

## **MEDIA RELEASE**

*For immediate release*

### **Digital Hitmen's Future-Forward Marketing Nets 6 Global Search Award Nominations**

*Perth, Western Australia – September 2025*

[Digital Hitmen](#), a boutique SEO agency in Perth of just nine employees that emphasises embracing the future of search quickly and conscientiously, has outpaced multinational competitors by securing six finalist nominations at the 2025 Global Search Awards—more than any other small SEO agency in Australia.

The Global Search Awards are typically dominated by firms with hundreds of staff. For a team of this size to match and exceed their reach proves that specialist-led, future-forward, and conscientiously-applied strategies can outperform size and scale.

#### **Finalist categories include:**

- Best Use of AI in Search – *Discovery Alert*
- Best Use of Content Marketing: Small – *Aussie Patio Designs*
- Best Global SEO Campaign: Small – *Discovery Alert*
- Best Low Budget Campaign (SEO): Small – *Steel Frames WA*
- Best Use of Search – Automotive: Small – *Elite Tune*
- Best Use of Search – Health: Small – *Physio & Exercise Lab*

#### **Outperforming the giants through future-forward strategy**

“Our nominations show that success in search isn’t about size; it’s about approach. By staying future-focused and applying strategies conscientiously, our small team has been able to deliver results that rival and often surpass huge, global agencies.” - Brad Russell, Founder & Director of Digital Hitmen

As AI reshapes search, headcount no longer dictates success. Digital Hitmen empowers every team member to test and apply new technologies directly into campaigns, without layers of bureaucracy. This freedom creates an agile culture where strategies are applied quickly and conscientiously—delivering results that rival and often surpass global competitors.

One standout example is *Discovery Alert*, shortlisted for both Best Use of AI in Search and Best Global SEO Campaign. In just 12 months, the platform grew from 623 to over 142,000 monthly

sessions—a 22,692% increase. The growth was not driven by deep budgets or large teams, but by applying AI in a focused, responsible way to streamline publishing, scale content intelligently, and align it with search intent—all before competitors caught onto the potential of the strategy. The result was the transformation of a niche platform into a recognised authority in its field, achieved by a nine-person team in Perth.

### **About Digital Hitmen**

Digital Hitmen is Perth's most award-winning small SEO agency. Founded in 2016 by digital strategist Brad Russell, the nine-person team delivers SEO, PPC, and web design strategies that consistently outperform larger competitors.

With a direct-to-expert model and no account managers, every campaign is led by senior specialists who combine innovation with conscientious execution. This approach has earned recognition on the global stage, with wins at the Global Search Awards, Search Engine Land Awards, and APAC Search Awards.