

SEO Strategy

Digital Marketing

Our Digital Marketing Approach



We use a holistic approach to digital marketing.

Our holistic marketing strategies involve reaching and engaging customers across multiple channels and/or platforms such as websites, search engines, PPC, PPM, email, social media, mobile apps and offline channels like direct mail, events and in-store promotions.

Content Marketing / Keywords

Google values a good user experience.

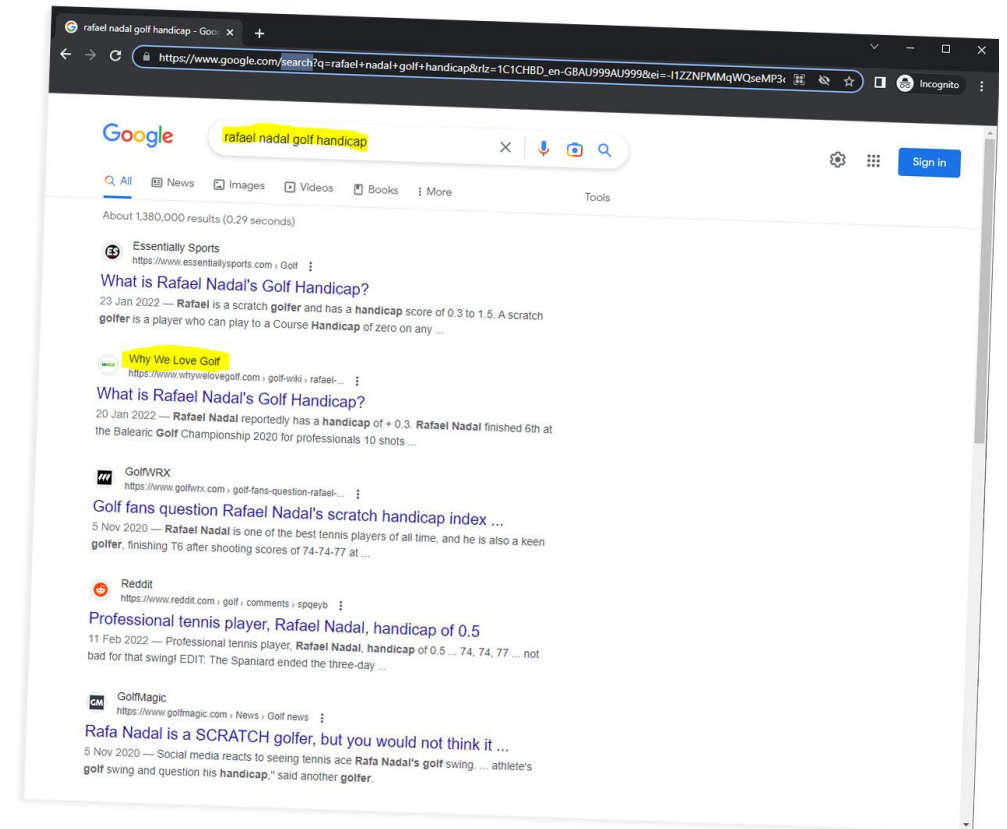
Google searches are commonly used to find a service or an answer to a specific question.

Keyword research helps us to understand which keywords are searched for, you rank for, how many monthly searches the keyword gets, which keywords are easy to rank for and which keywords your competitors are ranking for.

Content marketing allows us to incorporate these keywords naturally into your websites content.

Publishing content will not only improve visibility in a Search Engine Results Page, the content created can also be shared into Social Media and sent out via Newsletters.

Video content is king and far more engaging than text. Google also lists videos which are embedded on pages.



Content Marketing - Articles

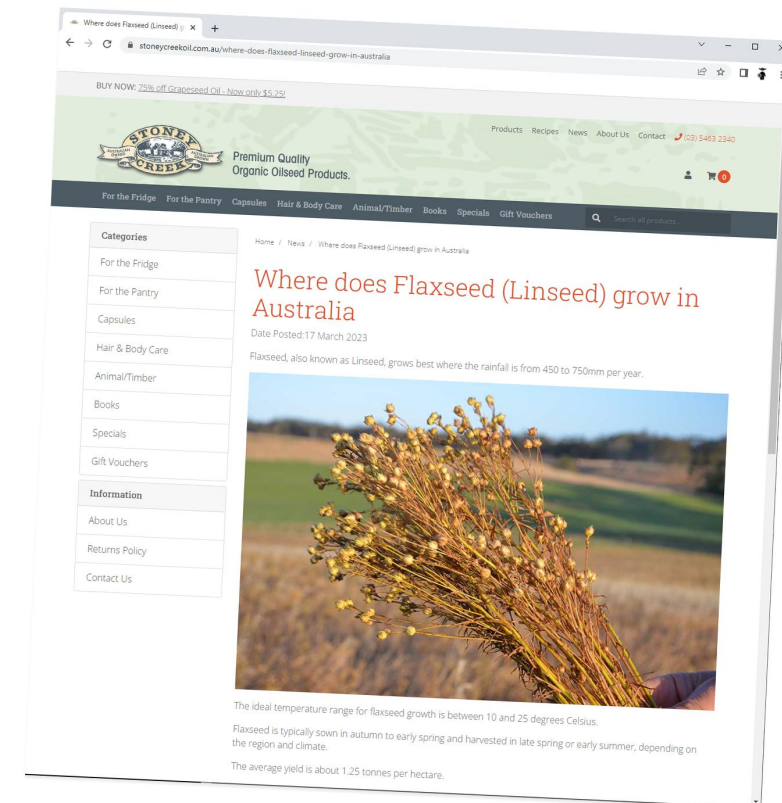
Articles and blog posts are a great way to improve SEO.

They provide fresh, relevant content, target keywords, attract backlinks, can be easily shared on social media, newsletters and improve engagement metrics.

Generally search engines prefer websites which publish content on a regular basis. Active websites are crawled more frequently which can potentially lead to higher rankings.

Benefits

- Fresh, relevant content
- Targeted keywords
- Backlinks
- Social media sharing
- Email via newsletter
- Engagement, longer time spent on site



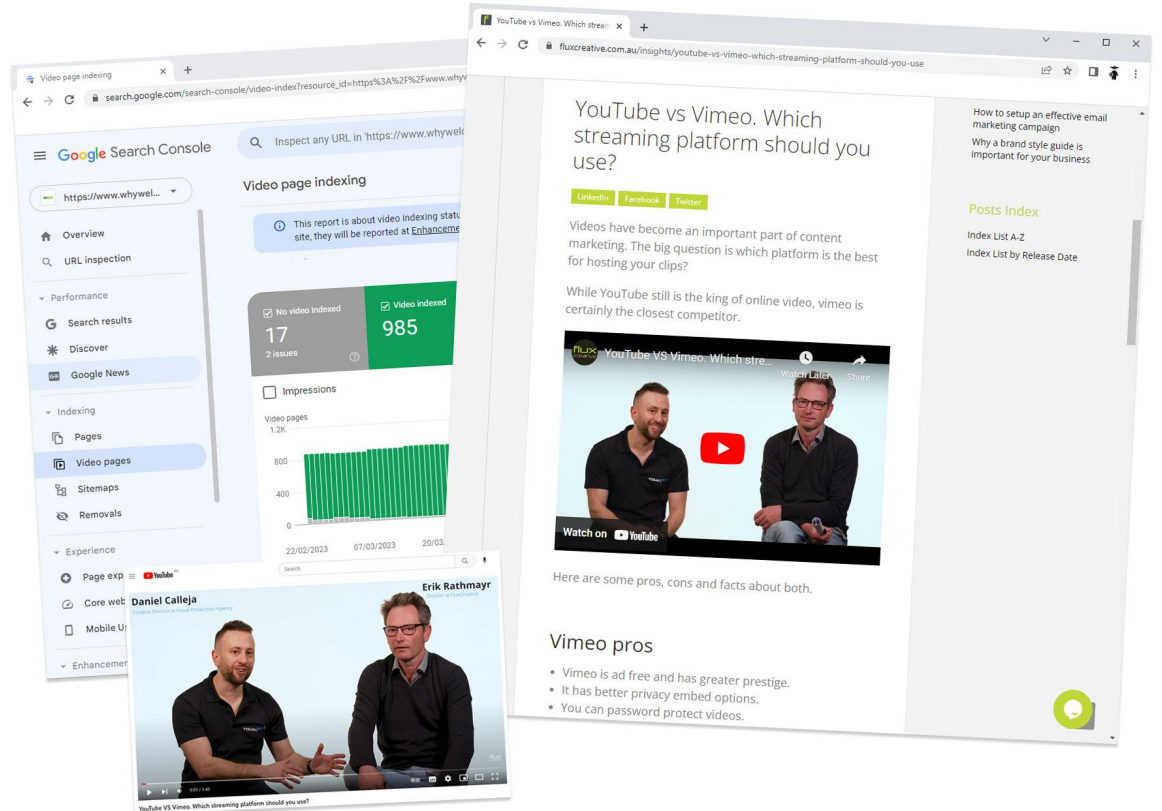
Content Marketing - Video

Videos have become an important part of content marketing and SEO.

No doubt videos are more engaging than text and images. Incorporating videos, will not only enhance user engagement it will also increase your search visibility.

Benefits

- Google does list videos in search results.
- YouTube is the world's second-most popular search engine.
- Videos generate better UX.
- Videos generate more backlinks.
- Videos boost your brand's social presence.
- Videos increase conversions.



Backlinks

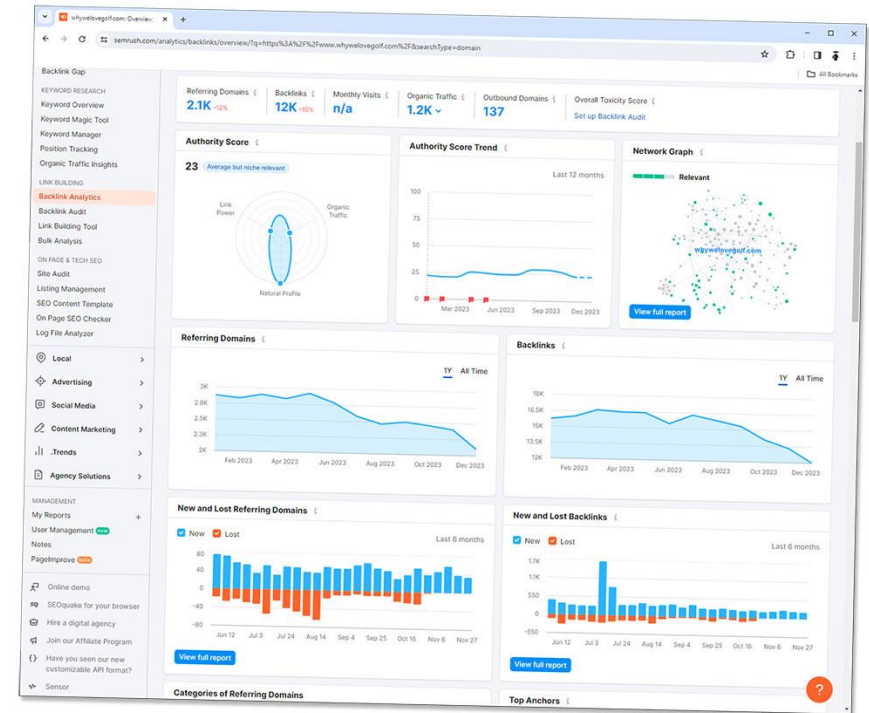
"Inbound Links" or "Incoming Links," are an important ranking factor.

Search engines, like Google, use backlinks as one of the factors to determine the authority and relevance of a website.

Backlinks from reputable and authoritative websites serve as an endorsement of your content. They contribute to building credibility and trust, both for users and search engines.

We help you

- Analyse your competitors
- Find missed backlink opportunities



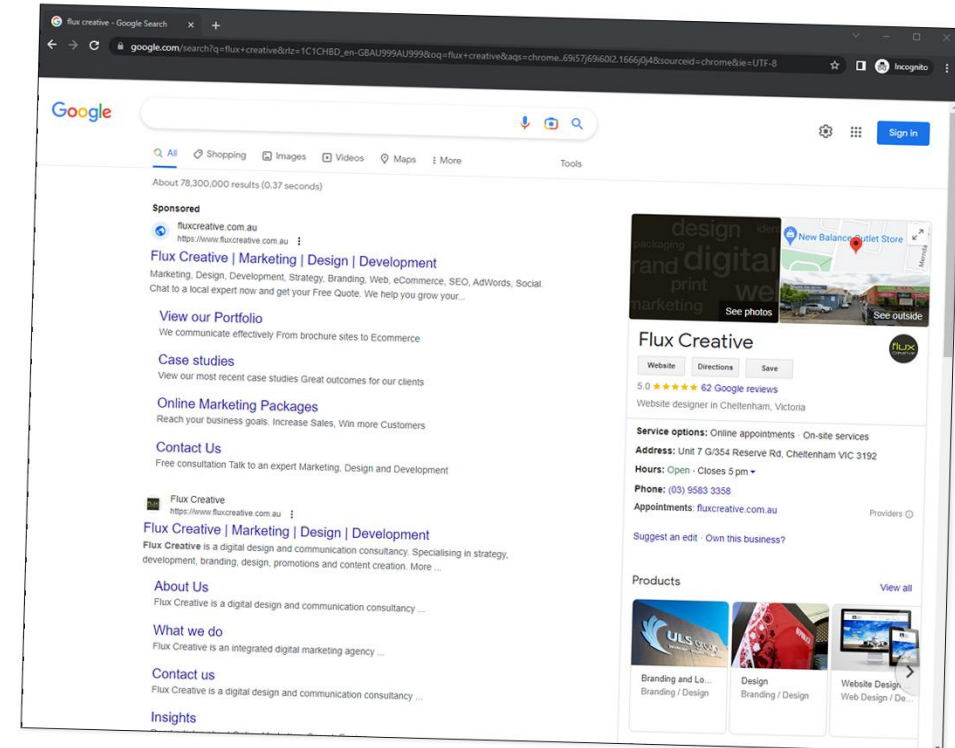
Google Business Listing

Increase your local search visibility.

A Google Business listing helps you to appear in local search results and on Google Maps. A well optimised profile will increase your visibility to potential customers who are searching for products or services like yours in your local area.

We help you

- Optimise your profile
- Keep it up to date with content
- Generate customer reviews



KPI Reporting and Analysing

Measuring the right KPIs is vital to the success of any SEO strategy.

“Spending time and money on marketing without measuring the outcome is like flying blind.”

We analyse

- ROI on advertising money spend
- Leads: phone calls and direction request
- Audience behaviour
- SEO / Website health
- Keyword metrics
- Ads performance
- Sales funnels
- Social media reach and engagement
- Customer behaviour & sales
- And more

	2021	January	February	March	April	May	June
Income (net)							
Google AdSense							
Advertiser	\$630.45	\$9.70	\$6.33	\$21.73	\$78.80	\$92.55	\$8.97
Donation button	\$0.00						
Cost (net)							
Facebook Ads							
Domain name	\$0.00						
Content Creators	\$27.00	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25
Website Hosting	\$426.48	\$45.00	\$45.00	\$45.00	\$45.00	\$45.00	\$45.00
	\$365.08	-\$37.55	-\$74.44	-\$340.48	\$31.65	\$45.30	-\$110.28
Newsletter Subscribers (Active)							
Newsletter Subscribers (Total)		33	39	41	43	46	49
Website Audience							
Site Sessions							
Unique user	220,489	4,997	6,691	12,877	35,640	27,570	24,525
Returning Visitors / Users	200,425	4,060	6,014	11,854	32,360	25,250	22,107
Page Views		281	429	857	2,702	2,156	2,168
Page / Session	283,727	6,691	9,346	16,362	41,578	33,152	31,034
Avg Time on Page		1:51	1:41	1:27	1:17	1:21	1:27
Avg Session Duration		01:10	01:58	02:32	02:38	02:16	02:09
Bounce Rate		93.50%	88.92%	90.76%	92.37%	91.12%	89.16%
% New Sessions			93.50%	93.20%	92.30%	92%	91.00%
Traffic Source / Sessions							
Google (Organic)							
Direct	166,394	3,992	5,646	11,147	31,009	23,162	20,307
Bing	22,687	309	724	1,263	2,895	3,221	2,874
Yahoo	13,740	29	76	151	606	442	534
duckduckgo	10,187	24	97	128	556	405	349
Search.yahoo.com							
Twitter							
Facebook	55	2	2	0	9	3	1
Instagram	436	7	22	25	37	30	22
LinkedIn	3	1	0	0	0	0	0
reddit							
Wikipedia							
Device / Sessions							
Desktop						13	47
Mobile	52,988	1,107	1,645	2,688	6,175	5,266	4,306
Tablet	159,557	3,148	4,782	9,752	28,451	21,514	19,622
Location: Sessions							
USA	7,956	142	204	437	1,014	790	597
	146,739	2,168	3,851	8,281	23,459	19,914	18,411

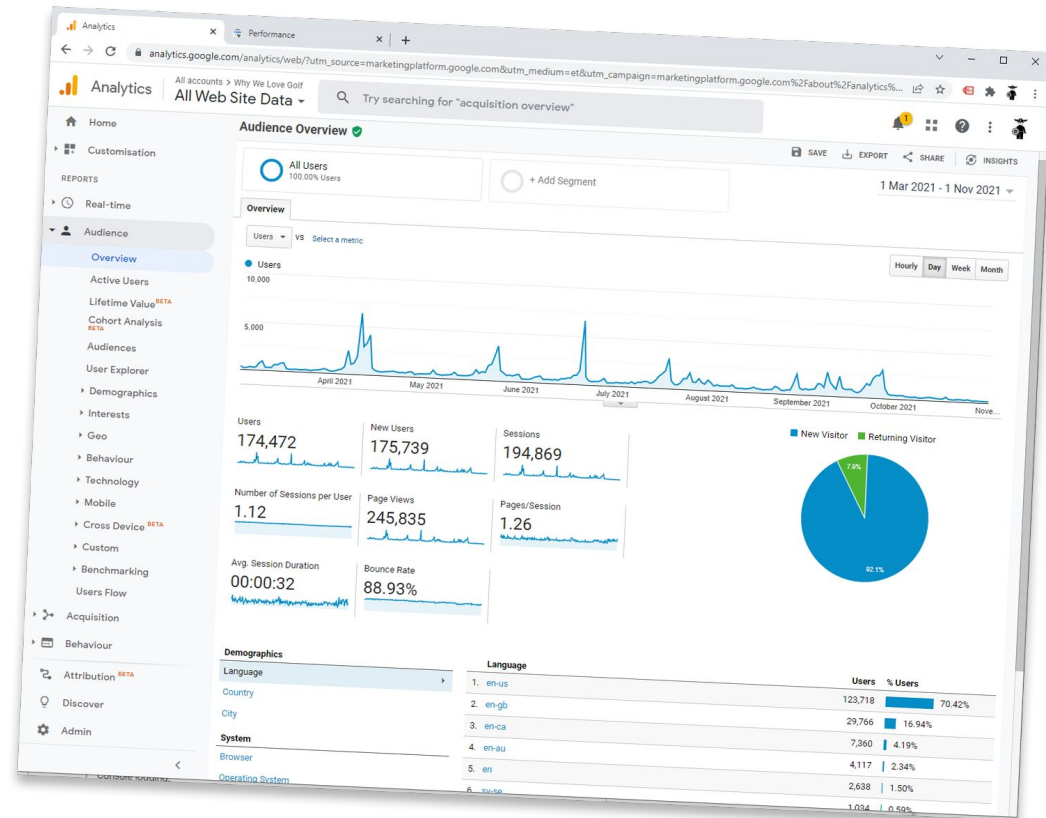
What are we tracking

KPI's are tracked to achieve predefined targets or goals over a set period of time.

“We analyse to measure the effectiveness of marketing efforts and Return On Investment (ROI).”

Data sources we track

- Website analytics GA4
- CMS Admin (eg form submissions)
- Marketing automation / CRM systems
- SEO analytics tools
- Social media channels - insights
- PPC advertising platforms
- Google business listing



SEO Workshop

SEO training by real SEO consultants.

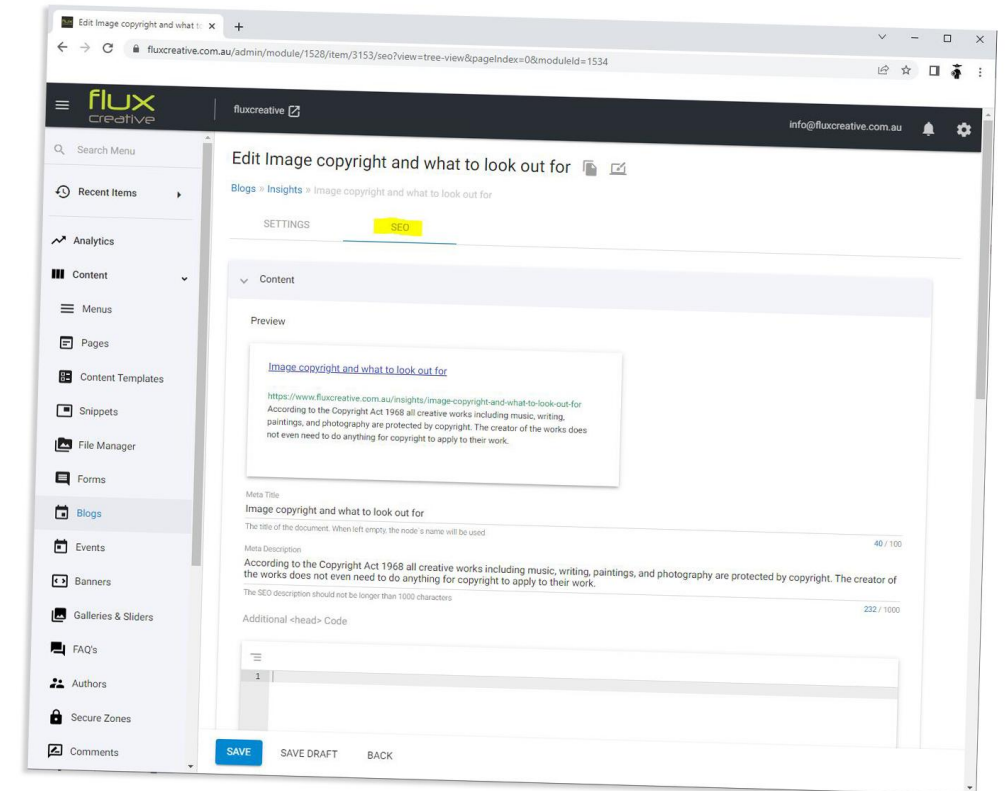
Our workshops are ideal for business owners and marketing teams. We listen and tailor our website optimisation training sessions to meet your needs.

We work directly on your website, helping your team set up effective campaigns and optimisation strategies that can work immediately and also become the perfect grounding for all your future online marketing.

Our team will guide you through the fundamentals of effective SEO using real world case studies and teach you the same strategies we have successfully implemented over the years for many of our clients.

Our training includes

- SEO plans
- Content marketing
- How to publish SEO friendly
- KPI analysing
- And more



Case Study

Why We Love Golf Website

WWLG (Why We Love Golf) is a GOLF TRIVIA website, built to provide any golf obsessed tragic with a broad range of knowledge, quizzes and facts about eh history of golf.

URL: www.whywelovegolf.com

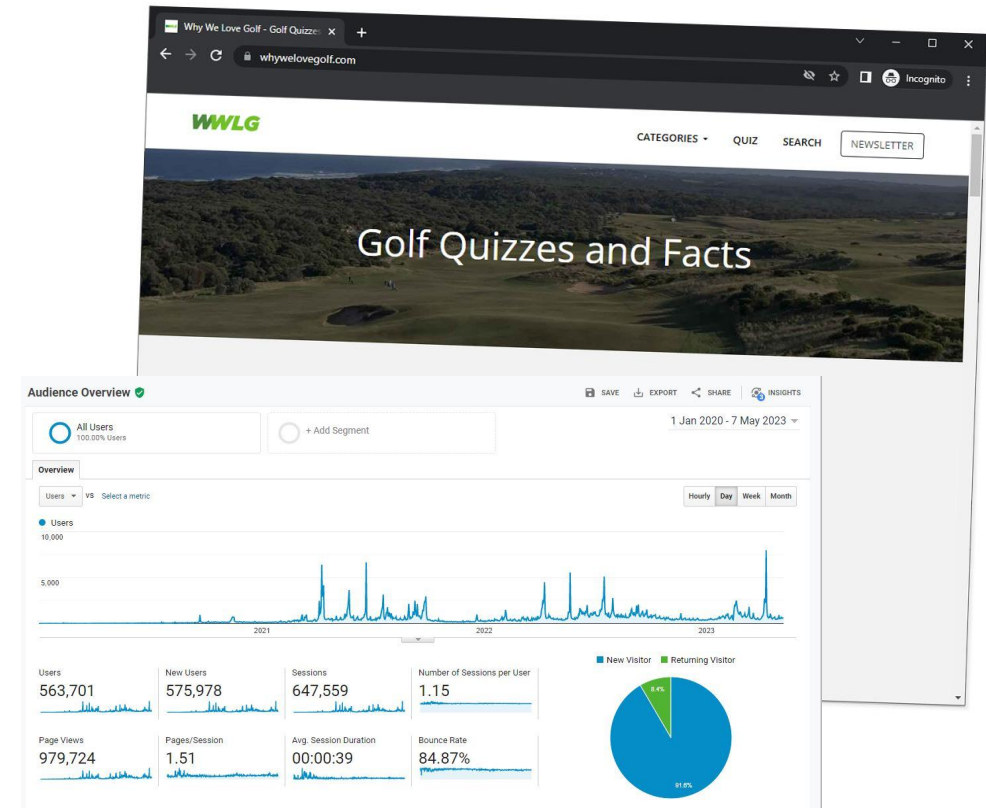
Goal: Increasing reach through Technical SEO and Content Marketing.

Achievement: Flux Creative has implemented a strategy to ensure audience growth on an ongoing basis.

Outcomes

- **2019:** 1K users and 2.5K page views (50 Questions)
- **2020:** 14K users and 40K page views (200 Questions)
- **2021:** 196K users and 208K page views (600 Questions)
- **2022:** 251K users and 466K page views (1,100 Questions)

Watch Video: [A case study of a start-up: When to use SEO vs Social Media](#)



Notable Clients

Notable clients who trust us with their online marketing:

- Aussie Heatwave: www.chimineia.com.au
- Satara: www.satara.com.au
- ASTN: www.astn.com.au
- ART NEWS PORTAL: www.artnewsportal.com
- Stoney Creek Oil: www.stoneycreekoil.com.au
- ASLO: www.aslo.com.au
- George's Ski Hire: www.georgesskihire.com.au
- 24/7 Dental: www.247dental.com.au
- Dever's List: www.deverslist.com.au
- Why We Love Golf: www.whywelovegolf.com



Resources

Insights from our blog.

- **How to plan and implement a successful SEO Strategy?**
<https://www.fluxcreative.com.au/insights/how-to-plan-and-implement-a-successful-seo-strategy>
- **What is content marketing and why is it important?**
<https://www.fluxcreative.com.au/insights/what-is-content-marketing-and-why-is-it-important>
- **How to best optimise your Google MyBusiness profile**
<https://www.fluxcreative.com.au/insights/how-to-best-optimise-your-google-mybusiness-profile>
- **A case study of a start-up: When to use SEO vs Social Media**
<https://www.fluxcreative.com.au/insights/a-case-study-of-a-start-up-when-to-use-seo-vs-social-media>
- **Why a marketing plan is critical to success**
<https://www.fluxcreative.com.au/insights/why-a-marketing-plan-is-critical-to-success>
- **Why are Digital Marketing KPIs Important?**
<https://www.fluxcreative.com.au/insights/why-are-digital-marketing-kpis-important>

Thank you.

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