

AdVisible (now AIIMS Group) & App Boxer

“App Boxer Punches Above its Weight in Google Searches”

The Big Win & Recognition

- **The Client:** App Boxer (A premium iOS & Android development agency for businesses)
- **The Agency:** AdVisible (now AIIMS Group)
- **My Role:** SEO Copywriter (Content strategy, Web Service Pages, FAQ creation, keyword integration, and internal linking)
- **The Accolade: Finalist** — [2022 APAC Search Awards](#) (*Best Use of Search – B2B*)

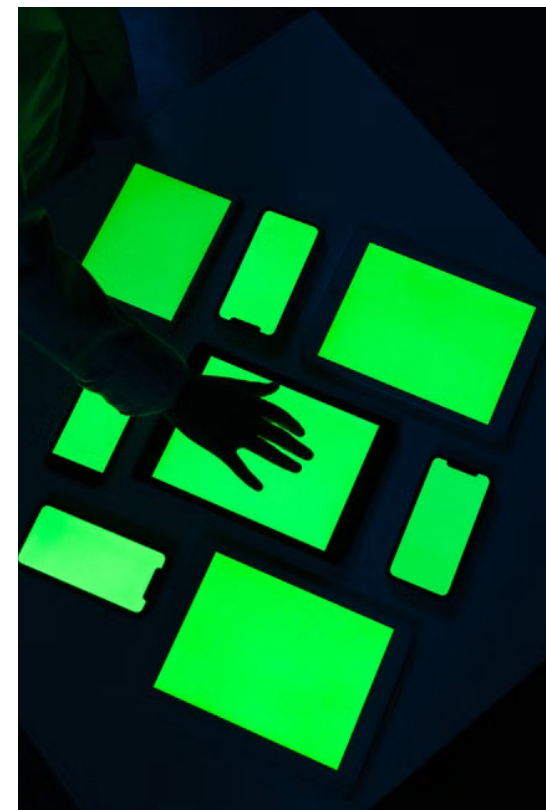
The Challenge: Brilliant App Creators with a Silenced Digital Voice

App Boxer was renowned for building seamless mobile apps for their clients. In a strange turn of events, their own digital storefront was suffering from the opposite problem. While they excelled in design innovation, their intensive, graphic-heavy website was fundamentally broken underneath the hood.

AdVisible’s specialists uncovered a restricted infrastructure where content was rigidly hard-coded in HTML within WordPress theme files. This made swift copy changes impossible. To make matters worse, the homepage slider relied on a bloated, 500-line monster script that severely dragged down page speeds and frustrated visitors. Because of this rigid codebase and slow performance, App Boxer had a severely "leaky" SEO pipeline. High-value startup founders and enterprise leads were looking for their services, but App Boxer simply wasn't visible on search engines, causing incredible business opportunities to slip right through their fingers.

Strategy & My Hands-On Contributions

SEO data is only as good as the story it tells. As SEO Copywriter, I acted as the bridge between technical analytics and a warm, magnetic user experience.



1. Translating Data into Human Intent:

I didn't just look at spreadsheets; I looked at online user behaviour. Taking the core keyword mapping and top-4 competitor reports from our lead SEO Analyst, I extracted high-intent commercial search phrases like “*mobile app development*” and “*app developers sydney*”. Using said insights, I crafted welcoming, easy-to-navigate sitemap expansion designed to guide curious founders straight to conversion.

2. Crafting Readability with SEMrush:

I wrote over **3,000 words of fresh, monthly web content** targeting App Boxer’s core business verticals. To ensure the copy was engaging, felt natural to readers, and still appeased Google SERP’s, I leaned on SEMrush to optimise my readability scores and balance keyword placement. I then strategically mapped out internal link pathways to seamlessly connect top-of-funnel educational resources with direct sales pages.

3. Anticipating the Client's Questions (High-Intent FAQs):

To capture informational queries and voice searches, I put myself in the shoes of a busy startup founder. I conceptualised, structured, and wrote comprehensive FAQ sections for high-priority pages like *Native App Development*. This gave immediate value to users who were still early in their research phase.

✨ Meeting the User's Curiosity: The FAQ Strategy

- ▶ "What is the process for native app development?"
- ▶ "How much does it cost to develop a native app?"
- ▶ "Why choose App Boxer for app development?"

4. A Beautiful Technical Partnership:

While I brought the words to life, our technical team tackled the backend framework. They elegantly condensed that 500-line script down to a swift 27 lines and optimised heavy asset files. This collaborative effort gave my newly optimised copy a fast, agile stage to perform on.

FAQ's

What is a native app?



What is the process for native app development?



What is the difference between a native app and a hybrid app?



Which is better - native or hybrid app?



How much does it cost to develop a native app?



Why choose App Boxer for native app development?



How to choose a mobile app development company?



Why choose App Boxer for app development?



E.g. Proposed FAQ content for “Native app development” / App Boxer website

The Results: From Silenced to Shortlisted

By merging empathetic copywriting with clinical technical cleanup, the campaign shattered its original forecasts in a tight **2-month execution window**:

- **Dominating the Search Engine:** We achieved a **52% average increase on focus keywords**. Most notably, the competitive phrase “*app development agency*” skyrocketed from position 31 straight to **#1**.
- **Explosive Growth in Leads:** Organic conversions jumped by **102% over 4 months**, marking a massive **545% year-over-year explosion**.
- **Surging Traffic:** Organic monthly visits grew by **38%**, establishing a **51% yearly growth rate**.
- **Maximum Visibility:** Total click-throughs reached an all-time monthly high, fuelling a **50% total lift in digital visibility**.

Core keyword improvements: Top to Bottom

“*App development agency*”: from 31 to **1**

“*App development sydney*”: from 6 to **2**

“*App designer*”: from 28 to **2**

“*App designer sydney*”: from 6 to **4**

“*App design*”: from 100 to **9**

The Takeaway

This campaign proved that in B2B marketing, you aren't writing for faceless corporations—you are writing for human decision-makers who value speed, clarity, and trust. By strictly honouring Google's **E-A-T parameters (Expertise, Authoritativeness, and Trustworthiness)** without losing our creative spark, we protected App Boxer's legacy client relationships while opening the floodgates for the next generation of Australian tech startups.