

AdVisible (Now AIIMS Group) & Bridges Alliance

“Building Online Bridges for NDIS Care” - ([APAC Search Award Finalist 2022](#))

Project Overview & Challenges

Bridges Alliance is a dedicated, registered NDIS disability services provider in NSW, providing comprehensive services families or individuals living with disabilities—including end-to-end, life-changing support including Support Coordination, Respite Services, Long-Term Accommodation to Independent Living Options.

Despite their immense real-world value and positive social impact, Bridges Alliance faced a critical roadblock: they completely lacked the online presence they deserved. Because their complex disability support services were not being advertised online, both new and long-time families in South Western Sydney were unable to find them and make the most out of their NDIS plan. This digital silo resulted in a steep decline in quality inbound leads. As a result, essential care services were left unadvertised to the very community that needed them most.

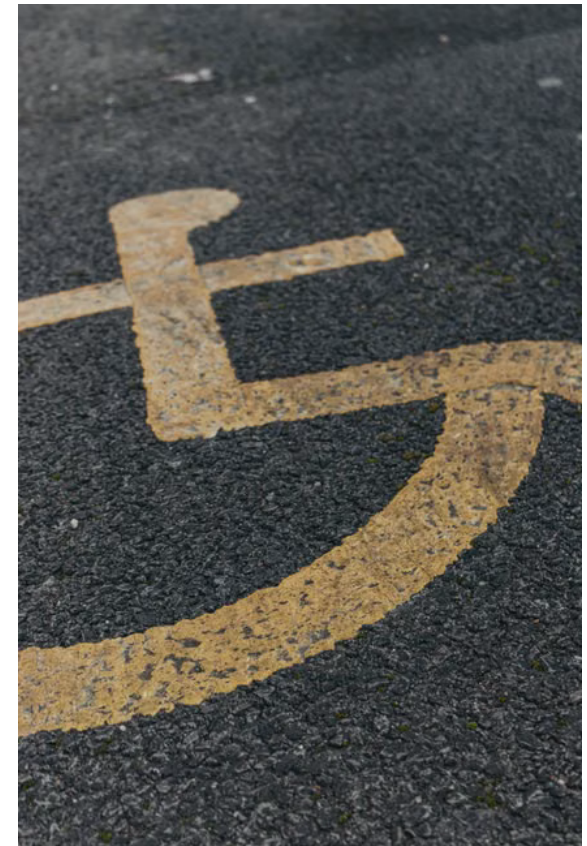
We would have to deep-dive into the complex dynamics of the NDIS community, scale the provider’s digital growth, and directly increase high-intent inquiries for disability support services.

The Strategic Path

We recognised that fixing this challenge required more than just throwing ad spend and best SEO practice at the problem. To connect a community with vital care services, our strategy needed to be rooted in empathy and flawless technical execution:

Decoding the NDIS Universe: NDIS providers operate in a highly nuanced, emotionally charged landscape. Families looking for care are often overwhelmed by complex industry jargon.

The "Human-First" Search Solution: We determined that the most strategic way to capture these high-intent leads was to bridging gap between complex analyst data and human storytelling through engaging, resourceful and sensitively-written content.



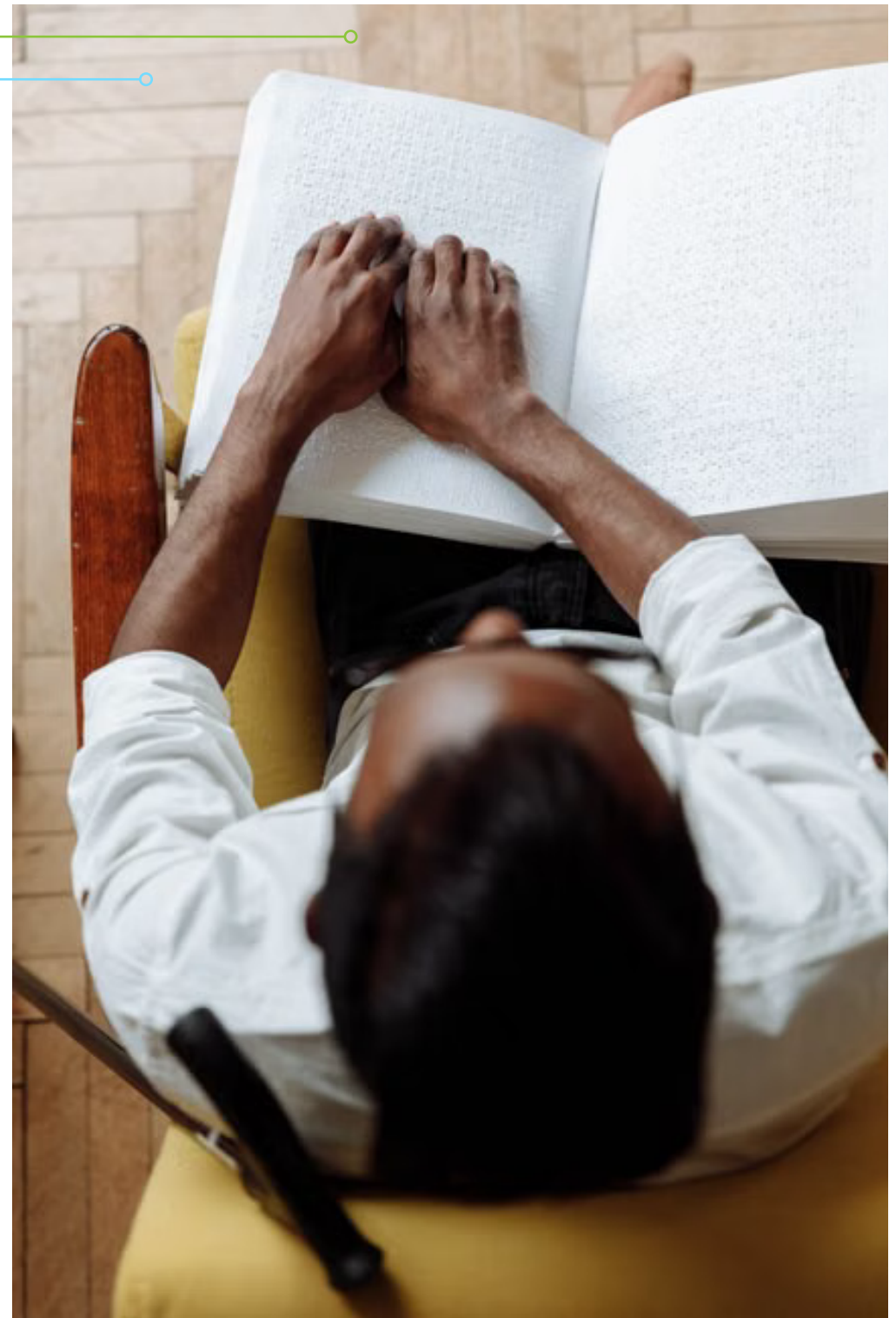
The Approach: By combining targeted local visibility (South Western Sydney) with an accessible, SEO-optimised content overhaul, we could transform their website from an invisible digital flyer into an authoritative, empathetic resource that ranks at the very top of Google.

My Role in Content Execution

Working alongside the Senior SEO analyst, I owned the **SEO optimisation and web content execution**. Bridging the gap between technical data and creative, human-centric writing, I interpreted analyst reports and mapped keyword data to craft copy that strictly adhered to SEO best practices, and above all, followed WCAG Criteria.

Data Interpretation & Community Research: I translated raw performance reports and deep-dived into NDIS community dynamics. This ensured Bridges Alliance's content spoke directly to new and long-term users searching for their unique respite services without difficulty, replacing rigid corporate language with empathy.

- **Tool-Backed Content Overhaul (SEMrush):** Rewrote the website content, using to track keyword density, verify readability scores, and prevent keyword stuffing. I implemented keyword-enriched FAQs and streamlined complex service descriptions to make the text incredibly reader-friendly.
- **High-Intent Metadata Reconfiguration:** Wrote optimised metadata for every critical service page based on search volumes, competition levels, and user intent. This successfully pushed the client's most crucial NDIS services into Google's Top 5 SERP positions.
- **Local SEO Integration (Google My Business):** Aligned on-page copy with GMB optimisation by auditing service areas, keywords, and NAP consistency to capture hyper-local search intent in South Western Sydney.



The Results & Human Impact

My data-driven copywriting, combined with technical SEO and white-hat link-building, delivered explosive growth within six months—proving that human-centric search strategy wins:

- **+840% Surge in Non-Branded Impressions:** Monthly SEO impressions jumped from 3,000 to 28,600, taking over the local NDIS search landscape and connecting thousands of new families to care.
- **+900% YoY Organic Traffic Increase:** Keyword reach more than quadrupled, driving a 45% lift in overall organic traffic to the site.
- **Industry Acclaim:** My strategic copy and campaign narrative secured a finalist position for "**Best B2C Search Campaign**" at the **2022 APAC Search Awards**.