

## Improving the brand presence for Australia based Car protection and Application Company



Our team got a great opportunity to work with an Australia-based client who offers innovative solutions and products for Car Protection and application. The major goal of the project was to help them establish an online presence, help their target audience find information about their services, and improve their brand presence.

Project Name: SEO Optimization

Client: Diamond Plate Australia

Business Type: Car Protection products and application

Location: Australia

Our Role: SEO Optimization

Tag: SEO

Requirement: Online Presence, Brand Awareness for their products and ceramic coating services for Car.

Strategies followed from our side:

SEO Strategy

- Develop an integrated site-wide keyword strategy
- Uncovering user intent and organizing the site's content
- Create URL strategy to take advantage of established value
- Remove and merge sections of the old website to support keyword strategy
- Post website launch, SEO monitoring to fix issues

### Social Media Strategy:

- Set goals that make sense for your business
- Take time to research your target audience
- Establish your most important metrics and KPIs
- Create (and curate) engaging social content
- Make your social presence as timely as possible
- Assess what's working, what isn't and how to keep improving