

# Digital Strategy Case Studies



# Passionate About Clients

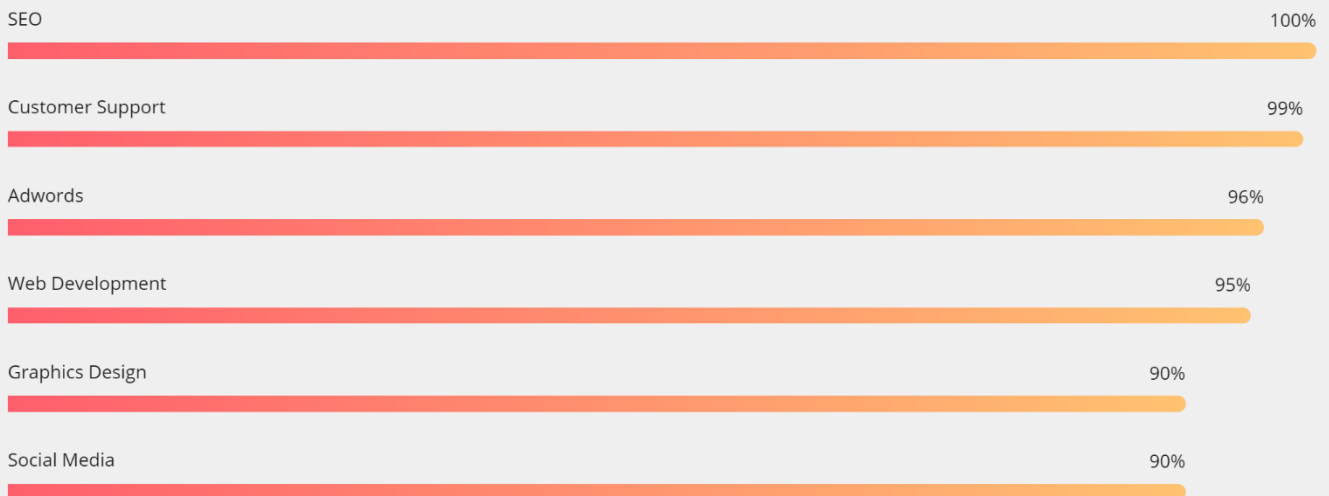
## 9+ years' experience,

My digital marketing work speaks for itself. I deliver an outstanding service custom-tailored to each client — big or small. I have worked agency side at Resolution Media for 3 years working with corporate clients. When it comes to digital, I have worked in almost every niche and has a passion for startups. I have a diverse range of skills including digital strategy, WordPress, technical SEO, PPC, social media marketing, Google Analytics, HTML, CSS, CRO and many more.



9 YEARS EXPERIENCE

## FULL STACK DIGITAL EXPERT

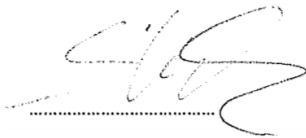


## PureSmile.com.au:

We started working with PureSmile in 2015 when the site was acquiring minimal organic traffic. We have helped this brand grow from 2 locations to 100+ Australia wide over the past 5 years. We have implemented all onsite and offsite strategies including with full digital strategies for brand growth and organic search growth.

To whom it may concern,

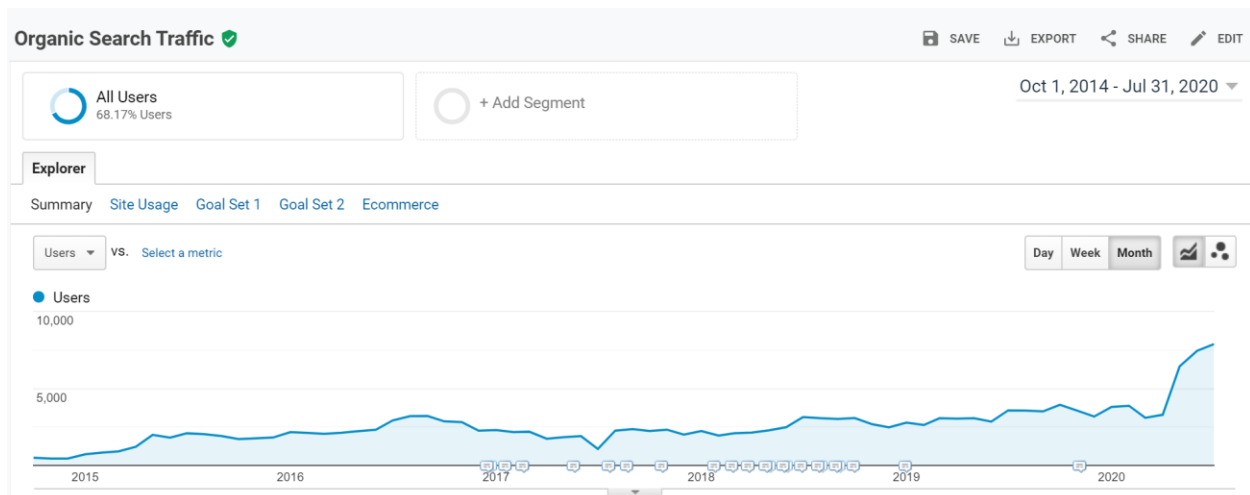
Matt Canty has been responsible for our SEO strategy and implementation for the past 4 years during which we grew our business to over 30 online locations. Matt has been instrumental to our success and continues to be integral part of our strategy. During the time we worked together Matt has brought many great ideas on how to optimize our online marketing and delivered results. I would recommend Matt as an outstanding SEO specialist to any business that is looking to grow their online presence.



Jan Slavicek

Director, PureSmile PTY LTD

## Google Analytics:

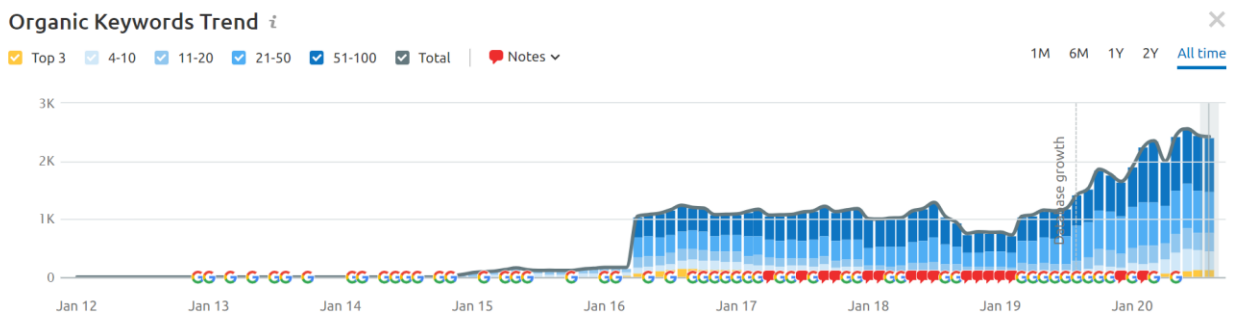


### Tasks included:

- Full onsite technical reviews
- Local SEO strategies (GMB, Yelp + other listings)

- Health and beauty blogger outreach
- Content strategies
- Local page creation for improved local visibility
- eCommerce setup and Google Shopping
- Social media strategies
- Ongoing web maintenance and link audits
- Single page analysis > review ranking competitors for improved rankings
- Assistance with site design updates

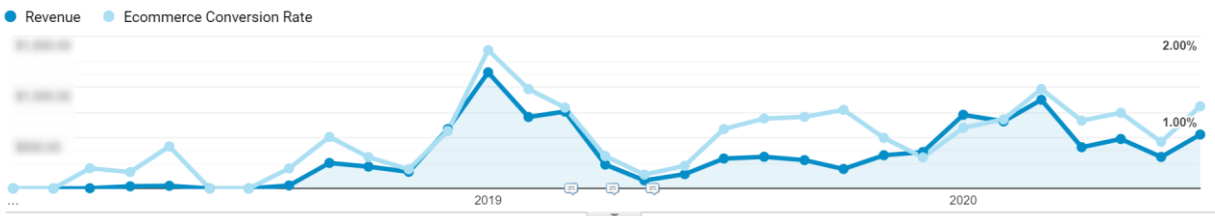
## SEMrush:



## yrgear.com.au

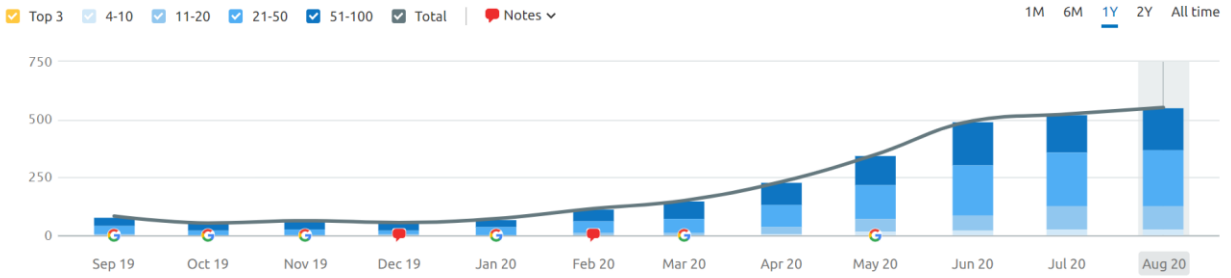
We started working with Yrgear.com.au over 2 years ago. In this time, we have helped increase the online eCommerce sales from \$0/month to consistent monthly sales with a minimum marketing budget.

## Google Analytics:



## SEMrush:

Organic Keywords Trend



Client's feedback

★★★★★ 5.00

"Very diligent and skilled SEO expert, has brought about a massive improvement in my site's SEO rankings. Would hire again with no hesitation!"

<b>Overall rating</b>			<b>5.00</b>
Skills	<b>5.0</b>	Quality	<b>5.0</b>
Availability	<b>5.0</b>	Deadlines	<b>5.0</b>
Communication	<b>5.0</b>	Cooperation	<b>5.0</b>

Tasks included:

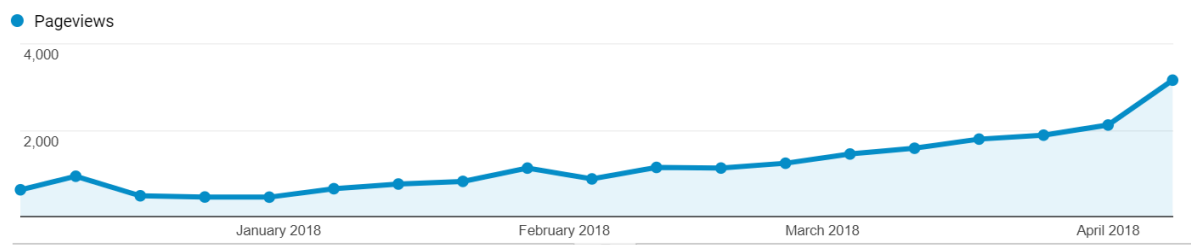
- Migration from yrgear.co/ to yrgear.com.au/ for improved customer targeting.
- eCommerce tracking and Google Shopping setup
- Backlink Strategy
- Ongoing content strategy for the blog
- Ongoing product optimisation
- Ongoing AdWords optimisation
- Full site redesign
- Blogger outreach > Free product shipments
- Low word count pages (ongoing optimisation)
- Ongoing website maintenance
- Page load speed improvements

## Fnug.com:

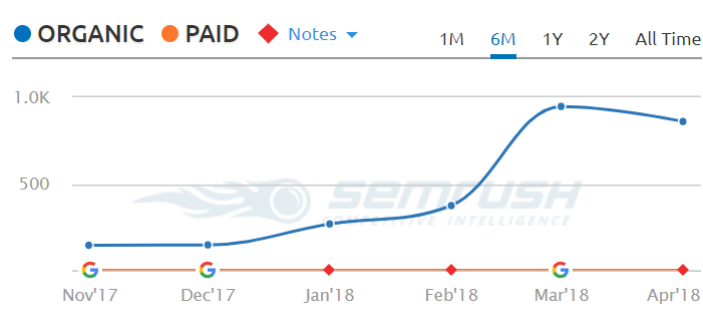
We worked on this site from January 2018 -March 2018 *consulting for an agency*, with a strategy to target a small number of products > with content strategy to help support those products. Acquiring new authority backlinks was important and an ongoing strategy.

We had explosive growth in a short period of time, with a new site design launched in 2018 and more changes that followed.

### Google Analytics:



### SEMRUSH



### Example Recommendations

Below is one example of recommendations for <https://fnug.com/product-category/holographic/>

Meta Title Update: Be Trendy with These Holographic Nail Polish Products | FNUG

Meta Description Update: Are you looking for holographic nails that you can do at home? Give our holo mirror chrome gel polishes a try! You won't even need a UV light.

- Design fixes – (New website launched 2018)
- Additional content for the /blog/ linking back to the main products
- Keyword mapping
- Internal linking changes
- Home page content

- Additional content for the products themselves
- Duplicate content fixes
- Full site audit to identify top tech issues
- Tech issues resolve
- Meta description fixes
- Optimising product pages – additional content
- 301 directs for 404s
- New website to push launch
- Social shares to top product pages
- Link acquisition strategy (x 20+)
  - Authority Posts
  - T1 Social Posts
  - T2 Social Posts
  - PDF Posts
  - Video Posts

## Additional Content:

### HOLOGRAPHIC NAIL POLISH

Check out our most beautiful holographic nail polishes: a linear green holo, a luminous pink, a stunning blue and a psychedelic silver holographic. Beauty bloggers and nail art enthusiasts around the world are going crazy for these products. The way these nail polishes radiate under light is mesmerising – you could stare at them for hours! Whether you're going to the beach or a nightclub, our holographic polish will give you ever-changing nail art that dazzles. Browse our best holographic nail polish products below, then scroll down to learn how easy a DIY holographic manicure can be with FNUG products!

### Our holographic nail polish products

- *Aqua Fix Base Coat: a unique FNUG base coat we created specifically for holographic nail polishes. If you want to enhance the metallic holographic nail lacquer effect, apply a base coat of this product first. Once it's completely dry, apply your holographic polish. Then apply a Top Model Top Coat, which will seal against scratches for a long-lasting nail polish. At first, your nails will go dull, but after the top coat dries, full luminous effects will reappear.*
- *Holographic Fantastica: this linear green holo nail lacquer gives off shimmering hues of brilliant green rainbows. Make sure to apply Aqua Fix Base Coat first, to make the holographic effect pop. For a longer lasting nail polish, add Top Model Top Coat on top.*
- *Holographic Fnuglista: based on numerous requests, we created this holographic nail enamel, where vibrant pink rainbows radiate a cosmic brilliance. It's a great glam look for parties, weddings and social events. So far, the feedback has been amazing – we're really proud of this nail polish! As per usual, apply Aqua Fix Base Coat first and then Top Model Top Coat after you apply this product.*
- *Holographic Futuristica: the stunning linear blue holo has been raved about as perhaps the best blue holographic nail polish in the world. It gives a futuristic, high-tech feel with hues that shimmer like cool blue peacock feathers. The effects pop, even in daylight – great for when you want to show off your nails.*
- *Psychedelic silver holographic: my favourite nail polish, a silver holographic that creates an upbeat, playful effect – the epitome of cool. Nails shift colour brilliantly in both daylight artificial light, meaning that Psychedelic Silver works well in a variety of settings.*

### Easy Application Nail & Gel Polish

When you try to DIY a holographic manicure, the process usually starts with the application of a base coat then gel color. Next, hologram powder is added with a sponge or brush. Finally, a clear coat is swiped over the top to seal everything in. It sounds pretty easy but it's actually a lot of work.

Buying Fnug long lasting holographic nail polish can spare you from the nightmare of dealing with powders and choosing the right base colour. You can just apply one coat of Aqua Fix Base Coat followed by two coats of any holographic lacquer of your choice. Then, finish off with Top Model Top Coat. Now that's easy! Hence, go for our holographic nail polish here at Fnug instead when you want to DIY. Not only are our lacquers friendlier to your pockets, but also to your fingernails. All of these are to get that long lasting nail you desire.

**INCORPORATING SCANDINAVIAN TASTE INTO TASTEFULLY-FABULOUS NAILS**



# Speak to a Human

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