

THE AGENCY YOU'VE BEEN LOOKING FOR

17+

**YEARS OF
EXPERIENCE
& EXPERTISE**

spicyweb®

24+

**WEB & MARKETING
SPECIALISTS BASED
IN MELBOURNE**

300+

**WEBSITES
BUILT SINCE
2009**



OUR SPECIALIST EXPERTISE

- Spicy Web is focused on **three core pillars** of delivery.
- We focus on what works and delivers **outcomes for our clients.**
- Strong **network of referral partners** for other requirements.



WEBSITE DESIGN & DEVELOPMENT

Custom Websites • Digital Products
Branding & Design • Digital Design



PAID MEDIA: GOOGLE & SOCIAL

Google Ads (i.e. Search, Display, Video)
Facebook • Instagram • LinkedIn



SEARCH ENGINE OPTIMISATION

SEO and GEO for
Websites, Apps, and Products

AWARDS



Good Design Awards

Winner x 2 – 2025

Winner x 4 – 2024

Winner – 2023

Winner – 2021



APAC Search Awards

Finalist x 6 – 2026

Winner x 2 – 2024

Finalist x 2 – 2023

Finalist x 5 – 2021



Semrush Awards

Finalist – 2023

Finalist – 2022

Finalist – 2020



Australian Web Awards

Finalist x 3 – 2026

Winner x 2 – 2025

Winner – 2024



Global Search Awards

Winner – 2025

Finalist x 2 – 2024



AGDA Design Awards

Finalist x 3 – 2024



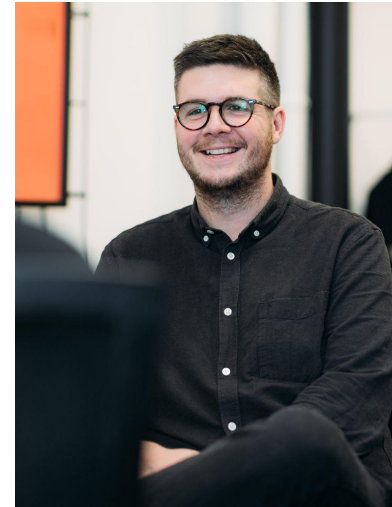
YOUR DIGITAL MARKETING LEADERS

We're in the business of people. That's why we've built an elite team of **digital natives**, each thoroughly passionate and skilled in their field.

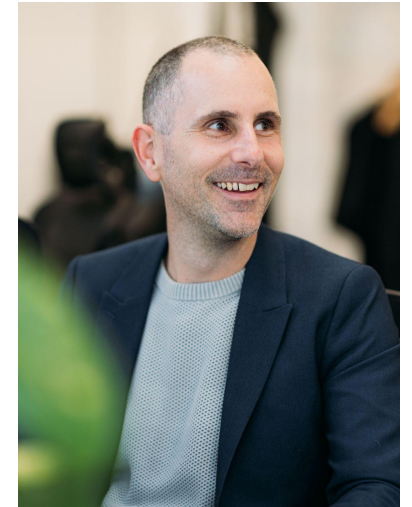
spicyweb®



Tony Sambell
Founder



Ryan Stannage
General Manager & Partner



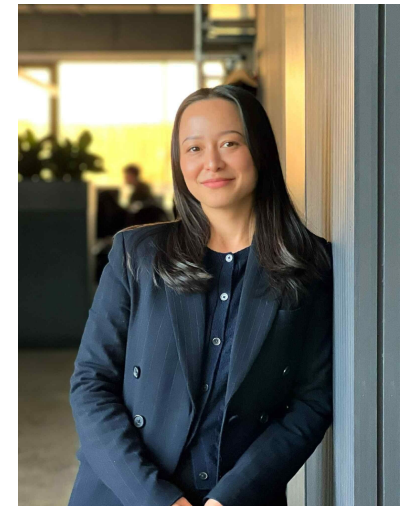
Alastair Coleman
Head of Growth



Pia Agatep
Head of Paid Media



Jase Porter
Head of SEO



Danielle Procter
Head of Design & Development



HIGH-PERFORMANCE DIGITAL MARKETING FOR AMBITIOUS BRANDS



BUSINESS FOR GOOD

- Partnering with **Change for Sam** to support those at risk of domestic violence
- Providing 24/7 safety devices through frontline services
- We donate **\$250 for every new project or client**
- Contributing design and marketing support

\$38,000+
DONATED

spicyweb® ×  Change
for Sam.

Lija Matthews
Founder, Change for Sam



CASE STUDY

PRESHIL SCHOOL

- Built with Craft CMS
- UI and UX Design
- Content marketing website

“The response from staff and families has been overwhelmingly positive, with strong feedback that the new site finally captures the spirit, warmth and progressive identity of the school.”



Lucy Lam-Po-Tang
Marketing Manager, Preshil School



CASE STUDY

ALFRED HEALTH

- Website UX & UI Design
- 2024 Australian Good Design Award Winner

"All aspects of the project were completed on time, to brief and at an extremely high standard. The team was able to bring to life a refreshed brand look and feel and in doing so, create a functional and beautiful web design."



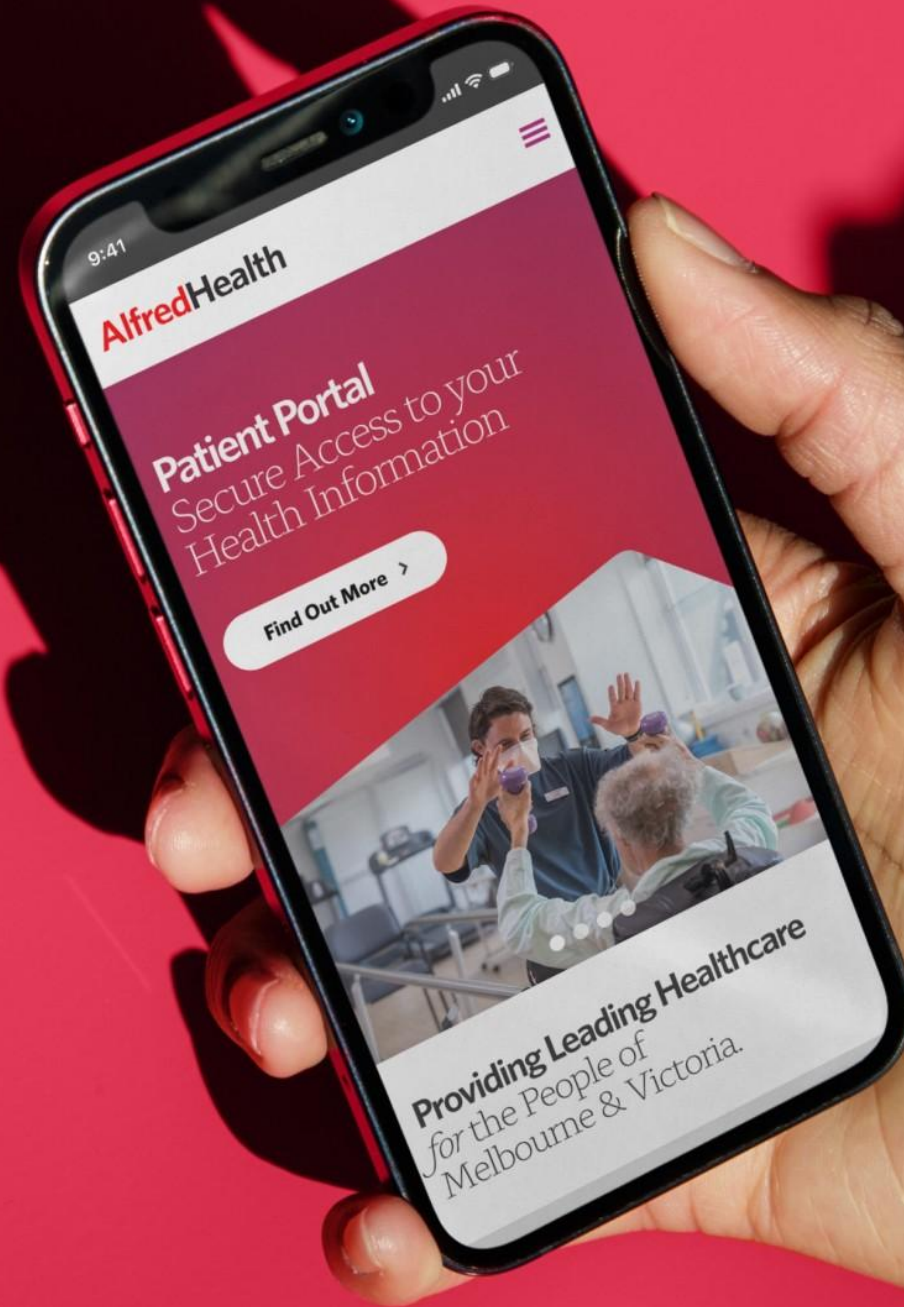
Debra Tasevski

Senior Digital Advisor, Alfred Health



spicyweb®

AlfredHealth



CASE STUDY

ALIGN ABILITY

- Built with Craft CMS
- Refreshed Branding & Identity
- 2024 Australian Good Design Award Winner
- 2024 Online Design Award



CASE STUDY

NOVOPSYCH

Within 12 months, we delivered a 310% increase in non-branded revenue for NovoPsych – a specialised online platform and software for mental health clinicians.

310% ↑

Increase in
**Non-Branded
Revenue**

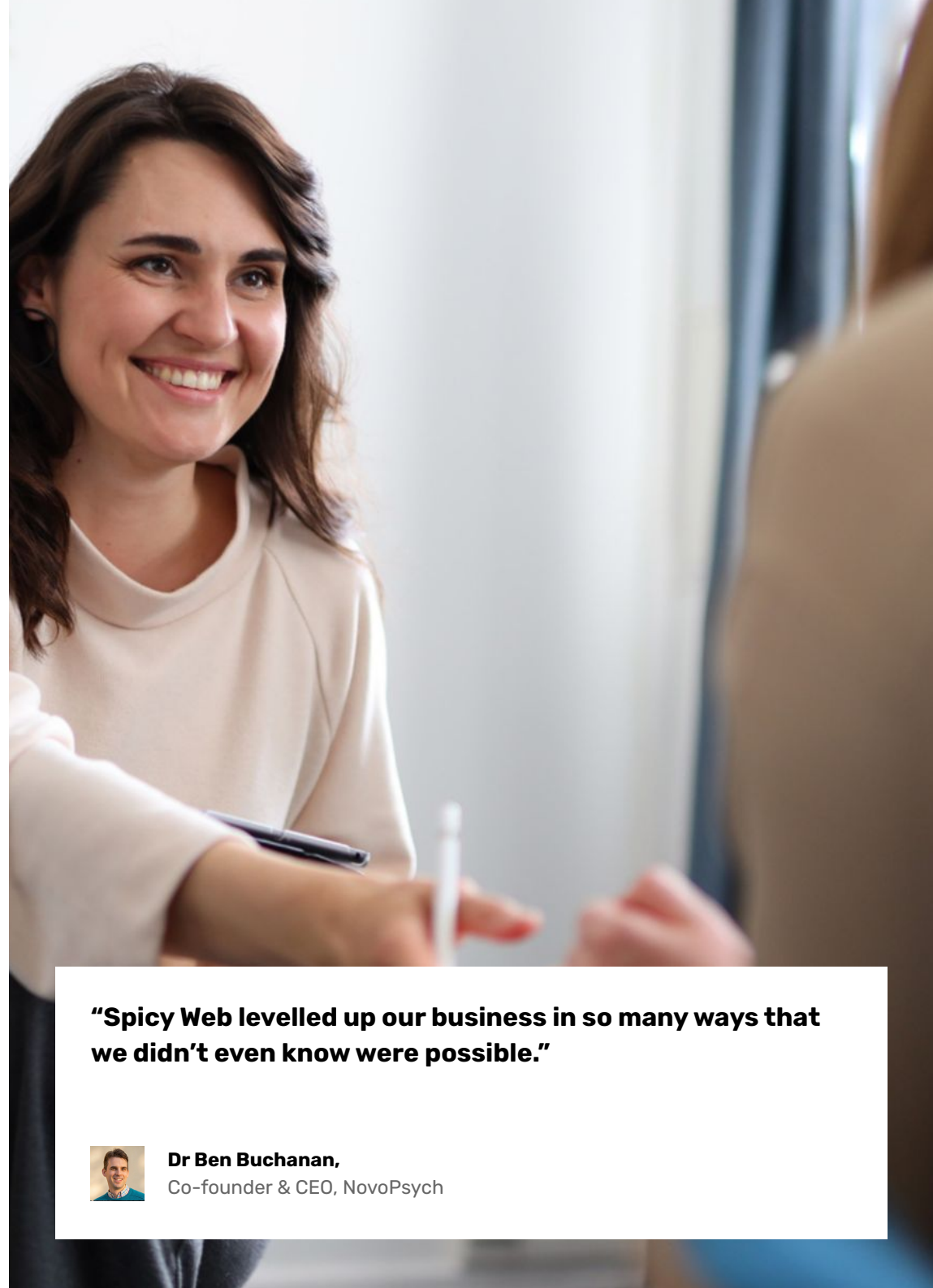
28% ↑

Increase in
Organic Clicks

12:1 ↑

**Return on
investment
from SEO**

spicyweb®



“Spicy Web levelled up our business in so many ways that we didn’t even know were possible.”



Dr Ben Buchanan,
Co-founder & CEO, NovoPsych

CASE STUDY TESSERENT

We delivered a 566% growth in website visitors within the first year for Tesseract, one of Australia and New Zealand's largest cybersecurity firms.

21M+ ↑

Qualified lead value generated over a 12 month period

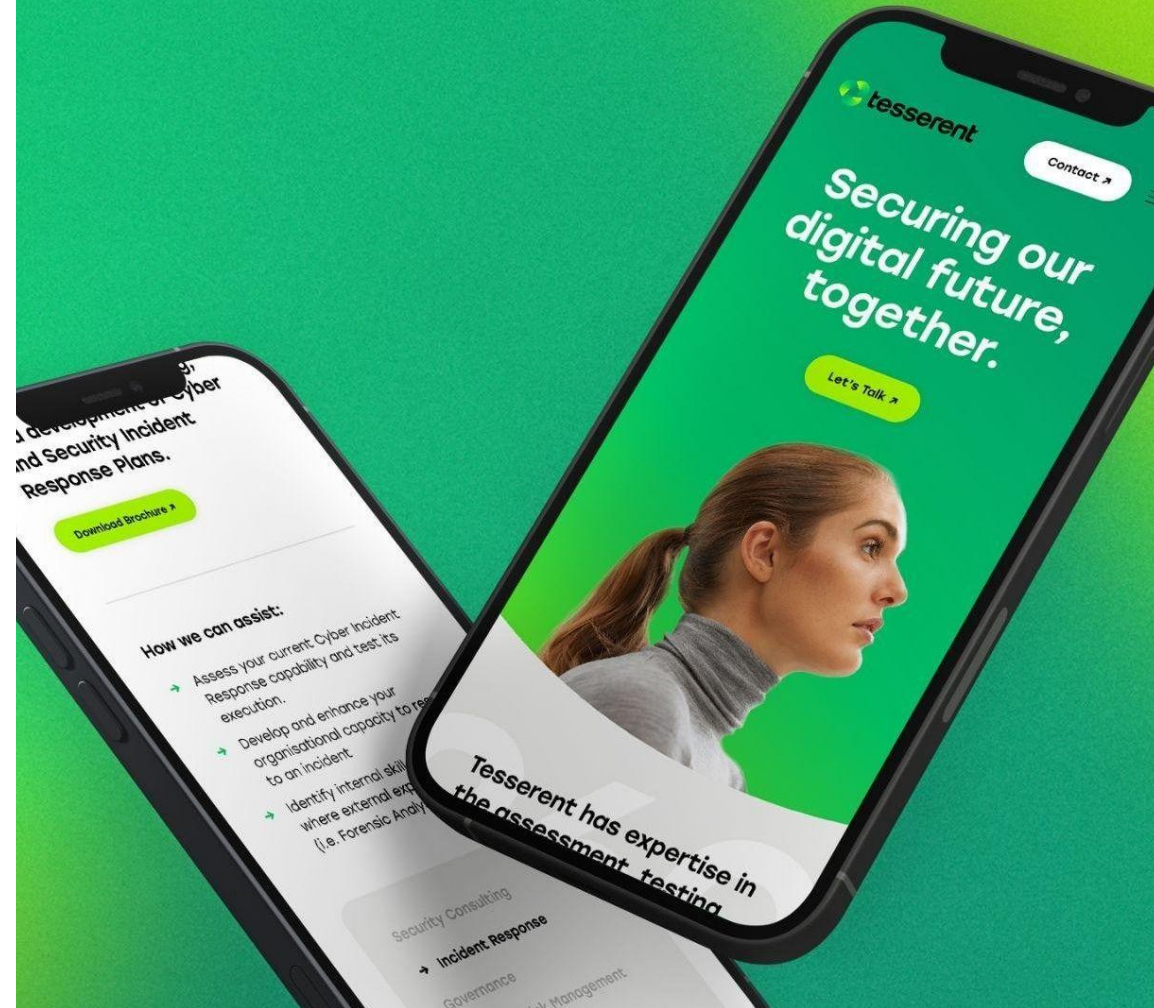
566% ↑

Increase in **organic traffic** within first year

30:1 ↑

Return on investment into SEO

spicyweb®



“Dynamic team. Real partnership forged with each specialists of their area. The team is nimble (and) proactive in engagement to meet objectives and timeline”



Angelo Ilagan

Marketing Communications Manager, Tesseract

CASE STUDY

SITEVIEW SECURITY

Over 8 months, we delivered a 667% increase in leads for managed CCTV and surveillance provider, SiteView Security

667% ↑

Increase in
conversions.

614% ↑

Increase in
conversion rate.

85% ↓

Decrease in **cost per
conversion** on Google
Ads.

spicyweb®



CASE STUDY

GOODPODS

We delivered a strategic roadmap for podcasting platform startup Goodpods, resulting in a 992% increase in user accounts created.

2833% ↑

Increase in **daily website clicks**

992% ↑

Increase in **user accounts created**

40k+ ↑

App downloads in the past 12 months

spicyweb®



Goodpods



CASE STUDY

MANOVELLA

After just one month, we increased door hardware company Manovella's revenue from Meta Ads by over 570%

575% ↑

Increase in monthly
revenue generated

473% ↑

Increase in number of
purchases

15:1

Return on ad
spend (ROAS)

spicyweb®

MANOVELLA

"These guys just get it. It's so refreshing to actually get direct answers to questions rather than getting the brush off. I could not recommend Spicy Web enough!"



Ryan Daly
Director, Manovella

CASE STUDY

KINETIC EDUCATION

Within 12 months, we increased the number of leads for Kinetic Education by over 400% through SEO and Paid Media

446% ↑

Increase in
leads generated
within 12 months

41% ↓

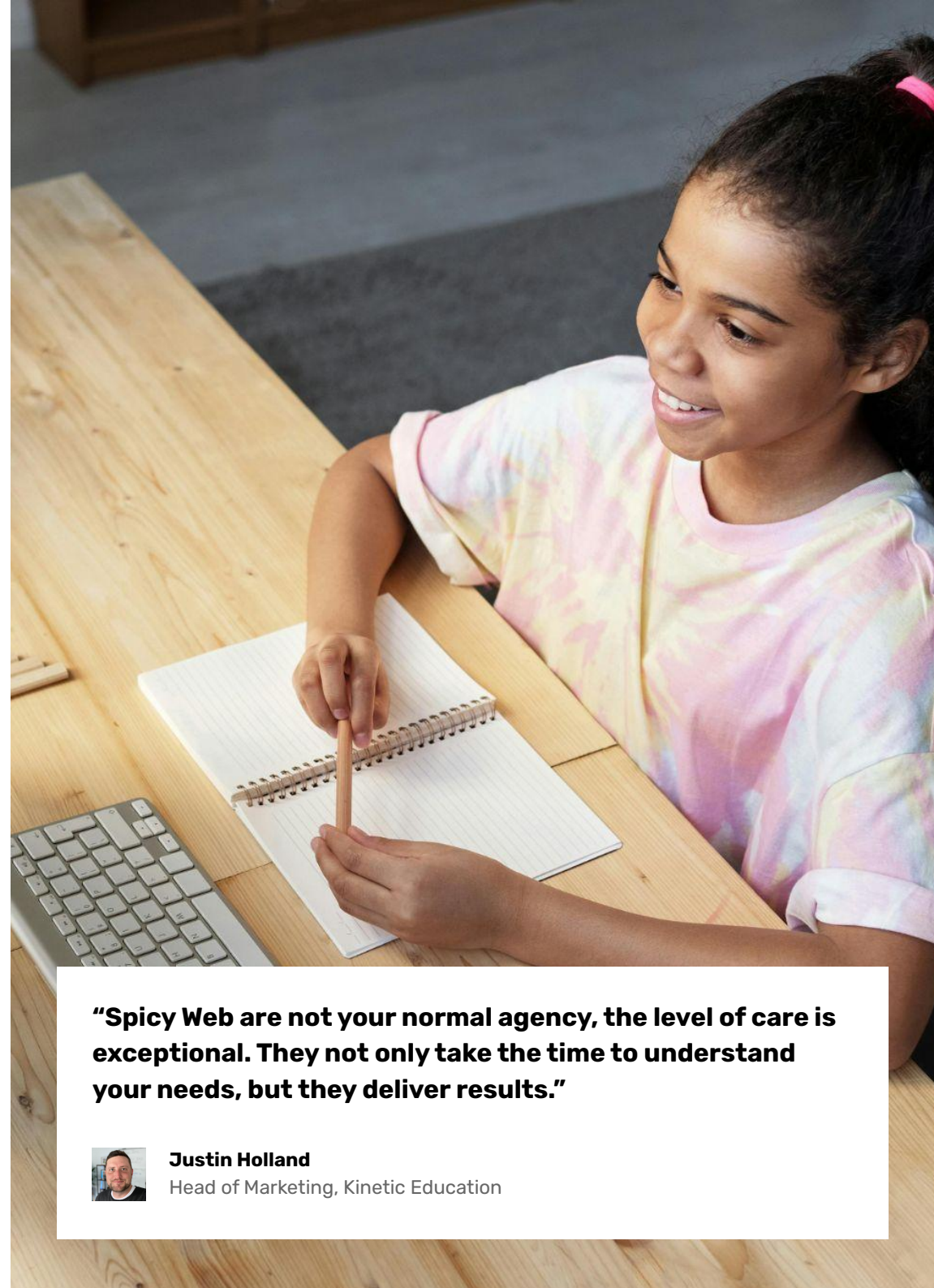
Decrease in
cost per conversion
within 12 months

411% ↑

Increase in **website**
visitors within 12
months

spicyweb®

 **KINETIC Education®**
MATHS AND ENGLISH WIZ



“Spicy Web are not your normal agency, the level of care is exceptional. They not only take the time to understand your needs, but they deliver results.”



Justin Holland
Head of Marketing, Kinetic Education

CASE STUDY

YOORALLA

We delivered an average of 86% increase in conversions (service enquiries, donations) for one of Australia's most beloved not-for-profits Yooralla

19% ↑

Increase in **website visits** by traffic from organic search year on year

83% ↑

Increase in **impressions** year on year

86% ↑

Increase in **total conversions** within the first 12 months

spicyweb®

yooralla



Spicy Web | Capabilities

LET'S GET STARTED

Level 3
54-58 Wells St
Frankston, Victoria

Level 7
80 Dorcas St
Southbank, Victoria

03 8765 2339
spicyweb.com.au

spicyweb®

