

## Case Studies. SEO. Website Marketing. Website Maintenance.

I have had the pleasure of working with many hundreds of business over the years directly, and many thousands more through my online training programs. These businesses have ranged from 'Mum and Dad' home-based businesses through to 20-staff medium sized companies as well as multi-billion-dollar multinationals.

Here's the thing about website marketing... the CUSTOMER does not change! It doesn't matter the product, the service, or the business size – people still buy from 'people they trust'. Everything *we do* is built around a great customer experience (CX), starting from the ground up with a great individual user experience (UX).

Following are a few examples of the outstanding results our customers receive – Paul Barrs.

### Scuba World.

Scuba World have always had reasonable rankings since we started working with them; their challenge however, the Gold Class 'Number 1' ranking which had eluded them. Our directive was to get them 'ranking #1' for their main keywords.

Scuba World currently have 7 position 1 rankings (including their top two search terms, as well as another 11 keywords in positions 2 and 3. They also have 5 more on page one which we are currently working on.

*Paul Barrs has been managing our SEO and website for the last 2 years, and we have found him to be professional and very organised. The results he produces are fantastic. We have found the return on investment to be great value. He pinpoints what areas need work and then prioritises his time accordingly. Paul has been in the industry for many years and he stands by his work.*

**Mike McKinnon. Owner / Manager – Scuba World  
ScubaWorld.com.au**

## Vie Institute.

When we started with Vie they had 3 keywords ranking in positions 1 – 3, with an overall search “visibility” of 1.5 percent.

At last look their search engine ranking visibility had increase by 230% ! They now have 33 keywords in positions 1, 2, or 3, with another 16 elsewhere on page one.

*Paul Barrs has been helping us with our website SEO for approximately 18 months and I can say that we have definitely noticed an increase in traffic to our website, without making major changes to the actual website. Due to these positive changes, about 6 months ago we agreed to increase the time he spent on our website each month. Once again, we have seen a further significant increase in traffic to our site and we are always in top position on page 1 of a Google search. I would definitely recommend Paul and his team, who make all interactions easy and efficient.*

**Katherine Gambini, Practice Manager, Vie Institute  
PlasticSurgeon.net.au**

## Rockcote

Rockcote came to me with a very specific brief; to help them launch a new service into regional areas. While their website’s authority was solid (DA 42), they had next to no local presence for searches on primary products.

The task at hand included detailed research and analysis on both the client website as well as competitive sites, to then devise strategies to achieve the desired results. Regular face to face meetings and briefs were a part of the overall process.

For local search, Rockcote now has nearly 20 keywords ranking in positions 1, 2, or 3 with another 11 on the first page. The work we did for their local search results also had a very positive flow-on effect nationally, increasing their rankings to over 100 keywords being found on page one; a search visibility increase of 32%.

*Paul has the unique ability to find the right way to add value to a company. His up-to-the-minute knowledge of technical and content SEO, along with a knack for data analysis, meant our limited marketing resources were invested in the appropriate areas to achieve results. Paul became a trusted member of Rockcote's marketing team, his regular reports and guidance helping us to sense even the slightest shifts in a dynamic marketplace and respond swiftly.*

**Rebecca Park, Marketing Strategist, Rockcote  
Rockcote.com.au**

NB. Rebecca recently left Rockcote to start her own company.  
Her phone number is available on request.

## Total Fitouts

When Total Fitouts came to me, they'd just finished 12-months with one of Australia's largest "SEO" companies. The brief was simple: Help them get found in Google search for their top performing keywords and show them the results on a state by state basis.

In less than 6 months we have increased their search visibility by 76%, increasing the number of keywords being found position 1, 2, or 3 by 67 (they now have 97 top ranking keywords), plus boosting their page 1 rankings by 81 (positions 4 – 10), giving them over 200 keywords ranking on page one across all states on both national and local search.

We also manage their website updates, security and hosting, and as requested, have engaged in many face to face meetings and marketing presentations. The project is ongoing.

*We have found Paul Barrs to be extremely helpful and a big asset to our business. Paul assists us with SEO along with website maintenance. The process is very streamlined as it goes from the SEO recommendations right through to website edits which Paul's team manages for us. The support service is very efficient also. His staff are very knowledgeable, and no problem is too difficult to assist with.*

**Joel Bustra, Operations Manager, Total Fitouts Pty Ltd**  
**TotalFitouts.com.au**

Need help with your SEO? Your website marketing? Take a look at the services we can provide – then give us a call.

I hope to hear from you soon.

- Paul Barrs. PaulBarrs.com
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<https://www.paulbarrs.com/services>