

**DIRECT CLICKS**  
**WEB DESIGN**  
**& ONLINE**  
**MARKETING**  
**SPECIALISTS.**



# ABOUT US

Founded in 2006, Direct Clicks is a Sydney-based digital agency that specialises in website design and website marketing. We manage over 1000 websites Australia-wide and help businesses build and develop their brand online. Whether it's an eCommerce website solution or pushing your website to the top of Google, we can develop a custom strategy that grows your business.

As part of an agreement with Google in 2007, Direct Clicks was appointed as one of Australia's first Google resellers, which sees Google endorsing Direct Clicks as a premium supplier of the Google AdWords platform Australia wide.

We have implemented thousands of online marketing campaigns and website projects over the last eight years.

This wealth of experience has made us specialists in growing Australian businesses online. We focus on your return on investment and every strategy, design and campaign is evaluated on a results-driven basis.

All our online marketing consultants are specialists in their specific fields and all come with over 10 years experience within the digital marketing industry.



## 2006

### FOUNDED

We start out as one of the first companies in Australia to begin selling the Yahoo and Google AdWords platform. Clicks on Google averaged 16 cents per click!

## 2007

### GOOGLE PREMIUM PARTNER

After rapid growth in the first year, Google offered us a national reseller contract. The deal was done and we became one of the first Google resellers in the Australian market.

## 2008

### WEB TEAM

It soon became apparent that clients were looking for web design and development services to increase the performance of their online advertising. The web team is born.

## 2009

### NEW OFFICE

Time for more space! We shift offices to the corner of Mount and Walker St in North Sydney and invest in a plush crocodile skin table for the meeting room. Fake of course.

## 2010

### 600 CLIENTS

Print media is declining and we experience rapid growth from customers looking to push their print spend online. Extra account managers are added to maintain high levels of customer service.

## 2011

### SEO TEAM

Google changes the game and SEO shifts yet again, demand increases and we begin investing in staff and optimising client's websites to rank on the first page of Google.

## 2012

### 1000+ CLIENTS

We crack 1,000 marketing and website accounts! The office indoor soccer team "Direct Kicks" takes out the Lunchtime Legends title and indoor soccer legends are born.

## 2013

### MOBILE EXPLOSION

The mobile explosion has hit and we start building responsive websites for businesses large and small and investing more time into mobile marketing campaigns for our clients.

## 2014

### PREMIER PARTNER

We sign a new contract with Google Australia to become a Premier Partner. We also invest in 37 cactus plants for the office, lose four during an indoor soccer game and three to the office next door.

## 2015

### VIDEO EXPLOSION

The demand for website videos skyrockets and we put on a production team to create high conversion videos to provide our clients with maximum exposure across multiple platforms.



# SERVICES



## GOOGLE ADVERTISING

*Generate high quality traffic for your website instantly*

We build and design all of our Google campaigns with 1300 phone numbers and email tracking. This allows us to understand what generates enquiries and continuously adjust both the Google campaign and your website content to achieve fantastic conversion rates.



## SEARCH ENGINE OPTIMISATION

*Increase your organic rankings to the 1st page of Google*

Search Engine Optimisation (SEO) is the most cost-effective way to generate traffic for your business. We build a customised SEO strategy based on targeted keywords that carry the highest conversion rates and search volumes, and will constantly evaluate your page position and level of enquiries as a result.



## WEBSITE DESIGN

*Get a website that increases your sales and enquiries*

We spend every waking moment designing, testing and optimising websites to generate more sales leads for our Google advertising clients. Running thousands of Google advertising campaigns has provided us with a powerful understanding of how particular types of layouts and designs attract customers and what compels customers to buy a product or send an enquiry.



**WE WORK WITH BUSINESSES OF ALL SHAPES AND SIZES  
FROM STARTUPS TO CORPORATIONS.**





### WEBSITE VIDEO

*Create a website video that delivers personalised high impact marketing*

Website videos create a more personal interaction between you and your customers and deliver high impact marketing messages that are easy to digest. We can keep you ahead of the competition by creating a sales driven website video that displays your products, services or place of work and integrate it into your website.



### SOCIAL MEDIA MARKETING

*Connect with your audience and increase brand awareness*

Advertising on Facebook and LinkedIn can be the most cost-effective way to build your brand, drive traffic and increase conversions. We can target your customers by job title, job function, industry, geography, age, gender, company name and company size.



### REMARKETING & DISPLAY

*Retarget every single customer who visits your website*

If you are looking to drive sales on your website, or just promote more brand awareness, remarketing can compliment every Google AdWords campaign by displaying banner ads to customers who have visited your website.



## WEBSITE SERVICES



### WEBSITE DESIGN

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### RESPONSIVE WEBSITES

*Get a website that is mobile, tablet and desktop ready*

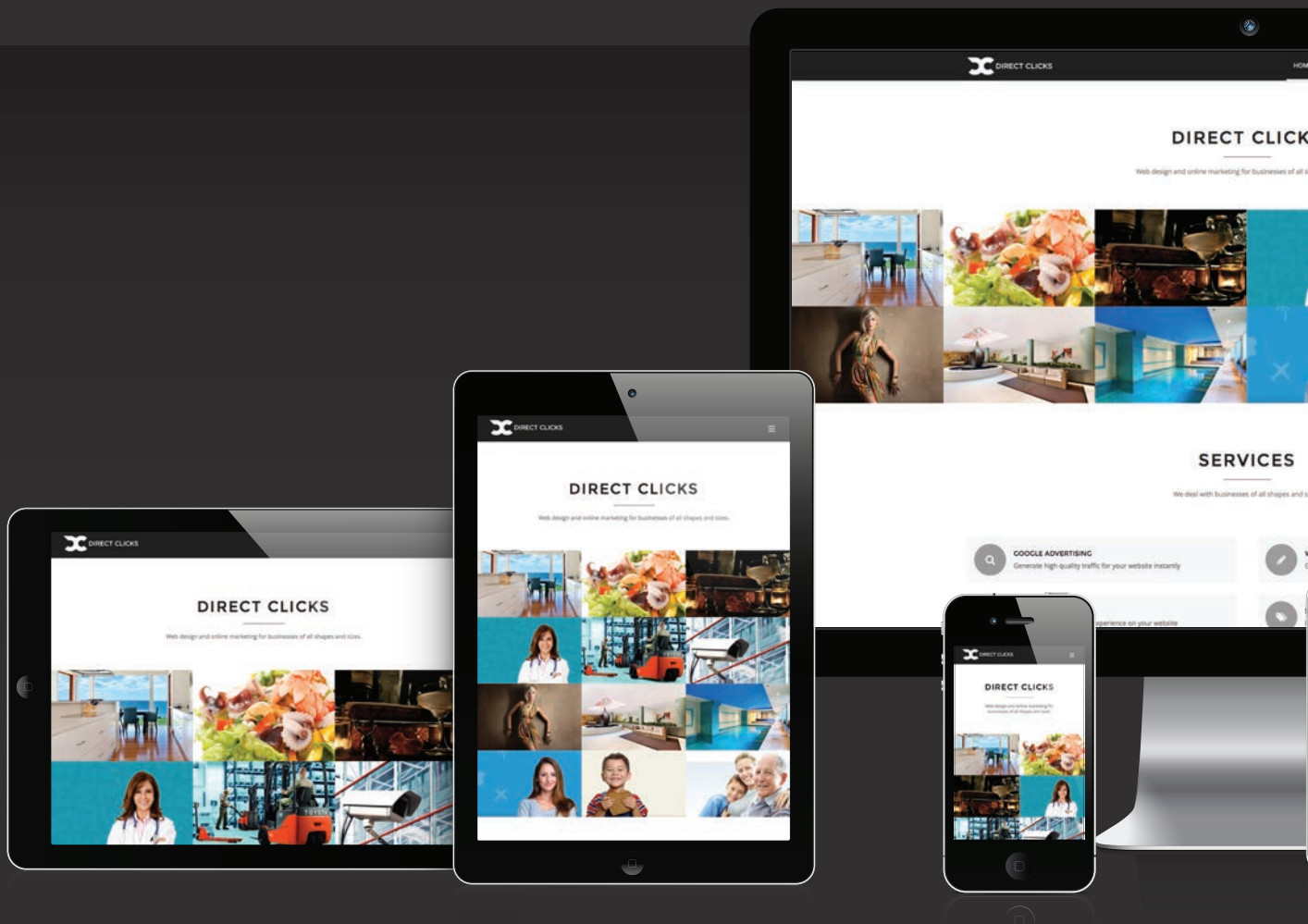
Responsive design is a website that is designed and built specifically to display perfectly on mobile phones, tablets, laptops and desktops. We have vast experience in designing across all devices to produce responsive websites that can increase sales, boost SEO results and improve the user experience on your website.



### LANDING PAGES

*Increase the performance of your Google advertising*

Landing pages provide a great interactive experience for customers looking to gain more insight into a particular product or promotion you are offering. By using landing pages you can highlight a specific call to action and focus on getting customers to fill in enquiry forms or call targeted phone numbers.





### ECOMMERCE WEBSITES

*Sell more products on a cutting edge eCommerce platform*

Our professional team of eCommerce web designers bring together custom design, product and inventory management, marketing tools, content management, social media integration, MYOB integration, and deep level analytics tracking to create a professional, unique and comprehensive eCommerce solution for your online business.



### WEBSITE DEVELOPMENT

*Leaders in technically complex web and app development*

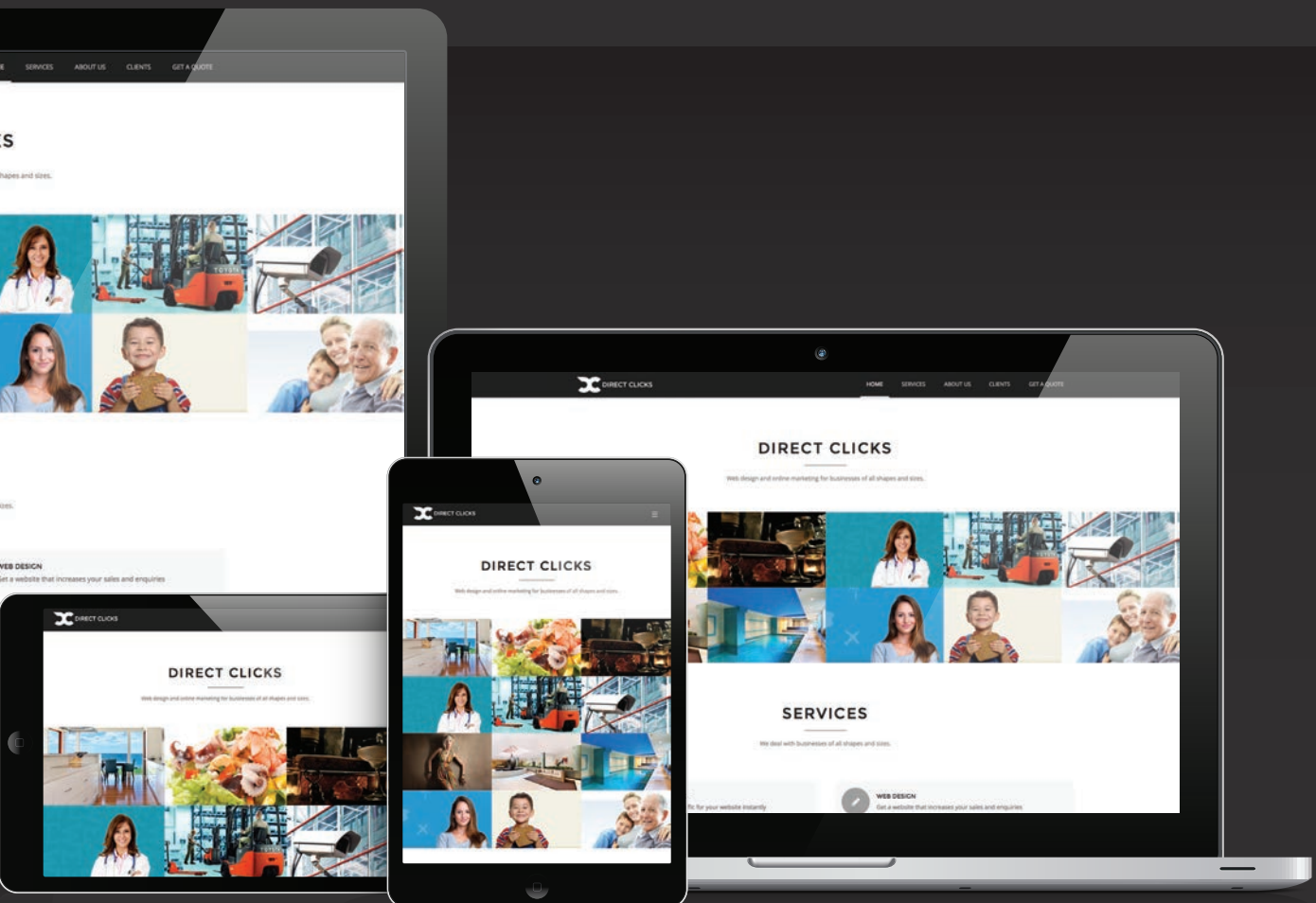
Our development process includes an initial review of your current platforms and site architecture with a detailed project scope that outlines the new platform, site architecture and all the functional specifications of the new project. The next step is creating a realistic time frame for delivery and allocating the expertise in-house to design, develop and manage your custom build.



### WEBSITE HOSTING

*A fully managed hosting and maintenance solution*

We provide a fully managed website hosting and maintenance solution that allows your website, emails and ongoing site development to be carried out under the same roof. All our servers, equipment and infrastructure are of the highest grade providing you with lightning load times, maximum up time and watertight security.



# CASE STUDIES

## WEBSITE DESIGN



### COSTI'S FISH & CHIPS

We designed and developed a responsive website for Costi's to showcase the daily menu and attract local customers to their three restaurant locations.

#### SOLUTIONS

- ◆ Logo and branding
- ◆ Responsive web design
- ◆ Social media integration
- ◆ Google Maps integration

[www.costisfishandchips.com.au](http://www.costisfishandchips.com.au)



### JETATRIP

We designed and developed a custom data base driven site that offers global deals on flights and accommodation for savvy holiday goers across the globe.

#### SOLUTIONS

- ◆ Responsive Development
- ◆ Database architecture
- ◆ eCommerce platform
- ◆ Custom CMS development

[www.jetatrip.com.au](http://www.jetatrip.com.au)



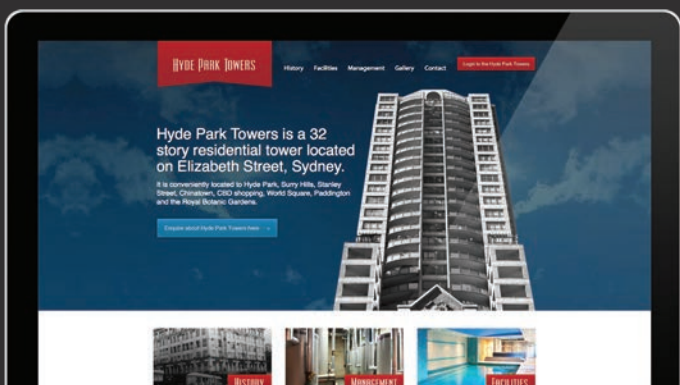
### CITE GROUP

We designed and developed a responsive website to showcase cite groups property development portfolio.

#### SOLUTIONS

- ◆ Branding strategy
- ◆ Responsive web design
- ◆ Dynamic portfolio
- ◆ Google maps

[www.citegroup.com.au](http://www.citegroup.com.au)



### HYDE PARK TOWERS

We designed and developed a highly stylised image focused website that showcases the building's exterior, surroundings and facilities.

#### SOLUTIONS

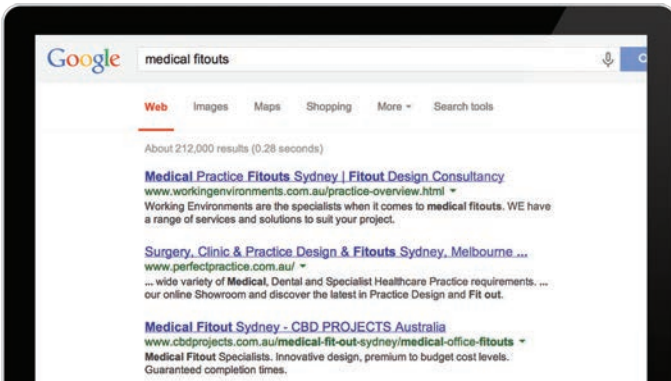
- ◆ Secure client login
- ◆ Content management system
- ◆ Google maps integration
- ◆ jQuery banner

[www.hydeparktowers.com.au](http://www.hydeparktowers.com.au)





## SEO & PPC



### WORKING ENVIRONMENTS

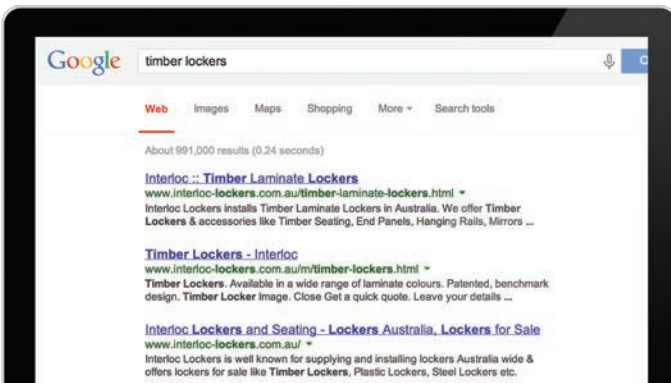
#### Search Engine Optimisation

Working Environments needed to get more organic traffic for their boutique medical fitout service, we targeted all major keywords Sydney wide.

#### RESULTS

**33%**  
increase in  
website traffic

**18%**  
increase in  
website enquiries



### INTERLOC

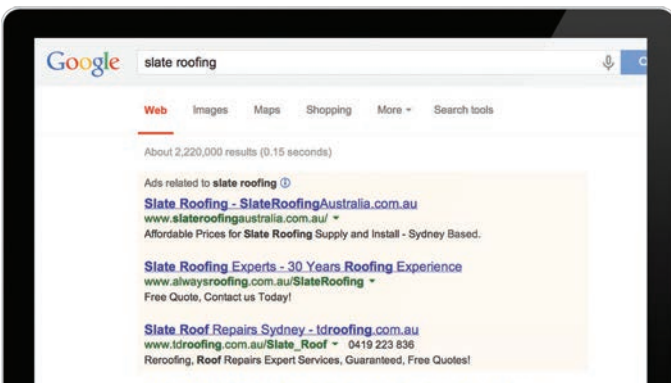
#### Search Engine Optimisation

Interloc approached us wanting to dominate the lockers industry. We increased rankings on all their top keywords on a national level.

#### RESULTS

**58%**  
increase in  
website traffic

**27%**  
increase in  
website enquiries



### SLATE ROOFING AUSTRALIA

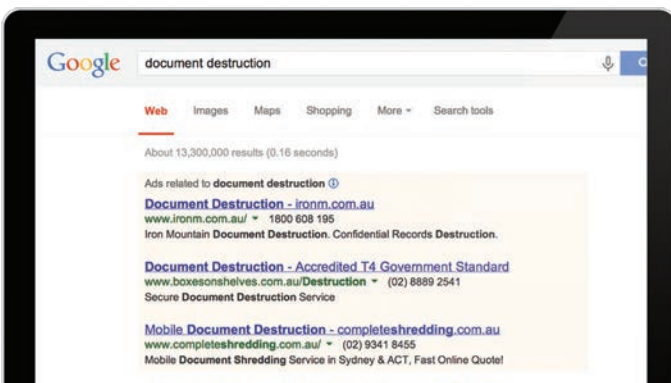
#### Google Advertising

Slate Roofing Australia wanted to rapidly expand and generate leads for their sales team through a targeted Google AdWords campaign.

#### RESULTS

**44%**  
increase in  
website traffic

**27%**  
increase in  
website enquiries



### IRON MOUNTAIN

#### Google Advertising

International document destruction company Iron Mountain asked us to increase the conversion rate from their existing Google AdWords campaign.

#### RESULTS

**66%**  
increase in  
website traffic

**32%**  
increase in  
website enquiries



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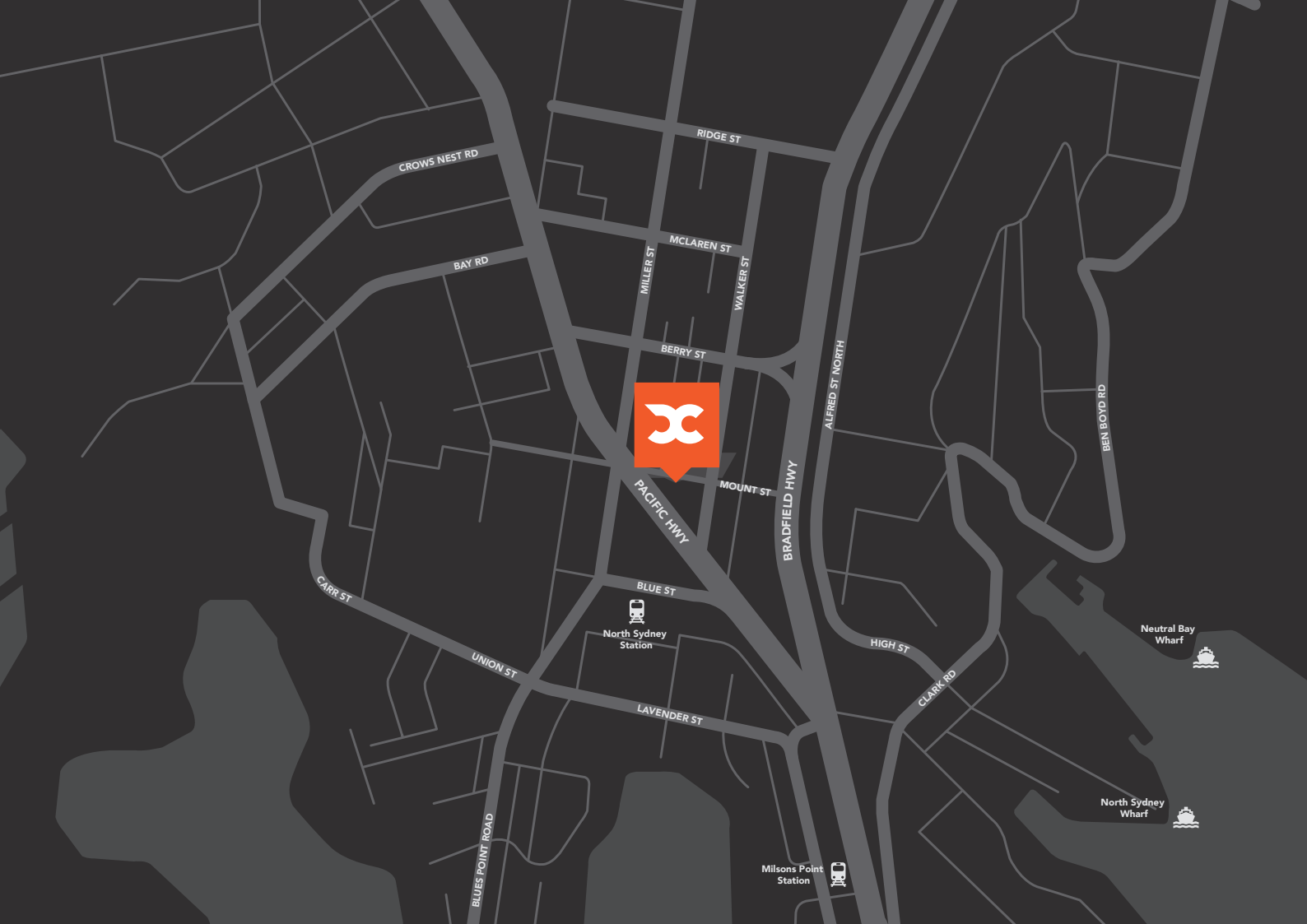
**AUSTRALIAN BUSINESSES WILL NOT ONLY  
BENEFIT FROM DIRECT CLICKS' IN-DEPTH  
TRAINING, BUT FROM THEIR YEARS OF  
EXPERIENCE IN THE LOCAL MARKET.**

- James Sanders - Head of Google's APAC Channel Sales Partnerships -

Google







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