

New Chapter Business Sales

Case Study



COMPANY OVERVIEW

New Chapter Business Sales is a licensed business brokerage based in North Queensland, Australia. They specialize in selling businesses across Townsville, Cairns, and Mackay, offering expert valuations, superior marketing, and personalized support to business owners seeking to sell successfully.

PROJECT SCOPE

- Website Development
- On-Page SEO
- Technical SEO

PROBLEM

New Chapter Business Sales needed a professional, modern, and optimized online presence that clearly positioned them as the top local business brokers. Their existing website lacked strong SEO foundations, affecting organic visibility and user engagement.

SOLUTION

We developed a fully customized WordPress website that captured their brand's authority and professionalism. Our SEO team implemented on-page SEO best practices and a comprehensive technical SEO overhaul, ensuring faster load times, mobile responsiveness, and higher search rankings.

CHALLENGES

- Crafting a seamless user journey for multiple service areas (Townsville, Cairns, Mackay).
- Ensuring SEO optimization without losing the site's clean design aesthetic.
- Structuring service content for maximum discoverability and clarity.

RESULTS

- A visually strong, conversion-optimized website built on WordPress.
- Improved Google search rankings across targeted local keywords.
- Faster website speed, enhanced mobile usability, and stronger local authority positioning.

