



TalkAboutCreative

Professional Attention Seekers

Case Study: Motif Creative Design



Motif Creative Design is a graphic design studio in Brisbane.

Our challenge: **Attract more clients**

Abstract

How can we increase Motif's visibility and leads with the right customers, on a small business budget?



Introduction

Motif Creative Design's lead designer, Rebecca Reed approached Talk About Creative to develop greater visibility and to increase internet based leads. The Motif brand has been built on Bec's reputation for world class, strategic graphic design. Bec offers the valuable difference of providing design on par (or better) than large advertising and marketing agencies but without the overheads.

We set out to provide Motif with a results driven service, based on her advantages in the marketplace. Utilising a range of Google and third party tools we completed a comprehensive audit for this client. Assessments included:

- Buyer Personas
- Competitor Analysis
- Industry Analysis
- Keyword Challenges, Targeting and Opportunities
- Design Challenges
- Budget Challenges
- Execution

We uncovered a number of key opportunities that allowed us to put a strategy in place on her budget. The work was carried out by Dana Flannery, Strategist and Justine Kearney, Copywriter.

Methodology

Buyer Personas

While positioned at the “low professional” end in the industry, Motif’s aim was to grow custom amongst professional and corporate clients. The desired client was a marketing manager or “bricks and clicks” owner. Our goal was to assist Bec in setting her firm apart from the lower end of the market who targeted start-ups and micro-business clients. This would not only remove Motif from this extremely competitive market, but allow for price increases without decreasing market share. We aimed to position Motif as “beyond just a freelancer” and yet “still affordable” in response to the two pain points of this target market: “

“I don’t trust my brand to a freelancer”

“I struggle to know where to invest my marketing budget”

We determined that these customers needed the right balance of conversion driven design with reassuring text.

Motif was struggling to “break free” from the “freelance” label. Motif was in a difficult position as a percentage of the “bread and butter” income was still derived from micro businesses seeking a freelancer. We needed to continue to attract these brands initially while preparing Motif to grow.

Competitor Analysis

The Graphic Design industry in Brisbane is composed of several layers of providers including:

1. Advertising and marketing agencies
2. Specialist design and branding agencies
3. Graphic design firms
4. Freelance graphic designers

We determined that we’d need to conduct research on both micro and larger businesses and then segregate the information by landing page. We developed a list of the key players in both categories and commenced investigations on their branding, website and services. We were then able to develop a positive branding message that positioned Motif as the clear ‘best choice’

Industry Analysis

We uncovered a series of opportunities for the Motif brand, most importantly:

- Advertising and marketing agencies were not focused on design based keywords
- Larger branding and design firms were using aggressive (and expensive) SEO companies to drive rankings while sacrificing on page optimisation.
- The mid-sized firms (the market Motif hoped to “own”) were using poor SEO tactics
- Competing Freelance graphic designers presented an unfinished and unprofessional brand

We developed a strategy around these key points and set to work on keyword research.

Keywording

In addition to the most searched keywords for this industry, we uncovered some opportunities for Motif to service both the freelance and mid-sized design firm market. We created an on page keyword strategy designed to rank quickly for the “freelancer” end market while growing the larger keywords over time. This allowed for Motif to keep micro-business based cash flow in place while transitioning to bigger clients using more competitive keywords over time.



Design Challenges

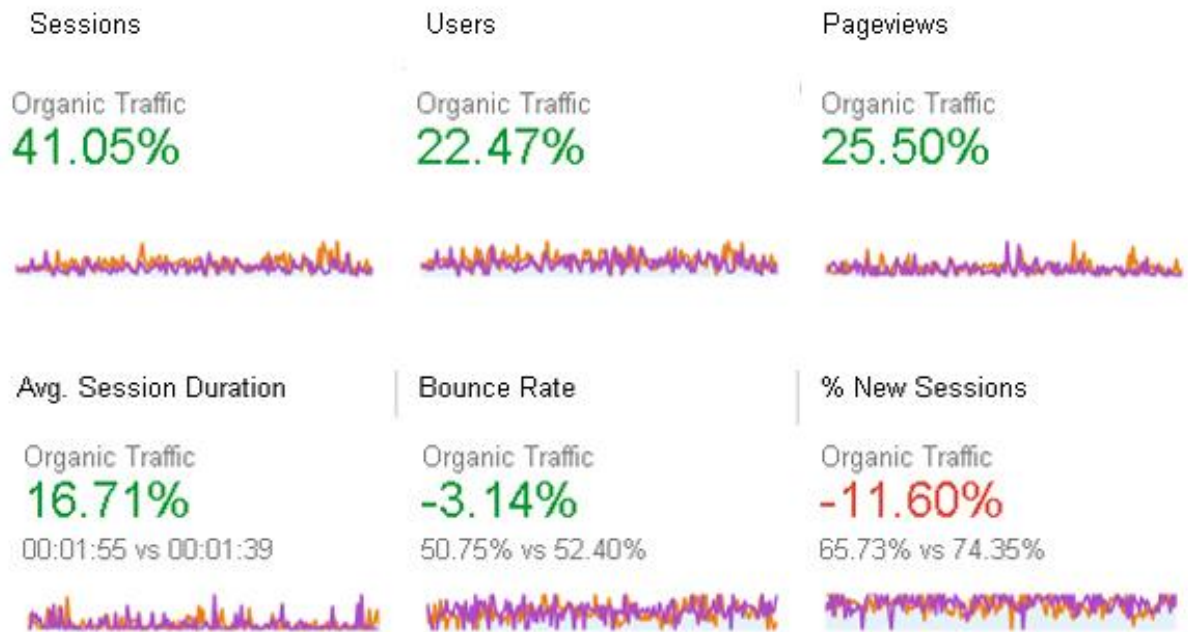
With all design based industries, it's the design that converts the customers. We were faced with the challenge of delivering enough information to overcome buyer objections while still delivering a clean design. Bec tailored the site's design to accommodate the extra written text beautifully, after all she's a great designer!

Budget Challenges

Motif was a growing freelance business at this time. Together we decided that Motif's limited budget was best allocated to branding rich, optimised website copywriting. This was risky as Motif had very few inbound links at the time. We felt confident we could use the industry weaknesses to our advantage and then advise Bec on best practice for building organic links to her website without paying for ongoing SEO.

Results

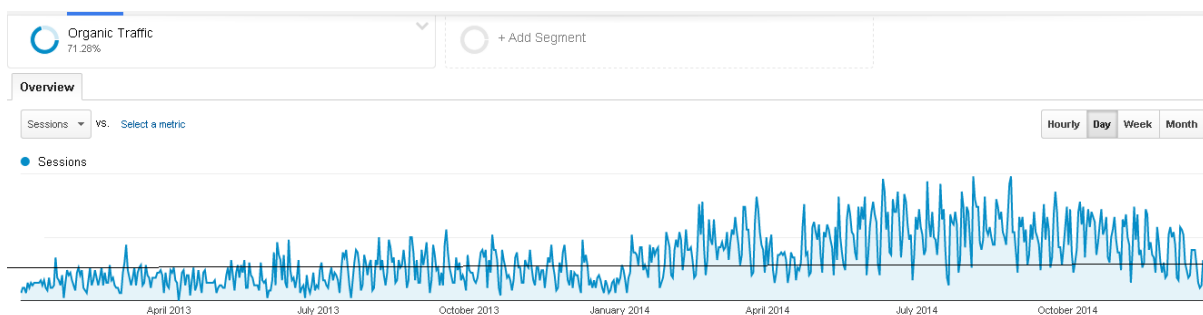
Motif received a **41% increase** in traffic in the first three months of the new strategy.



"My website moved to page one and remained there. My business has grown significantly."

Over the period since implementation, Motif has adopted a few "best practices" for organic link building. They have never used ongoing paid SEO services. Instead they've opted for including link building as part of their ongoing networking and professional practice. Compared to the rest of the Brisbane design industry, **Motif has very few inbound links**, and these are not from high authority sites.

The results? **71% of Motif's traffic now comes organically through search engines. We're now two years in.**



Keyword Rankings



Over time, and across dozens of algorithm updates, Motif has greatly increased its visibility and grown its market share. Our approach to quality driven content delivers long term sustainability and excellent results throughout the growth period.

Keyword	Pos	Volume	CPC	URL
graphic design brisbane	1 (1)	720	12.03	motifcreativedesign.com.au/
logo design brisbane	1 (1)	390	6.32	motifcreativedesign.com.au/
brisbane graphic design	1 (1)	170	19.02	motifcreativedesign.com.au/
graphic designer brisbane	1 (1)	170	10.89	motifcreativedesign.com.au/
graphic designers brisbane	1 (1)	140	10.26	motifcreativedesign.com.au/
creative design	4 (5)	320	4.47	motifcreativedesign.com.au/
brisbane logo design	1 (1)	30	10.43	motifcreativedesign.com.au/
graphic designers	15 (17)	880	8.21	motifcreativedesign.com.au/
brisbane graphic designers	2 (2)	30	6.79	motifcreativedesign.com.au/
graphic design companies brisbane	2 (3)	30	0.00	motifcreativedesign.com.au/
brisbane graphic designer	2 (2)	30	0.00	motifcreativedesign.com.au/
cheap graphic design	4 (4)	40	5.05	motifcreativedes...icing/
graphic design studio brisbane	6 (8)	40	0.00	motifcreativedesign.com.au/
creative designer	6 (7)	30	0.00	motifcreativedesign.com.au/
graphic design studios brisbane	11 (15)	30	0.00	motifcreativedesign.com.au/
creative logo design	10 (13)	30	4.83	motifcreativedesign.com.au/
brisbane graphic design studio	10 (12)	20	0.00	motifcreativedesign.com.au/
graphic design company	15	110	10.32	motifcreativedesign.com.au/
graphic design logo	17 (16)	110	3.79	motifcreativedesign.com.au/
graphic design studios brisbane	12	30	0.00	motifcreativedes...about/
designers brisbane	12	30	0.00	motifcreativedesign.com.au/
graphic designer logo	16	40	2.37	motifcreativedesign.com.au/
freelance graphic artist	12 (6)	10	4.58	motifcreativedes...icing/
graphic design rates	17 (16)	30	3.10	motifcreativedes...icing/
logo design au	16	20	2.72	motifcreativedesign.com.au/

Comparative Results

Despite competitors having substantially stronger (and far more costly) SEO metrics, Motif continues to rank number one and top three for core industry keywords. This represents a **saving of tens of thousands of dollars** for the Motif brand compared to their competitors.

Brisbane Graphic Design | Motif Graphic Design Brisbane ...

motifcreative.design.com.au/ ▼

Affordable, professional **graphic design** service in **Brisbane**, Motif has twenty years in the **Brisbane** design industry & delivers superior, results driven.

[Logo Design](#) - [FAQ's](#) - [Services](#) - [Client Testimonials](#)

1) PA: 34



251 links /
19 RDs

DA: 23



755 links /
20 RDs



Link
Analysis

Graphic Design Brisbane - The Creative Noise

thecreativenoise.com/ ▼

Mar 29, 2014 - **Graphic Design Brisbane** Studios, Logo Design Brisbane, Website Design. Design for small and larger businesses. Unlimited Changes!

2) PA: 45



9,095 links /
123 RDs

DA: 35



19,120 links /
139 RDs



Link
Analysis

Home | Juno Creative. Graphic design Brisbane – Graphic ...

www.junocreative.net.au/ ▼

T. 1300 88 50 70. Graphic design Melbourne. **Graphic design Brisbane** - Branding, print and digital design. In business for over 10 years.

3) PA: 38



900 links /
37 RDs

DA: 25



3,633 links /
40 RDs



Link
Analysis

The Room Design Studio: Graphic Design Agency in Brisbane

www.theroom.com.au/ ▼

The Room Design Studio offers excellent **graphic design** in **Brisbane**. We also provide annual reports design, branding and web development.

4) PA: 46



4,808 links /
45 RDs

DA: 36



8,723 links /
63 RDs



Link
Analysis

Web Design Brisbane - Creative Curiosity | Graphic Design ...

www.creativecuriosity.com.au/ ▼

We're Creative Curiosity, a **Brisbane** based team specialising in Logo & Branding, Web Design, Web Development, **Graphic Design** and Print Design.

5) PA: 39



4,589 links /
29 RDs

DA: 32



16,921 links /
50 RDs



Link
Analysis

Algorithm Performance

Google algorithm changes often result in penalties – especially for brands in competitive markets using aggressive SEO firms. This was one of the opportunities we recognised for Motif in our initial assessment – the bigger companies were using highly risky strategies for search engine results. Motif has consistently improved across all Google Algorithm updates. Motif, as a local service based business, was especially susceptible to local SEO algorithm changes but enjoyed a sharp increase in rankings across the roll out period.

Sustainability

Over the period, Motif has been able to ‘grow into’ their desired market and is no longer servicing smaller businesses. They have evolved the branding message and strategy on the site to keep up with this evolution. As we put “forward thinking” SEO strategies in place, they were able to grow into bigger keywords over time. This represents two years (and counting) of valuable, on target traffic.

Conclusions

It’s possible for a small business to outgrow competitors without investing heavily in risky link building activity. Through focusing on 100% quality, branded copy, careful keyword research and best practice organic link building, your brand can dominate your local marketplace.