



Digital Deep Dive - Tech Week 2021

ELEVATING YOUR DIGITAL PRESENCE

oxygenmedia.co.nz

A growth focussed digital marketing partner.

Multi Solution Marketing



Social Media Marketing



Website Design & Development



Search Engine Optimisation



Google/PPC Advertising



Digital Deep Dive

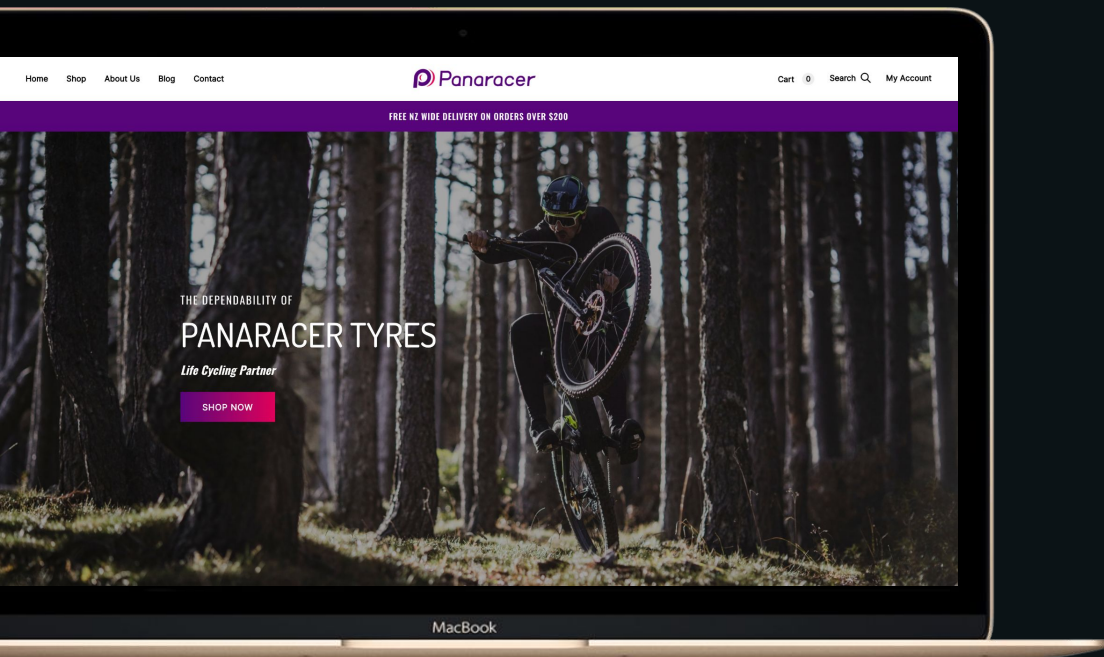
Website UX & UI

SEO (Google Rankings)

Social Media Presence



Website UX & UI

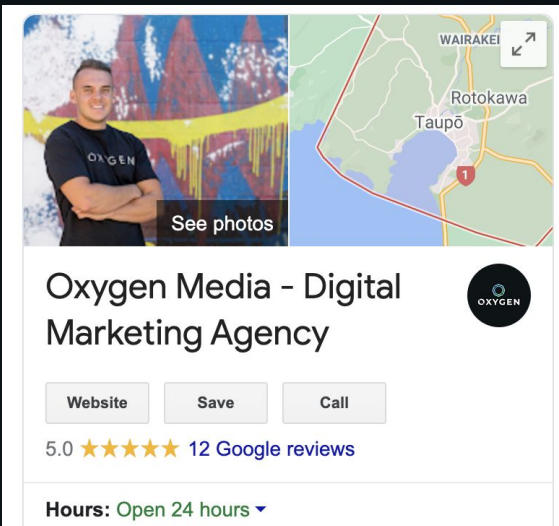


Panaracer Tyres

panaracer.co.nz

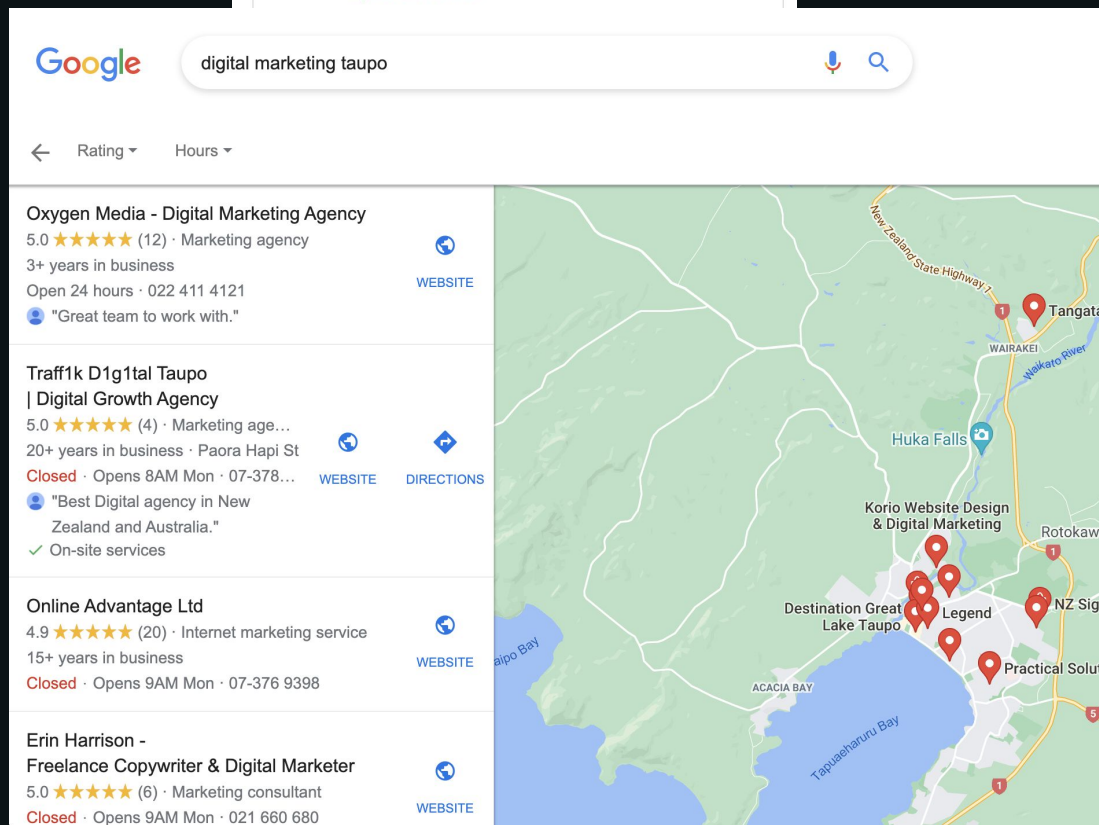
UI & UX Focussed Websites

- What's the purpose of your website?
Leads, sales, information..
- Can your customer easily fulfil that purpose?
Contact page, CTA's ..
- How does your site compare to your competitors?
What are your USP's in relation to your competitors?
- Is your site visually appealing?
Modern, fresh, evokes emotion..
- Are you successfully and actively marketing your website?
Can people easily find it?



Optimising Google My Business

- Fill in every section.
- Write a unique business description.
- Tip: Rewrite your business name.
- Upload your own photos (and update regularly).
- Ask customers for reviews (+ respond to them).



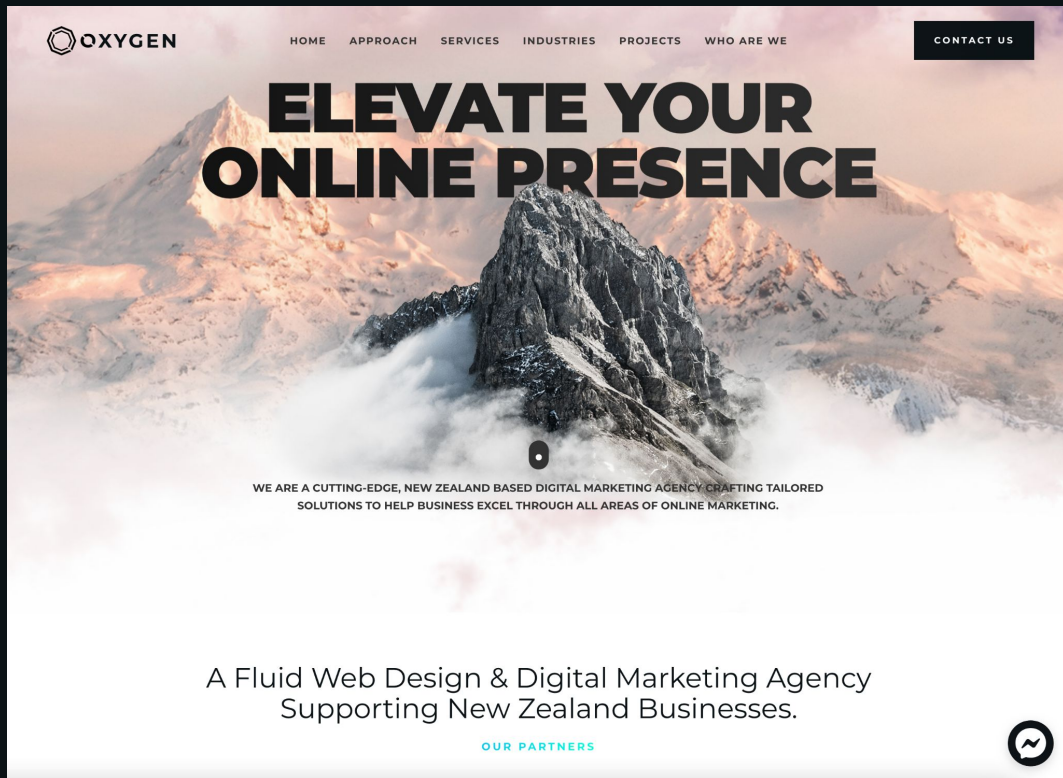


SEO (Google Rankings)

3 Key Components of SEO

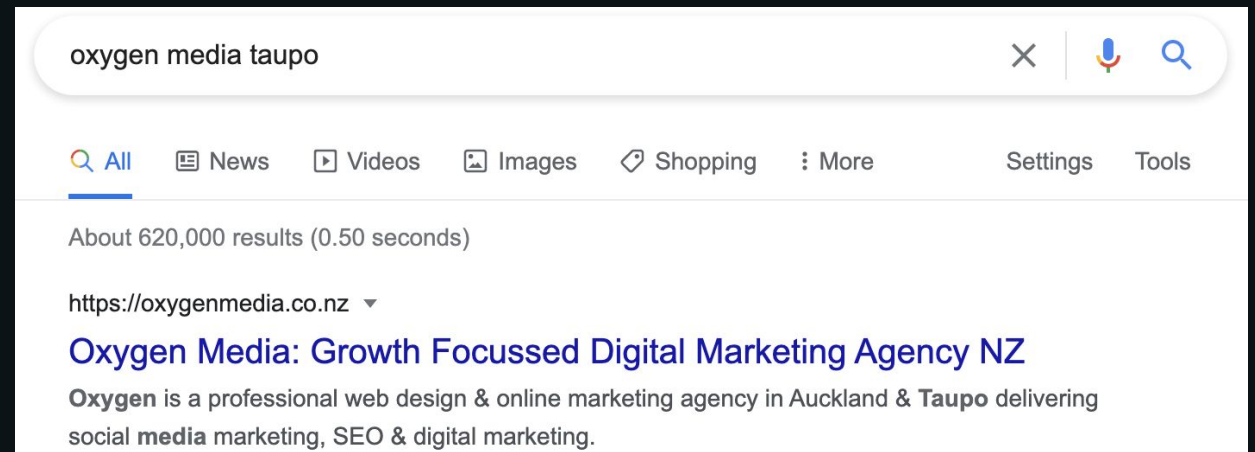
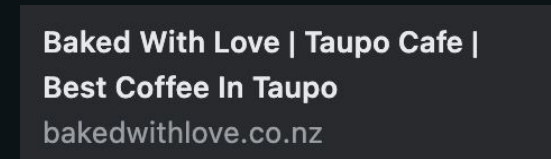
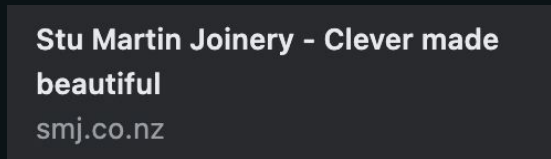
- Technical Onsite Optimisations
Page titles, site speed, page structure..
- Content
Volume, keyword density, relevancy..
- Network Development
Outreach.

```
1 <!DOCTYPE html>
2 <html lang="en-US">
3 <head itemscope="itemscope" itemtype="http://schema.org/WebSite">
4
5 <meta charset="UTF-8">
6 <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7 <meta http-equiv="X-UA-Compatible" content="IE=edge">
8 <link rel="profile" href="https://gmpg.org/xfn/11">
9 <meta name="mobile-web-app-capable" content="yes">
10 <meta name="apple-mobile-web-app-capable" content="yes">
11 <meta name="apple-mobile-web-app-title" content="OXYGEN - Digital Marketing Strategy">
12 <link rel="pingback" href="https://oxygenmedia.co.nz/xmlrpc.php" />
13 <meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1" />
14 <meta itemprop="name" content="OXYGEN" />
15 <meta itemprop="url" content="https://oxygenmedia.co.nz/" />
16
17 <!-- This site is optimized with the Yoast SEO plugin v16.2 - https://yoast.com/wordpress/plugins/seo/ -->
18 <title>Growth Focussed Digital Marketing Agency NZ | Oxygen Media</title>
19 <meta name="description" content="Oxygen is a professional web design & online marketing agency in Auckland & Taupo delivering social medi
20 <link rel="canonical" href="https://oxygenmedia.co.nz/" />
21 <meta property="og:locale" content="en_US" />
22 <meta property="og:type" content="website" />
23 <meta property="og:title" content="Growth Focussed Digital Marketing Agency NZ | Oxygen Media" />
24 <meta property="og:description" content="Oxygen is a professional web design & online marketing agency in Auckland & Taupo delivering soci
25 <meta property="og:url" content="https://oxygenmedia.co.nz/" />
26 <meta property="og:site_name" content="OXYGEN" />
27 <meta property="article:modified_time" content="2021-05-10T21:52:41+00:00" />
28 <meta name="twitter:card" content="summary_large_image" />
29 <meta name="twitter:label1" content="Est. reading time">
30 <meta name="twitter:data1" content="13 minutes">
31 <script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org", "@graph":[{"@type":"WebSite", "@id":"https://oxygen
32 <!-- / Yoast SEO plugin. -->
33
34
35 <link rel="dns-prefetch" href="//www.google.com" />
36 <link rel="dns-prefetch" href="//fonts.googleapis.com" />
37 <link rel="dns-prefetch" href="//js.v.org" />
38 <link rel="alternate" type="application/rss+xml" title="OXYGEN & Feed" href="https://oxygenmedia.co.nz/feed/" />
39 <link rel="alternate" type="application/rss+xml" title="OXYGEN & Comments Feed" href="https://oxygenmedia.co.nz/comments/feed/" />
40 <!-- This site uses the Google Analytics by MonsterInsights plugin v7.17.0 - Using Analytics tracking - https://www.monsterinsights.com/ -->
41 <script src="//www.googletagmanager.com/gtag/js?id=UA-109126563-1" type="text/javascript" data-cfasync="false"></script>
42 var mi_version = '7.17.0';
43 var mi_track_user = true;
44 var mi_no_track_reason = '';
45
46 var disableStr = 'ga-disable-UA-109126563-1';
47
48 /* Function to detect opted out users */
49 function __gtagTrackerIsOptedOut() {
50   return document.cookie.indexOf( disableStr + '=true' ) > - 1;
51 }
52
53 /* Disable tracking if the opt-out cookie exists. */
54 if ( !__gtagTrackerIsOptedOut() ) {
55   window[disableStr] = true;
56 }
57
58 /* Opt-out function */
```

1: Technical Onsite Optimisations

- Page titles and page descriptions (meta descriptions).
- Heading tags.
- Site speed.
- Broken links.
- Internal & external links (anchors).
- Mobile friendliness.
- Age of website.



2: Content

- Keyword density.
- Keyword volume.
- Keyword breadth.
- Keyword relevancy.

The Unique Oxygen Difference

OUR STORY

Oxygen is a results driven digital marketing agency and social media agency, delivering cutting-edge, winning strategies across all areas of online commerce. We're a completely fluid and transparent marketing partner to our clients and prioritise conversion in order to achieve successful outcomes for the businesses and business owners we work with.



[Read More](#)

Our hand picked team of expert digital marketing and social media marketing strategists work closely with our clients to deliver tailored digital marketing strategies across all areas of online marketing.

We put the end user first and build custom digital marketing campaigns utilising organic search and paid social media marketing strategies to zone in on your exact target audience. Our marketing funnels are expertly constructed with vigorous testing implemented to make sure we achieve the best results possible for your business. Our social media marketing strategies are executed across predominantly Facebook, Instagram and LinkedIn, with a focus on building relationships with partners and potential customers. We execute online marketing campaigns to ultimately drive your business forward from the country's leading social media agency.

There's no denying every business across the world, regardless of industry, needs to have a strong, engaging online presence. For years we have worked at perfecting our model and formula to ensure we are able to deliver a complete start-to-finish solution for businesses in any industry across all forms of digital marketing. Our team work attentively for your business growing and developing your digital footprint through carefully executed, online, tailored digital marketing strategies.

Our small, dedicated team ensure each client is given the attention it deserves whilst repeatedly delivering on targets and setting new benchmarks to achieve in terms of audience engagement, revenue generated and ROI. As an online marketing agency we know how to take your business to the next level and achieve incredible results. We would love to see how we can help grow your business. Contact our team to get started on your winning digital marketing and social media marketing strategy today.



<p>Black Camo Oxyfit Women's Stealth Leggings 7/8 SOLD OUT</p>	<p>Azure Blue Oxyfit Exo Womens Leggings SOLD OUT</p>	<p>Wine Burgundy Oxyfit Exo Womens Leggings SOLD OUT</p>
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Women's Leggings Online

We researched for months what it actually is that women want in an everyday pair of leggings or **gym tights**. We listened to all the feedback and used this to design the best leggings available in New Zealand.

A number of girls we asked wanted no centre seam, pockets, don't fall down, compression, squat proof and don't show sweat. Our **Oxyfit leggings** are all of these things and more. The **activewear tights** we produced are perfect for running, squatting, yoga and powerlifting, with no wear and tear over time, our **girls gym tights** and leggings are designed to be completely durable, use after use.

So why are our Oxyfit leggings different from our competitors? We blended the three most important things, comfort, visual design and performance to produce **Oxyfit tights** that come at an affordable, competitive price.



Home > Building Muscle > How to Get Abs in 30 Days : Is it Possible?

Building Muscle

How to Get Abs in 30 Days : Is it Possible?

Jun 2, 2016

8586 1



Looking Good While Training.

Training for the classic, desirable summer physique is one thing, but wearing aesthetically pleasing clothing whilst doing it is another. The gym clothing supplied from **Oxyfit**, a New Zealand based fitness clothing brand has been crafted with the everyday athlete in mind. Designed and built on 4 core values, Oxyfit has developed every range with a focus on quality and performance with no restrictions to movement.

3: Network Development

Authentic Italian Dining, Wine Bar & Food In Taupo | Sorrento Restaurant

sorrentodining.co.nz

How to use

Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ
22,333,897	6	8	36 Live 22 Historical 38	13 Live 10 Historical 13	66 +7 PPC 0	64 +3	\$17 PPC \$0

Stu Martin Joinery - Clever made beautiful

smj.co.nz

How to use

Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ
4,038,379	9	30	1.11K Live 1.05K Historical 2.69K	15 Live 13 Historical 36	0 PPC 0	0	0 PPC \$0

- Outreach
 - Authority of domain.
 - Age of domain.
 - Relevancy of their content.

About 250,000 results (0.56 seconds)

- #1 <https://www.taupo.info> › business › smj-ltd-taupo ▾
STU MARTIN JOINERY TAUPO | CUSTOM JOINERY
 🔍 11,204
 SMJ **Taupo** design, produce, manufacture & install **joinery** for custom built kitchens, bathroom vanities, wardrobe organisers, laundry, bespoke furniture & more.

- #2 <https://www.neighbourly.co.nz> › business › smj-stu-mar... ▾
SMJ- Stu martin Joinery - Kitchen Fittings & Design in Taupo ...
 🔍 493,710
Stu Martin Joinery is a locally family owned business, creating high quality custom built kitchens, bathroom vanities, wardrobe organisers and that special piece ...

- #3 <https://www.houzz.com.au> › professionals › stu-martin-... ▾ **Traf/mo (nz): 0/310 - Kw (nz): 0/972**
Stu martin Joinery - Taupo, NZ 3330 | Houzz AU
 🔍 3,189
Stu martin Joinery. "Quality and attention to your needs at every step of the process is the **Stu Martin** difference We achieve excellence consistently and provide ...
 ★★★★★ Rating: 5 · 1 review

- #4 <https://yellow.co.nz> › smj-stu-martin ▾
SMJ - Stu Martin Joinery Taupo | Yellow® NZ
 🔍 653,199
Joinery Manufacturers in Taupo: SMJ - Stu Martin Joinery. Quality and attention to your needs at every step of the process is the **Stu Martin** difference.

- #5 <https://whitepages.co.nz> › stu-martin-joinery-taupo ▾
Stu Martin Joinery Bay Of Plenty | White Pages® NZ
 🔍 489,717
 Phone numbers and address information for **Stu Martin Joinery.** ... 49A Matai St Taupo 3330.
 Show number. Share. Bookmarked. Bookmark ...

```

Line wrap
1 <!doctype html>
2 <html lang="en-NZ">
3 <head>
4 <meta charset="utf-8">
5 <meta http-equiv="x-ua-compatible" content="ie=edge">
6 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
7 <title>Stu Martin Joinery &#x2d; Clever made beautiful</title>
8 <meta name='robots' content='noindex,nofollow' />
9
10 <!-- The SEO Framework by Sybre Waaijer -->
11 <meta name="description" content="Whether you're creating something new, renovating, or simply giving you
12 <meta property="og:image" content="https://smj.co.nz/app/uploads/2020/10/200529_79-Whakaroa-Road_Kitchen_
13 <meta property="og:image:width" content="1920" />
14 <meta property="og:image:height" content="1280" />
15 <meta property="og:locale" content="en_GB" />
16 <meta property="og:type" content="website" />
17 <meta property="og:title" content="Stu Martin Joinery" />
18 <meta property="og:description" content="Whether you're creating something new, renovating, or simply gi
19 <meta property="og:url" content="https://smj.co.nz/" />
20 <meta property="og:site_name" content="Stu Martin Joinery" />
21 <meta name="twitter:card" content="summary_large_image" />
22 <meta name="twitter:title" content="Stu Martin Joinery" />
23 <meta name="twitter:description" content="Whether you're creating something new, renovating, or simply gi
24 <meta name="twitter:image" content="https://smj.co.nz/app/uploads/2020/10/200529_79-Whakaroa-Road_Kitchen
25 <meta name="twitter:image:width" content="1920" />
26 <meta name="twitter:image:height" content="1280" />
27 <link rel="canonical" href="https://smj.co.nz/" />
28 <script type="application/ld+json">{"@context":"https://schema.org","@type":"Website","url":"https://smj

```

Outrank Your Competitors With A Revenue Focussed SEO Campaign

CHAT WITH US

SEO

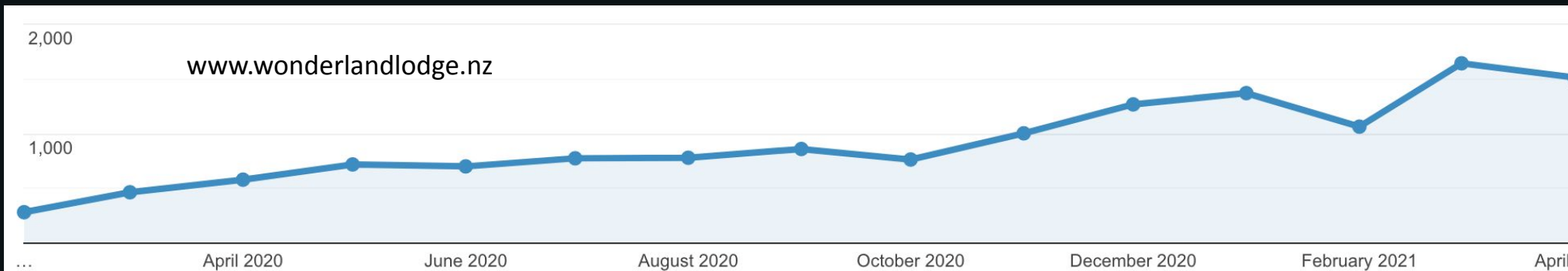
Leverage your website and reach potential customers first with a tailored SEO strategy built to drive revenue.

Search engine optimisation (SEO) is the process of implementing a number of strategies to rank your website as high up in search results as possible. At Oxygen we follow Google's guidelines of ethical practices and implement these along with our unique SEO techniques throughout your website so you can



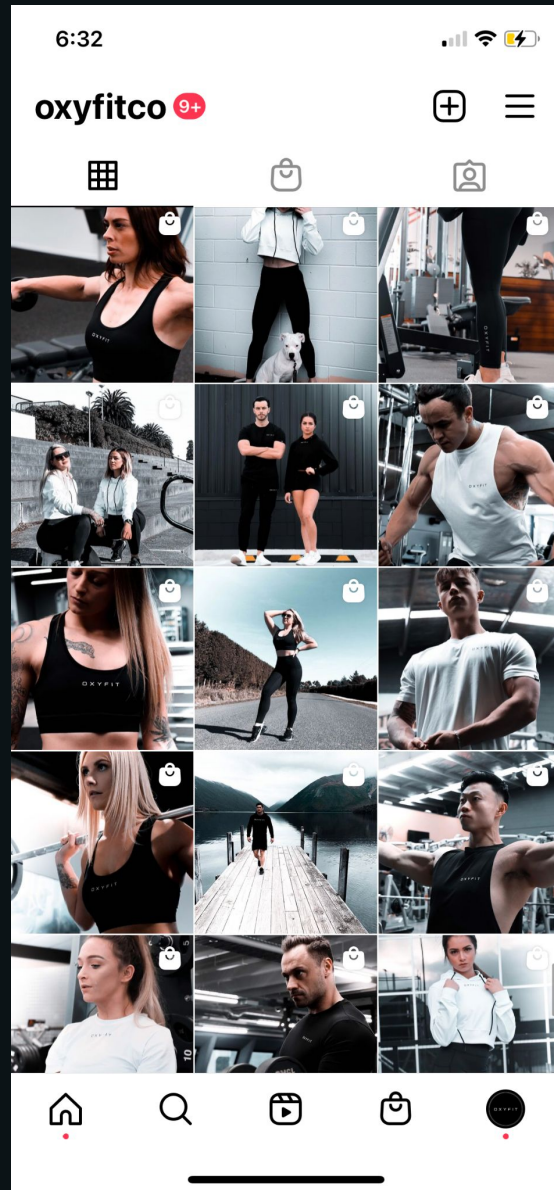
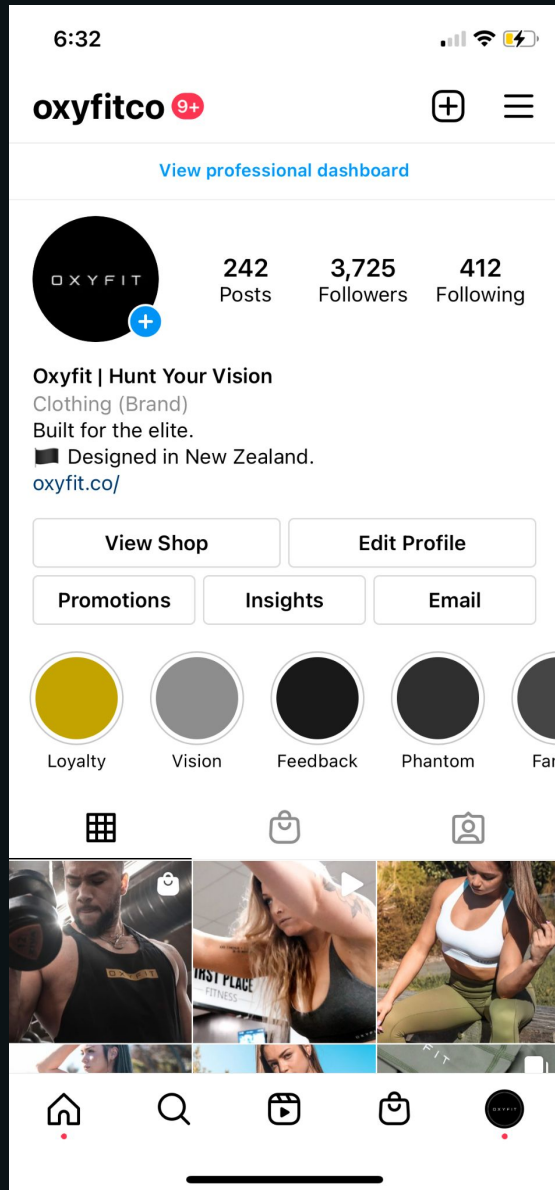
Key Takeaways

- Do your keyword research.
- Create content pages with these keywords.
- Regular blog posts around “how to’s” and other helpful info related to your business.
- Reach out to other similar websites and request a backlink.
- SEO takes time.





Social Media Presence



4 Key Components of Social Media

- Consistency
2-3 times per week.
- Quality
Storytelling.
- Originality
The next chapter.
- Marketing
Get your business out there.



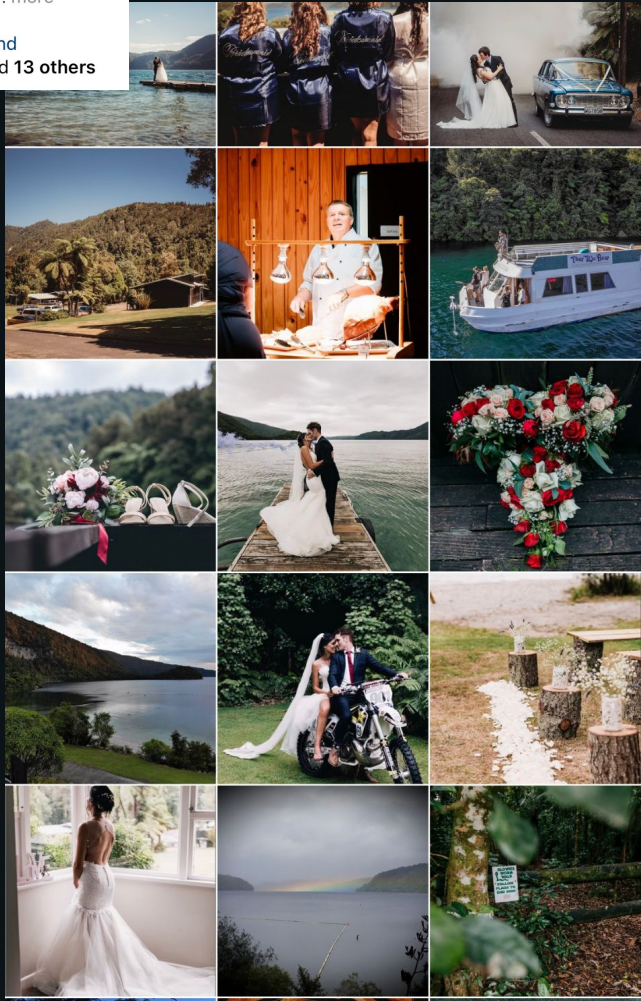
1: Consistency

- Keeps your business front of mind.
- Leads to growth/brand development.
- Helps you learn more about your customer.
- Re-engage with old customers.

<
lakes_lodge
🔔
⋮


215 Posts
 3,023 Followers
 215 Following

Lakes Lodge Wilderness Retreat
 🌿 30kms from Rotorua
 🏡 Your Dream Wedding Venue
 🏢 Private Conference Facility
 📍 Situated on Stunning Lake Okataina... more
www.lakeslodge.co.nz/
 692 Okataina Road, Rotorua, New Zealand
 Followed by treewalknz, airvision.nz and 13 others

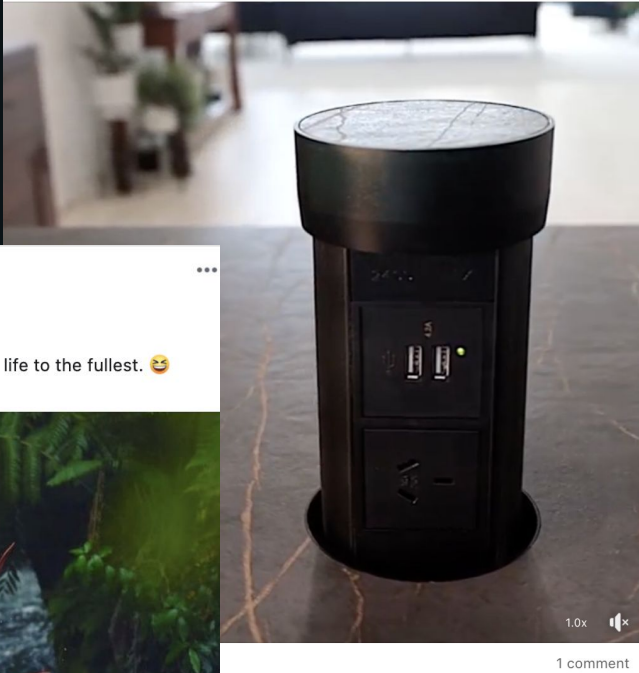


2: Quality

- Directly reflects the perception of your business.
- Businesses are getting better and better, you must compete.
- Edited photos, videos, modernise.

SMJ Limited is in New Zealand.
 6 May at 13:38 · 🌐

" We want to be able to work at our kitchen island, but we need to readily access power to charge our devices, but we don't want a hole in our bench top!"
 SOLUTION: By using the Point Pod we were able to seamlessly blend a charging station into the benchtop.
 A clever design made beautiful.
[#clevermadebeautiful... See more](#)



Kaitiaki Adventures Aotearoa
 14 February · 🌐

Happy Valentines Day Kaitiaki Whanau 🍷
 Remember, if you're single, you can still enjoy life to the fullest. 😊
 #ValentinesDay ❤️



2,172 People reached 221 Engagements Boost post

👍❤️ 76 12 comments

3: Originality

- How are you different to your competitors?
- Encourages better engagement.
- Learn from what works & what doesn't.
- Look out for viral trends.

New Zealand Police ✓
 18 May at 17:05 · 🌐

Your second @ needs to slow down.

—

Speed is one of the 4 main factors that contribute to death or serious injury on our roads so it's great to see that speed is the focus for this year's Road Safety Week (17-23 May).

👍😂 1.1K others 9.1K comments 64 shares

Resource centre Campaigns Ad sets Ads

+ Create Duplicate Edit A/B test Rules View Setup Columns: custom Breakdown

On/Off	Campaign name	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	APR21 - MOF - Conversions	Using ad set bu...	40 [2] Website start trials	19,676	143,679	\$62.67 [2] Per website trial s...	\$2,506.75	Ongoing
<input checked="" type="checkbox"/>	APR21 - BOF - Conversions	Using ad set bu...	— Multiple conversi...	8,595	83,544	— Multiple conversi...	\$2,146.29	Ongoing
<input checked="" type="checkbox"/>	APR21 - TOF - Conversions	Using ad set bu...	— Multiple conversi...	295,376	984,668	— Multiple conversi...	\$15,138.43	Ongoing
<input checked="" type="checkbox"/>	TOF - Video Views	Using ad set bu...	183,205 ThruPlays	411,270	1,076,971	\$0.03 Cost per ThruPlay	\$5,605.57	Ongoing
<input checked="" type="checkbox"/>	APR21 - TOF - Lead Generation	Using ad set bu...	203 On-Facebook leads	160,069	362,405	\$31.90 Per on-Facebook l...	\$6,475.29	Ongoing
<input type="checkbox"/>	TOF - Conversion (B) - [Ollie Test]	Using ad set bu...	15 [2] Website start trials	94,770	210,103	\$260.49 [2] Per website trial s...	\$3,907.29	Ongoing
<input type="checkbox"/>	TOF - Conversion (A) - [Ollie Test]	Using ad set bu...	14 [2] Website start trials	95,915	226,675	\$279.51 [2] Per website trial s...	\$3,913.19	Ongoing
<input type="checkbox"/>	APR21 - TOF - SPLIT TEST	Using ad set bu...	11 [2] Website start trials	35,803	70,429	\$95.15 [2] Per website trial s...	\$1,046.61	Ongoing
<input type="checkbox"/>	Post: "Free Webinar - 'Setting up your Busine..."	\$100.00 Lifetime	66 Link Clicks	10,282	20,506	\$1.52 Per link click	\$100.00	20 Oct 2020
<input type="checkbox"/>	Post: "Marketing 101 for Builders & Tradies"	\$100.00 Lifetime	47 Link Clicks	10,639	20,859	\$2.13 Per link click	\$100.00	5 Oct 2020
<input type="checkbox"/>	TOF - Conversions (PV)	Using ad set bu...	63 [2] Complete Registr...	303,819	757,398	\$147.52 [2] Per Complete Reg...	\$9,293.48	Ongoing
<input type="checkbox"/>	Post: "Are you ready to #getaheadstayahead..."	\$100.00 Lifetime	— Post engagement	—	—	— Per Post Engage...	\$0.00	7 May 2020
<input type="checkbox"/>	Post: "🔥 Planning for this week? Don't forge..."	\$100.00 Lifetime	73 Post engagements	4,806	5,450	\$1.14 Per Post Engage...	\$83.25	30 Apr 2020
Results from 31 campaigns <small>Excludes deleted items</small>			—	2,230,901 <small>People</small>	19,344,367 <small>Total</small>	—	\$238,346.93 <small>Total Spent</small>	

4: Marketing

- Jab-jab-hook.
- Two ways to run ads.
- Make your marketing not look like marketing.

“The best marketing isn’t marketing.”



Wonderland Makarora
Published by Ollie Brazier · 18 May at 12:04 · 🌐

Experience a trip of a lifetime in Makarora! 🇳🇿
We've put together a unique adventure for skiers, snowboarders and adventure seekers! 🏔️🎿

- Heli pick up to and from your wilderness lodge/heli lounge
- Minimum 8-10 runs a day
- Some of NZ's very best snow and terrain just minutes from your accommodation.

Starting at just \$1499pp including two nights funky A Frame chalet accommodation at your lodge.

Wonderland Makarora Heliskiing is just 45 minutes drive from Wanaka and 1.5 hours from Queenstown Airport.



Breathtaking Panoramic Views [Learn More](#)

Cosy Chalet Accommodation [Learn More](#)

7,805 People reached


155 Engagements

[Boost post](#)

Sorrento Italian Dining & Wine Bar
7 May at 12:04 · 🌐

Mother's Day cocktail 🍷🍓
Join us this Sunday to celebrate mum's special day with our « Mum's the word » cocktail.

- Vodka
- Blackcurrant liqueur
- Raspberry syrup
- Lemon juice
- Sugar syrup
- Raspberries
- Prosecco



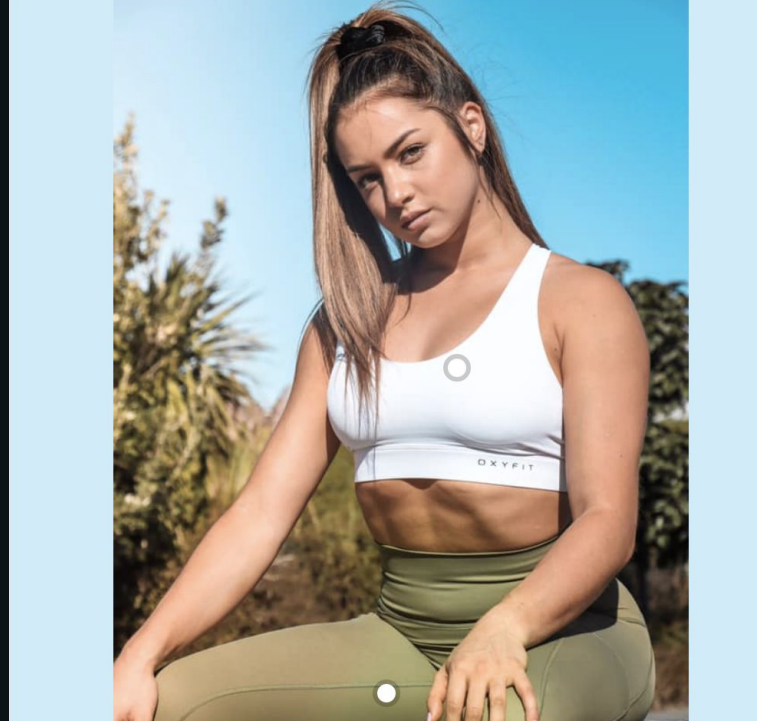
Oxyfit
Published by Ollie Brazier · 13 May at 10:33 · 🌐

To everyone who has supported us on our Oxyfit journey so far, to say thank you, we'll be releasing our Women's Forest Green leggings tonight at 40% off (30% automatically applied + 10% with one of our athletes codes) for 24 hrs only or while stock lasts. 🙏

This is a limited edition release and won't be restocked, don't miss out. 🌱

Thank you for the support. ❤️

www.oxyfit.co
// 6:00pm NZST
[#HuntYourVision](https://twitter.com/HuntYourVision)





OXYGEN

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ollie@oxygenmedia.co.nz

022 411 4121