

Press Release

For Immediate Release

Spicy Web Shortlisted for Two Categories at the 2024 Global Search Awards

Frankston, Victoria, July 30, 2024 – Spicy Web, a leading digital marketing agency, is thrilled to announce its nomination in two categories at the prestigious 2024 Global Search Awards. Recognised for its innovation and creativity in PPC and Automotive search campaigns, Spicy Web continues to solidify its reputation as a premier player in the global digital marketing landscape.

The Global Search Awards celebrate the creativity and innovation of companies and individuals working across PPC, SEO, and content marketing from businesses in 195 countries. Spicy Web's nominations reflect its dedication to leveraging data-driven strategies and creative search campaigns to achieve outstanding results for its clients.

About Spicy Web

Since 2009, Spicy Web has been scaling organisations through its three foundational growth pillars: design and development, search engine optimisation, and paid media. By combining extensive industry knowledge with a technology and data mindset, Spicy Web crafts market-leading digital marketing solutions that elevate business performance. Drawing on a deep pool of collaborative talent, the agency ensures a 360-degree approach that delivers uncompromised excellence.

Guided by the principle “Good Work for Good People,” Spicy Web’s mission is to create meaningful impacts through its digital marketing efforts. This commitment is reflected in the quality of work delivered to clients, helping businesses grow, aiding not-for-profits in communicating with vulnerable audiences, and fostering a more educated and informed world.

Nominations and Achievements

Spicy Web’s work has been recognised in the following categories at the 2024 Global Search Awards:

- Best Use of Search (Automotive)
- Best Use of Data (PPC)

The nominations are for the "Goodbye Tyre Kickers" campaign, developed for Ace Mechanics. This campaign utilised an innovative tool, Conversion Loop (CL), to track enquiries turning into sales, identify the value of those sales, and direct campaign strategy. By integrating multiple data sources and anonymising user data, Spicy Web maintained ethical standards while driving performance, resulting in significant financial gains and operational efficiencies for Ace Mechanics.

Quote from the Founder

"I'm beyond thrilled to see our fantastic team at Spicy Web get shortlisted for two categories at the 2024 Global Search Awards! This recognition truly highlights our dedication to innovation, creativity, and setting new benchmarks in digital marketing. This honour inspires us to keep pushing the envelope and striving for excellence in everything we do," said Tony Sambell, Founder & Director of Spicy Web.

Recognition and Future Commitment

Being shortlisted for the Global Search Awards 2024 is an incredible honour and validation for Spicy Web's team. It recognises the team's creativity, dedication, and exceptional talent, reflecting the outstanding quality of work delivered for their clients. The nominations motivate Spicy Web to continue innovating and striving for excellence in digital marketing.

Contact Information

For more information, please contact:

Spicy Web

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About Spicy Web

Since 2009, Spicy Web has been dedicated to creating innovative digital marketing solutions, leveraging extensive industry knowledge and a data-driven mindset to help businesses achieve their goals.

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