

# Perth Agency Breaks Through: How AI and Rigour Delivered One of 2026's Most Effective SEO Campaigns

Digital Hitmen's Discovery Alert campaign turns rising AI search expectations into organic growth, setting a benchmark for responsible AI content amid an explosion of machine-generated output

**Perth, Australia — 10 May 2026 —** In a year defined by rapid shifts in how Australians and global audiences find information online, a boutique Western Australian agency has delivered one of the region's most striking SEO turnarounds - and brought home a major accolade in the process.

Digital Hitmen has won "Best Use of AI in Content" at the 2026 APAC Search Awards for its Discovery Alert SEO campaign, recognising work that combined automated insight with disciplined editorial oversight to produce measurable, sustained growth in a crowded digital landscape.

At a time when generative models like ChatGPT, Gemini, and Perplexity are reshaping how people search, businesses large and small are grappling with how to show up meaningfully in results. Automated content is proliferating, but much of it lacks depth, accuracy or alignment with searcher intent - a gap that has diluted trust and elevated the stakes for brands trying to stay visible without sacrificing quality.

## Turning Data and Insight into Durable Growth

Discovery Alert's organic traffic trajectory tells this story. When Digital Hitmen took on the project, the client was generating roughly 600 organic visits per month. Within ten months, disciplined SEO strategy and responsible use of AI tools helped grow that figure to more than 298,000 monthly organic sessions - an increase of nearly 50,000 per cent.

This performance stood out to judges at the APAC Search Awards, who noted the campaign's focus on trust, editorial rigour, and measurable results - key differentiators in an era where "AI content" too often means simply "more of everything".

"Our thinking from the outset was simple," said Brad Russell, SEO Expert & Director at Digital Hitmen. "AI can generate volume, but organic growth comes from value. To thrive in an AI-augmented search world, content has to be accurate, helpful and guided by human judgment. The machines can assist, but people still have to lead."

Russell's perspective resonates with broader shifts in search engine behaviour. Platforms like Google now integrate generative summaries and AI overviews into results, while specialised

engines like Perplexity prioritise concise answers drawn from trusted sources. At the same time, users are becoming more critical of shallow or recycled content.

“You can’t just spray AI-generated text across a website and call it a strategy,” Russell said. “That might get you indexed, but it won’t build authority, trust or sustainable rankings.”

## Small Agency, Big Results

The award is significant not just for the outcome but for the context. Digital Hitmen is a lean team based in Perth competing against larger agencies across the Asia-Pacific region. In doing so, it highlights a shift in digital services where nimble, data-informed practices can outperform bulk output from bigger competitors.

“It’s encouraging to see a small Australian agency recognised at this level,” said one APAC Search Awards judge. “The Discovery Alert work demonstrated clear evidence of impact, strong governance around content quality, and an approach that aligns with how search is evolving.”

## Why This Matters

- Australian businesses face a future where search is increasingly driven by AI interpretations of content, not just keyword frequency.
- Flooding the internet with generative content without editorial standards is no longer viable for long-term visibility.
- Responsible integration of AI — one that respects expertise, accuracy and user intent — leads to stronger rankings and trust.
- Smaller agencies with deep technical and strategic capabilities can compete with larger players on results.

## About the APAC Search Awards

Now in its second decade, the APAC Search Awards is a respected industry benchmark recognising excellence and innovation in search marketing across the Asia-Pacific region. Winning agencies are evaluated by independent panels of search professionals and marketers from across the tech and media ecosystem.

### **For more details on the campaign:**

<https://www.digitalhitmen.com.au/blog/digital-hitmen-wins-at-the-2026-apac-search-awards/>

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