

Our aim is to partner with people, brands and companies that share our passion for digital, and the internet on the whole. We value learning, numbers, creativity and integrity above all else, and luckily enough, have acquired a diverse team and client base that share this with us.



Helping NSW voters get to the ballot box



GMG drive organic traffic to VoteNSW.info domain to help voters access election specific content.

Background

GMG was approached by the NSW Electoral Commission for assistance on increasing traffic to their VoteNSW website with the aim of furthering upcoming election awareness.

Mission GMG aimed to generate more organic site visits with search engine exposure which in turn was aimed to drive early voting, online voting and higher attendance at voting locations on the election day.

Methodology GMG considered the highest demand phrases used by voters and were able to align this with the VoteNSW domain accordingly. GMG was able to map internal and external assets to achieve robust exposure prior to, during and after the election. Additionally, GMG conducted data analysis on the website’s users to better inform the NSW Electoral Commission about the voter’s priorities and online habits.

Process GMG considered the highest demand phrases used by voters and were able to align this with the VoteNSW domain accordingly. GMG was able to map internal and external assets to achieve robust exposure prior to, during and after the election. Additionally, GMG conducted data analysis on the website’s users to better inform the NSW Electoral Commission about the voter’s priorities and online habits.

Results

1.5M
Visitors in
election month

60%
From organic traffic

800%
Increase in
forecasted traffic

90%
New visitors
to site

Visuals

