



## The Client : Fa Maker

The client FA Maker is the largest enterprise in the southern hemisphere that deals in process equipment. This Australian giant is a major player in the country's industrial equipment niche with expansive workshop facilities and diverse industrial capabilities. Established in 1928, FA Maker has grown over the decades to become one of the most versatile process equipment corporations in the country.



## The Challenge

When FA Maker approached us it was clear how monumental and crucial our assignment was. The people at FA Maker, seasoned & successful business executives and officers, were keen on hiring the very best SEO team. Taking their business global was a major move for FA Maker and we were charged with creating a strong presence for them in different markets around the world.

## The Plan

- Create an extensive, fully customized SEO strategy.
- Plan and conduct intense research before initiating the campaign.
- Optimize client's websites focusing on keywords and the international target markets.
- Implement a well-planned link building and content marketing campaign suitable.

## The Results

- First page rankings for high volume keywords.
- Enabled the client to penetrate international markets it targeted.
- Enhancement of FA Maker's brand on a global scale.
- Boost in international sales and successful operations.

“ Thanks Jason for delivering what you said you would, we are starting to see some real improvements online and hope to build on this and continue the relationship going forward. ”

By Mitchelle B.

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