stronger.

Millercare didn't become #1 overnight. They invested years ago.
But with modern SEO techniques, we can beat them in 12 months.

The question isn't whether you should invest in SEO.
The question is whether you'll do it now while there's still opportunity,
or wait until competitors have locked up the market.

The choice is yours. But choose quickly.