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Case Study

POWERING LEVIT8'S DIGITAL GROWTH



Revamping Levit8's website and SEO to drive record-breaking, quality leads

KEY OUTCOMES

A new website aligned with Levit8's brand that **increased speed from 6+ seconds to less than 3 seconds**



Increased rankings for all target keywords into the top 5 positions in less than 6 months



Record-breaking lead generation with the highest number of leads in over a year, and **increased invitations** to tender

OVERVIEW

Digital Challenges in a High-Competition Industry

Levit8, a managed IT services provider, faced multiple challenges in growing its business online.

Despite their expertise in providing IT solutions, they struggled with low lead generation and the inability to convert high-quality leads. Their brand visibility in Brisbane and the Gold Coast was limited, resulting in poor inbound traffic.

Additionally, their previous website was not optimised for conversions, affecting the overall business growth. With many existing clients unaware of Levit8's full range of services, there was a clear need for a digital strategy that would improve visibility, attract quality leads, and drive conversions.

THE SOLUTION

Optimisation at Every Touchpoint

SGD worked closely with Levit8 to implement a multi-phase digital strategy. First, we redesigned their website using WordPress, ensuring a faster and more user-friendly experience that aligned with their brand.

Next, we focused on an SEO overhaul, optimising for high-impact keywords local to the Brisbane and Gold Coast areas. This approach resulted in significant improvements in search rankings.

Additionally, we implemented targeted Google Ads campaigns, focusing on high-intent keywords to drive qualified traffic.



To improve conversion rates, we optimised landing pages with clear CTAs and streamlined navigation, ensuring visitors had a better user experience.

Combined, this digital overhaul increased visitor trust, encouraging high-quality leads to come through and offer tender invitations.



THE RESULT

Upgrading Levit8's Lead Generation Approach

- Website

A new, high-performing website that aligned with Levit8's brand.

- Tender Invitations

A new website that improved trust and credibility, increasing tender invitations.

- Lead Generation

Achieved the highest volume of leads in over a year, surpassing previous records.

- Conversion Rates

Improved significantly through landing page optimisations and clear CTAs.

- SEO Rankings

Increased rankings for all target keywords into the top 5 positions in less than 6 months.



Client Feedback



JAMIE

CEO at Levit8



"The leads that have come through are such high quality that I can see the biggest difference in return. There's one in particular that we're meeting tomorrow, and we are getting invited to more tenders, which never happened before. One lead said she spent a lot of time researching, and the website made her confident before choosing to invite us to tender"

Let's Work Together to Build Something Great!

We do more than just design websites - we provide the expertise and experience to grow your business.

GET STARTED

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