

Weblizard Portfolio

This PDF contains examples of work done by Weblizard's team. It also contains useful information about current digital trends with clever explanations.

Please feel free to enquire for more details, stats and address us any further questions.

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See the feedback

from one of our recent clients for whom we developed a new bright website, efficient booking platform and manage social media accounts since November 2018.

kiwi tuktuk



We have been looking for sometime for the right person or company to assist us in getting a very good website and Social media platform that would place Kiwi Connect NZ in the spot light of multiple sectors of the tourism industry both here in New Zealand and abroad.

I meet Anastasia 6 months ago while she was working on another project that we were both involved with and it was like a breath of fresh air if I'm being honest with what she brought to the table in a very short time which simply blew us away! I knew then that this was the team we had been looking for an approached Anastasia to request she review our project and provide costings.

Our previous site was very functional and everything worked fine but it was stiff and bland and was missing vital ingredients that really didn't show the fun aspect of what we do.

I gave the brief to Anastasia that we wanted to highlight the "real fun side" of what we do and get our message to the wider audience.

Within two weeks of starting work we had a website that was so Kiwi Connect NZ with slide shows, easy to use formats and very functional in every way.

Her attention to detail is second to none and what was produced in a very short time to include visits to our location of operation to record video and drone footage was simply superb. It was wow factor and following this up with Social media campaigns that are already giving us a much better result with enquiries and bookings!

Weblizard are very well priced and cost effective and we knew what the price was before they started with no hidden surprises along the way with extra costs which we have had on numerous occasions previously with other companies.

This team are a one stop shop that cover all aspects of what their client requires so for a small business that wants and needs to raise their profile then I would say look no further! They are very switched on with all aspects of web design and social media and lots more with a team of professionals that provide backup from a technical point of view to make things sync and iron out very quickly any glitches which you inevitably get.

So, in summary I would like to say from Team Kiwi Connect NZ to Team Weblizard a big thank you for providing us exactly what we asked for and needed to take us forward. Its been a pleasure and easy to work with you all and look forward to a long working relationship.

I would not hesitate in recommending Weblizard to any prospective client.

Graeme Rivett - Managing Director of Kiwi TukTuk
www.kiwituktuk.co.nz



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www.weblizard.co.nz

More feedbacks

We are highly-rated on Google

[read all reviews here](#)



Weblizard Limited

5.0 ★★★★★

powered by **Google**

“ ★★★★★ Working with Weblizard is hassle free. We had troubles with setting up our Google Ads. Anastasia made it for us in a short period of time and we have started getting a lot more traffic. The most important that we are not just getting the leads now, but we are getting the conversions. Highly recommended.

R

ROMAN LEGEZA

4/05/2019

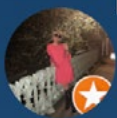
“ ★★★★★ Anastasia has really helped lift our profile in digital marketing and website updates and as a result we are seeing an increase in our website traffic and bookings. She is very obliging and clearly knows her stuff! We are very happy so far with our results and recommend Weblizard if you are looking to increase your digital footprint!

“ ★★★★★ Anastasia and Dan are a fantastic team to deal with! They made us a professional and very functional website, helped set-up everything hassle-free. Great work, 5+++ From Helispecs.co.nz team we would highly recommend Weblizard to anyone needing high-quality digital services.



ADVENTURE HQ TAUPO

3/28/2019

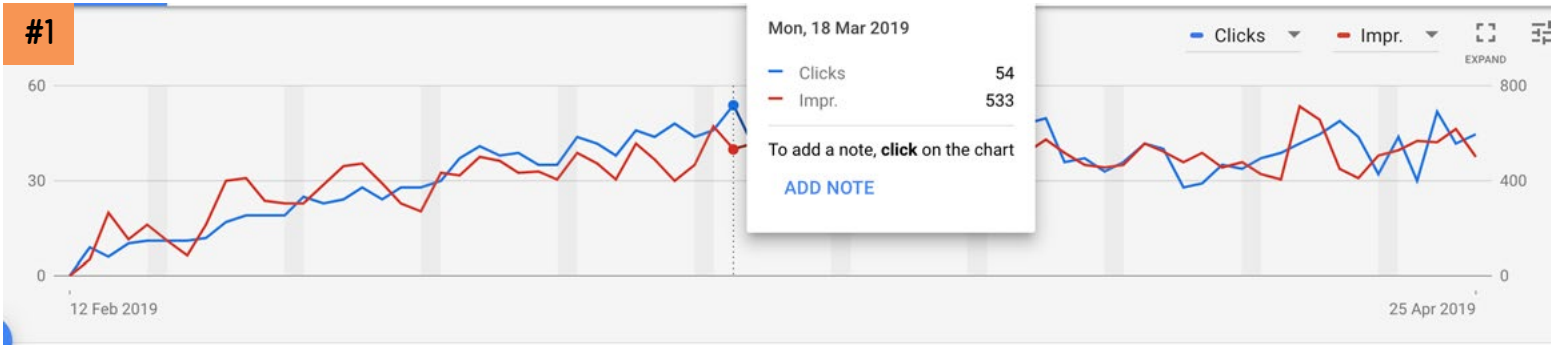


LIUDMYLA DOROSHCHUK

5/12/2019

Our portfolio

Recent Google Adwords Results

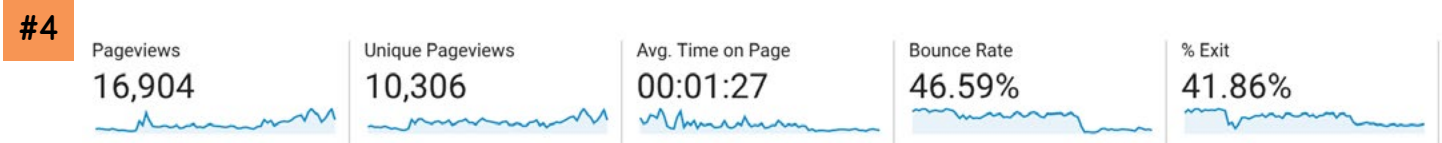


#2

Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC
Tongariro Crossing	Paused	auto: NZ\$0.38	Standard	2,486	32,486	7.65%	NZ\$0.30

#3

Ad	Ad group	Status	Ad type	Clicks	Impr.	↓ CTR	Avg. CPC
From 25\$ one-way TONGARIRO CROSSING SHUTTLES adventurehq.co.nz Book your premium door to door shuttle at affordable price. Travel in modern comfy Vans. With knowledgeable drivers and company that is operating for 10+ years!	Tongariro Crossing	Ad group paused	Expanded text ad	658	6,407	10.27%	NZ\$0.27



AdventureHQ SEO and SEM Feb'19-Apr'19 results

Above you can see the print-screens of one of our client's website traffic #1, performance of paid advertising #2-3, and overall website performance over the period that we were boosting client's online performance #4

AdventureHQ is the business based in Taupo, New Zealand. It provides premium shuttle services to Tongariro Crossing, around Taupo and Mt Ruapehu. They exist 10+ years and have high-competition. They also had poor online performance because of bad web design and non-accurate Ads and SEO set-up. In February, we improved everything for them: redesigned the website, started Ads on Google and FB, improved their SEO and in just 2 weeks after we started seeing an increase in sales by 40%+, much better web performance and a huge increase of their Google Rank and amount of website Traffic.

We are very proud to share the results of the recent campaign (promotion of Tongariro Crossing Shuttles during Feb'19-Apr'19), which has a CTR of 7.65 average (the industry standard is ~2-3%), with low bounce-rate of 46% (standard is ~70%, the lower the better).

Overall, AdventureHQ got 5\$ of every 1\$ spent on Ads (standard is 2\$) => results are amazing and we are always trying to get best results for our clients.

Our portfolio

Recent SEO results



auckland mobile hair artists



Beauty On Demand | Auckland Hair and Makeup Artists

<https://www.beautyondemand.co.nz/> ▼ Перевести эту страницу

Trusted stylist that come to you on demand! **Mobile MAKEUP ARTISTS & HAIR STYLISTS** that come to you in **Auckland**, Wellington & Queenstown. We are a ...

Ali's MakeUp Station - Mobile Hair and Makeup Artist Auckland Wide

makeupstation.co.nz/ ▼ Перевести эту страницу

We are a team of Makeup **Artists** and **Hair Stylists** focusing on weddings and special occasion **hair** and makeup. Ali and her qualified team can minimise your ...

SEO KEYWORDS ?	VOLUME ?	POSITION ?
hair and makeup auckland	260	2
beauty on demand	90	1
affordable hair and makeup auckland	90	1
mobile hair and makeup auckland	70	1
wedding makeup and hair auckland	90	2
makeup and hair auckland	40	1
cheap hair and makeup auckland	30	1

Beauty On Demand (BOD) SEO

Above you can see the print-screen of one of our client's ranking with keyword 'Auckland mobile hair artists'.

Before BOD came to us, it was on the 2nd and 3rd pages of Google Search, it had poorly optimised website and did not have any SEO set-up at all. Within 4 months of our collaboration, we have boosted their website performance and now this website has several pages appearing on first pages of google with one having the top - #1 position! Such improvement helps the client get 100+ daily organic traffic on website, with over 50% of conversions = bookings.

As a consequence, client is fully-booked for the season and is extremely happy with the results.



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Our portfolio

Recent Websites

Click on the logo to see the website

We do an amazing job at affordable price, as we believe that high-quality digital work does not have to cost you a fortune. We work with small and medium local businesses and help with everything digital, while you can focus on your business. Explore our recent website creation and improvement works by clicking on the logo.



ADVENTURE HQ
Premium Shuttle Services
Tongariro, Mt Ruapehu,
Taupo



KIWI TUKTUK
Innovative Auckland
Travel Experience



Booby Cushions
Making life more
comfortable during the
fight against breast cancer



TAUPO PLAN SERVICE
Taupo's oldest
Architectural Design
Business



TopRofer
Roofing Specialists
Northland



HELI SPECS
Professional Helicopter
Maintenance Services
Tauranga



JFS Construction
Building Experts in the
Ruapehu Region



XenPod
Unique Lymphaciser &
Harmonic Energiser



BEAUTY ON DEMAND
Mobile Hair & Makeup
Artists in Auckland,
Wellington, Queenstown



Joy Festival
Health, Wellness &
Conscious Living Event
in the Far North, Hihi



PURE RESULTS
Business and Life
Coaching Solutions
Auckland

Our portfolio

Social Media Management

Kiwi TukTuk Facebook and Instagram accounts management

[Instagram Account](#)
[Facebook Account](#)

The brief from the client is to raise awareness and tell customers about tours and places it can take them to. We post 2-3 times/week with photos of tours, places and special offers, everything done in an entertaining and fun way - the way the brand positions itself.

Kiwi TukTuk is a new business and therefore we also run ads on Social Media to raise awareness, following and engagement.

Kiwi TukTuk [website](#) receives a lot of new traffic daily with the help of social media accounts and online promotions.

Kiwi Tuk Tuk
Published by Nancy Grishina [?] · November 15, 2018 · 🌐

Fancy to explore the city in an entertaining way? 🤖 🇳🇿 🇳🇿
We are first Tuk Tuks in New Zealand 🇳🇿
We are 100% electric 🍏
and we can take you anywhere around CBD!
Check out our tours or create your own @ www.kiwituktuk.com 🤖
#kiwituktuk

5,206 People Reached 471 Engagements [Boost Again](#)

Boosted on Nov 27, 2018 Completed
By Nancy Grishina

People Reached	3.5K	Post Engagement	251
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[View Results](#)

👍 🤖 🇳🇿 88 9 Comments 13 Shares

Our portfolio

Designs

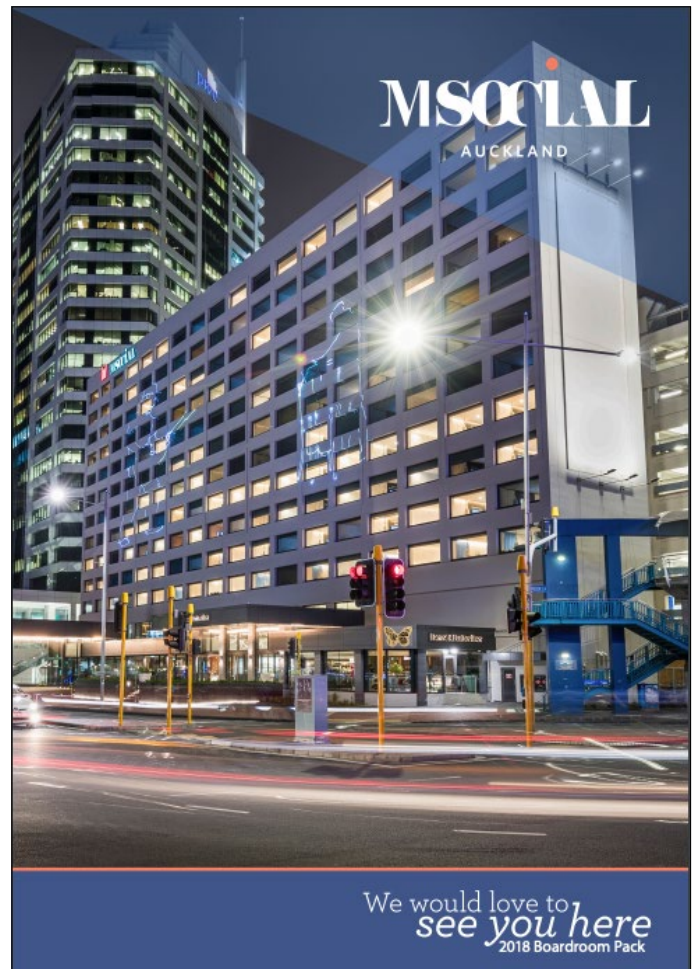
We can create and produce any kind and complexity of design-project.
For digital and outdoor, print and online use.



<- Design and production of plants description nameplates for M Social Auckland

Design and production of conference brochure for M Social Auckland.

[Click](#) to see the whole document ->



<- Design and production of outdoor promo-board for Kiwi TukTuk



Our portfolio

Photos for Social Media – Food and Drinks

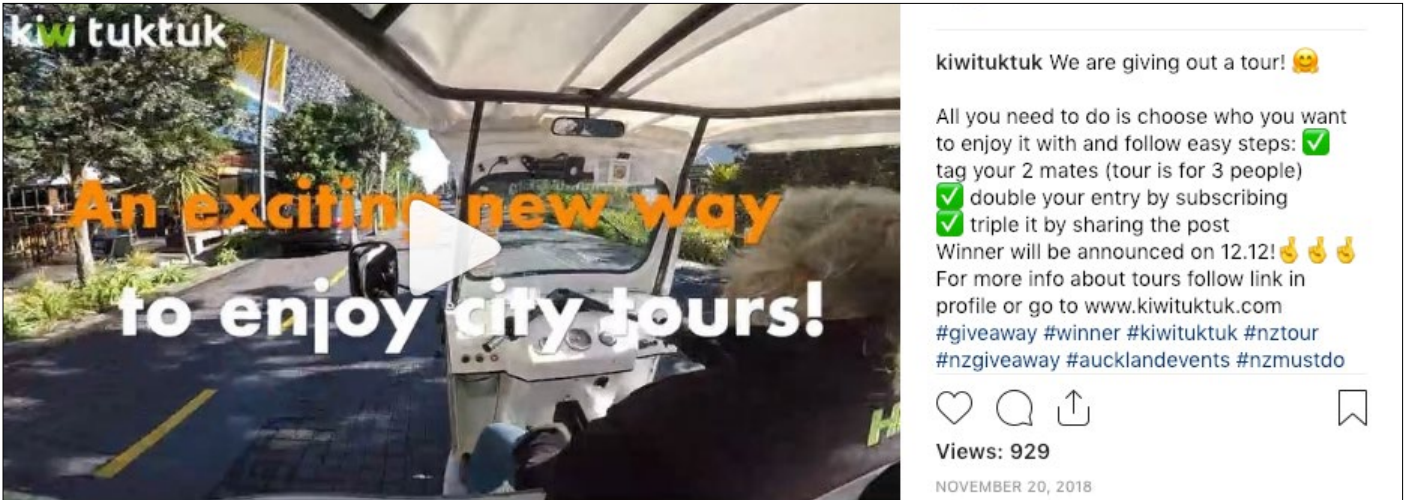
We can make tasty and enticing photos of your dishes and drinks to share online and for print.



Our portfolio

Videos for Social Media and Promotion

We create videos that can give an introduction into brand, special offers and products/services you sell. We have latest photo, video and drone equipment and use latest edit software. **Click on the video to view it.**



kiwituktuk

An exciting new way to enjoy city tours!

kiwituktuk We are giving out a tour! 🤗

All you need to do is choose who you want to enjoy it with and follow easy steps: ✓
tag your 2 mates (tour is for 3 people)
✓ double your entry by subscribing
✓ triple it by sharing the post
Winner will be announced on 12.12! 🙌🙌🙌

For more info about tours follow link in profile or go to www.kiwituktuk.com
#giveaway #winner #kiwituktuk #nztour #nzgiveaway #aucklandevents #nzmustdo

Views: 929

NOVEMBER 20, 2018

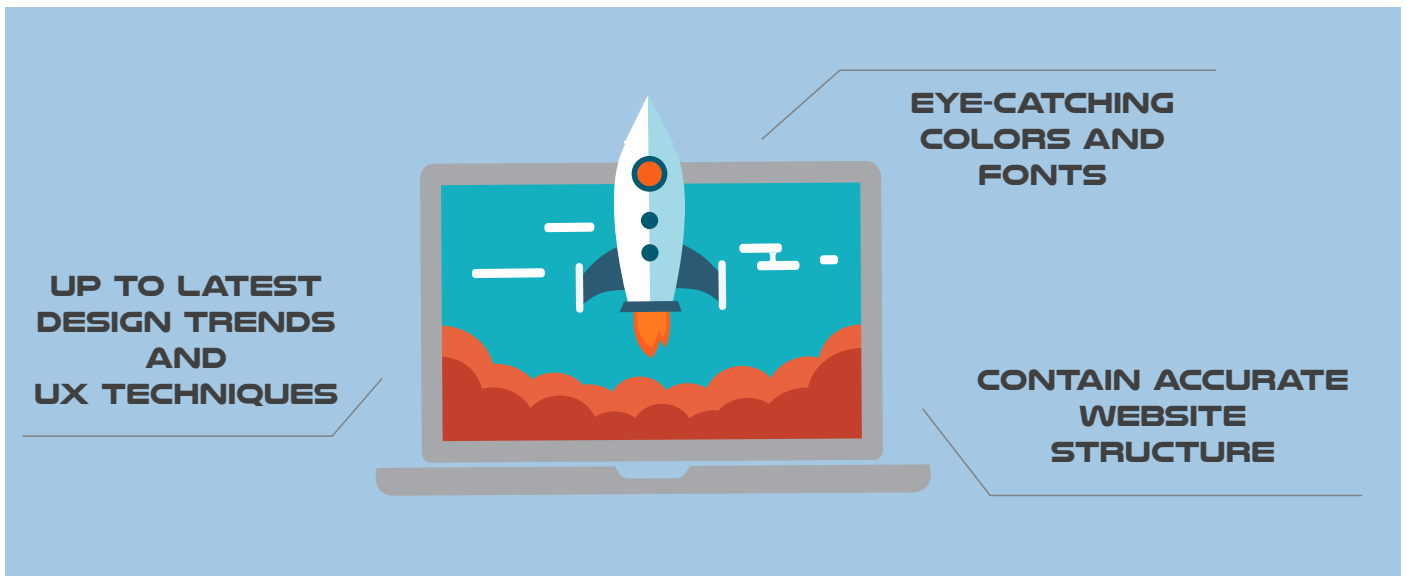


WEB DESIGN TRENDS

Industry Standards

Nowadays, if you want a good website, it should have a whole lot of up to date features. Moreover, it should follow the Google Webmaster guidelines, so that your website could rank higher and users could find it faster and easier.

The top of list's must-haves are: website should be light and fast, secured with SSL certificate, with loading speed of < 3 seconds. It should be optimised for all devices. It should have a basic SEO set-up on every page, which enables better Google indexing. It should be unique, provide useful and trustful information, be well-organised - in other words, it should be user-centric.



Website is just the beginning

But creating a website is not enough to start getting top results right away. You will need to promote it via online advertising, via Social Media Channels and more.

We provide a full spectrum of digital services, so we are not only able to create your website but also run efficient advertising, manage your social media accounts, create photo, video and drone footage. We are able to come up with a Long-Term strategy for your business and help you get on top of your competition.

Design is one of the first important steps every website should consider.

70%
OF WEBSITE VISITORS
LEAVE IF IT DOES NOT
LOAD WITHIN 3-4 SEC

90%
OF USERS ABANDON
WEBSITES THAT ARE
NOT MOBILE-FRIENDLY



You have a BIG potential to improve your website and increase your website traffic



OVER 3.8 MILLION MOBILE PHONES ARE ACTIVE IN NZ = 85% OF POPULATION

**75% OF THEM SHOP ONLINE
OVER 50% OF THEM VISIT THE STORE
NEXT DAY**

**21% OF THEM COMPLETE PURCHASES
VIA MOBILE PHONES**

**IF YOUR WEBSITE IS NOT MOBILE-FRIENDLY
YOU LOOSE > 50% OF YOUR WEBSITE VISITORS**



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WEBLIZARD APPROACH

With Weblizard you get the best offer available on the market

While keeping prices competitively low, we create all our websites using the latest and best web design techniques.

We make websites on Wordpress / Shopify platforms - that are the most popular, flexible and effective platforms for building websites.

Your website will be able to grow as your business grows, its highly customisable and we literally can make anything and add any functionality you might need in future! Moreover, we set-up high-quality SEO for every website (Search Engine Optimisation that helps you get onto top results in Google => as a result, get 90% of potential website traffic)

From the very beginning we make all our websites up to highest standards of web design: they are fast, with great performance, light, mobile-optimised, consumer-centric, with easy navigation, and amazing in terms of SEO (not a lot of companies do this in NZ)

We create a unique design for every website so that you will stand out among your competition and remain your own brand style.

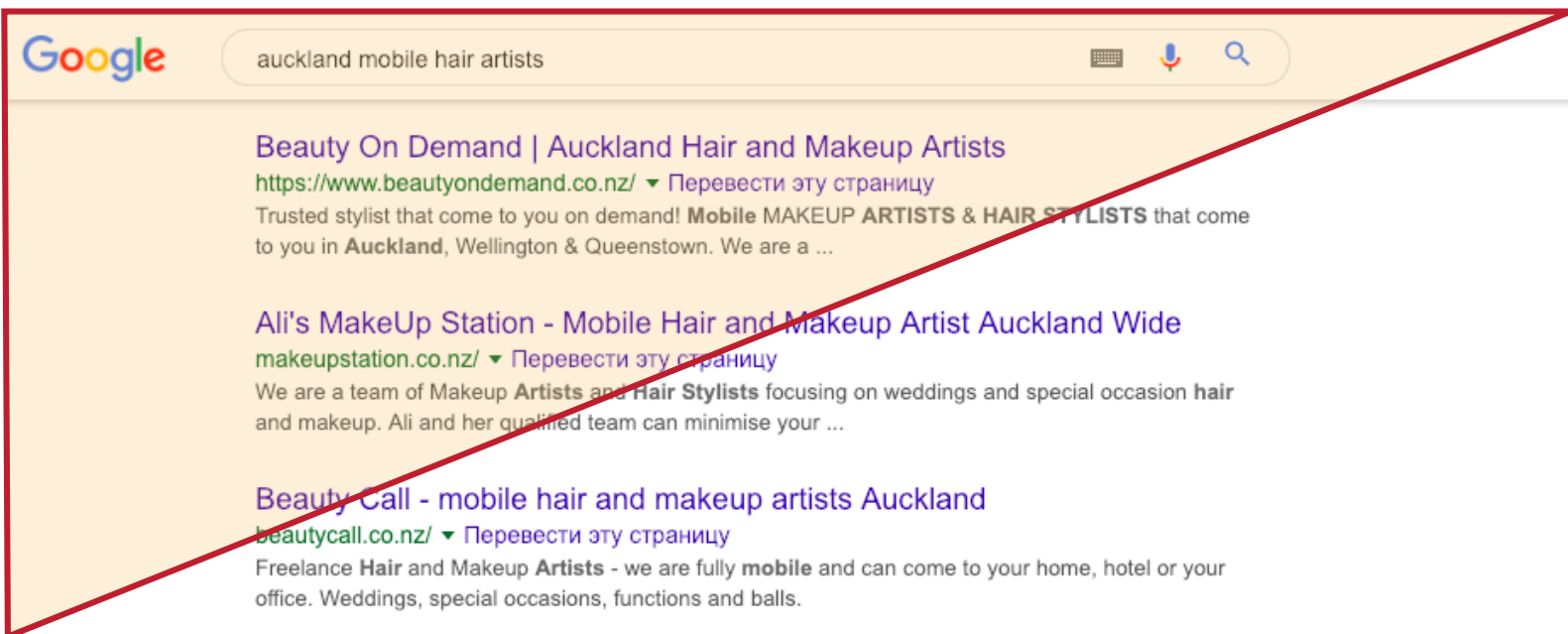
**MOST PEOPLE
DO NOT SCROLL PAST
1ST PAGE ON GOOGLE**

**IN ADDITION,
THEY RARELY LOOK FURTHER
THAN 3RD RESULT**



Read about the [Digital Lid Technique](#), created by Weblizard. It explains why and what we apply in order to make any business shine online!

The Google Golden Triangle

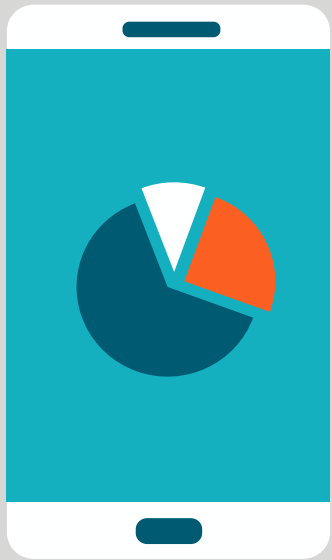


**print-screen of one of our client's ranking with keyword 'auckland mobile hair artists' has #1 ranking and brings hundreds of new clients DAILY*

If you are not in TOP 3 results on Google search - **you lost 70% of potential customers**

If you are not on the first page of Google Search Results - you lost another 73% of your potential buyers

Proper SEO set-up can lead your website to the first page of Google which will result in huge increase in your website traffic and sales



**51% OF ALL WEBSITE TRAFFIC
COMES FROM ORGANIC SEARCH**

10% FROM PAID SEARCH

5% FROM SOCIAL

34 FROM OTHER

**TO WIN IN ORGANIC SEARCH
YOU MUST HAVE PROPER SEO**

**You have a HUGE potential to improve
your SEO and attract more traffic**

MUST-HAVE SEO ATTRIBUTES

3MB
MAXIMUM PAGE SIZE

3 SEC
MAXIMUM SPEED LOAD

**LIGHT, FAST,
ACCURATE**



USE YOUR ONLINE POTENTIAL

Online Advertising and Social Media must be used if you are aiming to boost your website faster. Our experience shows that with their help, the website grows x10 times faster on Google, helps to significantly increase brand awareness and brings you more clients at a shorter time scale.



93% OF THE ONLINE EXPERIENCES BEGIN WITH A GOOGLE SEARCH

EVERY BUSINESS MAKES AN AVERAGE 2\$ IN REVENUE FOR EVERY 1\$ SPENT ON ADWORDS

RECENT RESEARCHES PROVE THAT SEARCH ADS EXPAND BRAND AWARENESS 2X TIMES AND MORE



90% OF NEW ZEALANDERS USE INTERNET

**81% OF THEM USE YOUTUBE
79% USE FACEBOOK
46% USE INSTAGRAM**

75% OF SMARTPHONE OWNERS USE SOCIAL MEDIA CHANNELS ON DAILY BASIS



91%

**THE AVERAGE
TRAFFIC SHARE
GENERATED BY THE
SITES LISTED ON THE
FIRST GOOGLE
SEARCH RESULT**

Contact us today to start using the potential
of Digital Marketing in order to

Boost your business

We can help you get on to the first page of Google
and increase your ROI with the help of better Web Design,
SEO and use of SMM and SEM.



Anastasia Alex

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