

Case Study | **SEOMarketer** com.au

• Overview

SeoMarketer, an Australian internet marketing company, helps local businesses attract clients, convert leads and grow with organic traffic.

With the team based in Adelaide, Melbourne and internationally, it was critical to ensure all staff were organised and stayed accountable.

The co-founders of the company, Mark Kirk and Eben Nicholls, researched for six months to find the right software to help the business scale and become more efficient.

Instead of using four or five different software packages, they searched for one product that met all their needs.

They chose Teamwork.com (Teamwork Projects) because it is a project execution software that is powerful and flexible enough to track a project from start to finish while keeping all the team informed, productive and accountable.

In addition, Mark and Eben decided on installing Teamwork Desk to provide easy and smooth communication amongst his team, and for his clients.



Mark Lirk
Chief Executive Officer

“HDQ and Greg listened to our issues, our problems and what we wanted, he solved our challenges, gave us practical actions and shared his knowledge to show us how to best use Teamwork for our needs. We would definitely recommend their services as we wouldn’t have been able to implement Teamwork as successfully without their help.”

• Challenges

Although the Teamwork software is intuitive, Mark and Eben recognised that it was beneficial to hire HDQ Consulting to implement the software so that it could be used effectively to organise the projects, processes and systems easily as well as integrate smoothly with billing.

• Solution

Greg from HDQ Consulting was engaged to implement the software, educate the SeoMarketer team and work out any kinks with the process.

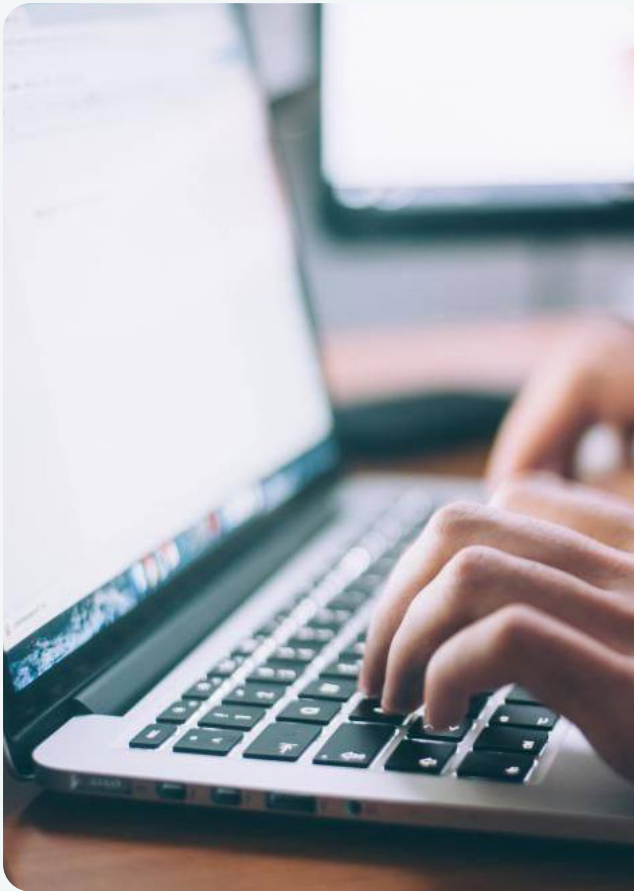
Greg listened to what SeoMarketer wanted to achieve, what issues they needed resolving and what challenges they were having.

With Greg's six years of experience running projects in Teamwork, he knew every likely problem that SeoMarketer could be confronted with and gave practical solutions and several options for how to best use Teamwork to meet their unique needs and goals.

This included setting up the software for SeoMarketer so they could leverage what they do and scale in future.



• Result



The project was successfully implemented with all the challenges resolved, resulting in the company having a robust and best practise software solution that helped the business become more organised and improved the communication and accountability of the team.

Instead of doing project tasks manually or repeating tasks between team members, the Teamwork.com software increases productivity, organisation and communication by incorporating the unique business processes as well as providing visibility of all project tasks.

Not only is Teamwork easy to use and easy to collaborate with amongst the team members, but it also creates templates so that processes can be easily duplicate, which helps to improve organisation and efficiency.

The result is a tailored software that keeps all team members in Australia and overseas aligned, efficient and accountable with clear communication channels.