



COMPANY CASE STUDY



Water tank supplier and wholesaler.

AT A GLANCE

CHALLENGES

- Low existing rankings
- High competition
- Lack of keyword-optimised content on key pages

BENEFITS

- Trusted brand - 20+ years
- Strong local demand
- Established website
- Clear target keywords
- Clear Sydney/NSW target regions



“Love the team at Digital Presence. Louie has an amazing knowledge of all things SEO and Ads and a range of other subjects - nothing is too hard! Thanks guys!”

CASSANDRA BUONO

OBJECTIVES

Poly Water Tanks set out to boost their organic visibility on Google while reducing their dependence on underperforming Google Ads. After identifying wasted spend in their ad campaigns, we redirected their efforts toward a more strategic and cost-effective approach—an integrated SEO and Google Ads strategy. By optimising for high-value commercial keywords across Sydney and NSW, we restructured their digital sales funnel to attract more qualified traffic and maximise ROI.

SOLUTIONS

Digital Presence implemented a comprehensive SEO strategy, including in-depth keyword research, content optimisation, and keyword mapping focused on their top 50 revenue-driving terms. We also revamped their Google Ads campaign to target high-converting search terms more efficiently and improve overall return on ad spend.

RESULTS

- ✓ 17 key keywords reached the Top 3 on Google
- ✓ 76 keywords ranked on Page 1
- ✓ SEO traffic increased by 9.52%
- ✓ Google Ads traffic up by 53.45%
- ✓ Leads from SEO + Google Ads doubled

Metric		polywatertanks.com.au	
● Visibility Score	5,046	▲ 3,055	
○ Visibility Percent	46.21	▲ 5.74	
○ Average Rank	20.64	▼ 6.37	
○ On First Page	115	▲ 75	
○ Below First Page	249	▲ 187	
○ First Place	7	▲ 3	
○ Top 3	23	▲ 17	
○ Top 5	62	▲ 51	
○ Top 10	115	▲ 75	
○ Top 20	225	▲ 131	
○ Top 30	285	▲ 152	