

Case study: A Brush with Fun



Project Snapshot

Client: A Brush With Fun

Industry: Art Therapy Support & Psychosocial Recovery

Location: Mandurah, WA

Services Provided:

- Marketing Strategy
- Website Optimisation
- SEO
- Copywriting
- Customer Journey Optimisation
- Conversion Optimisation (Lead Generation)

Results:

- Position #1 Google Ranking Achieved
- 1 new 12-week program booking through the website
- Website Enquiries Generated
- Customer Journey Redesigned & Optimized
- SEO & Messaging Strategy Implemented

Client Overview

A Brush With Fun provides art therapy support for people navigating recovery from work-related incidents, mild trauma, anxiety, stress, and life challenges.

The business also supports professional referrers such as doctors, insurers, and healthcare professionals seeking complementary wellbeing services for their clients.

The goal of this project was to improve Google visibility, clarify the service offering, strengthen the customer journey, and generate more qualified enquiries.

Initial Situation

Although the business offered a unique and valuable service, the website was not effectively communicating its value or attracting the right visitors.

Key Challenges

- Limited visibility in Google search results
- No defined SEO strategy
- Messaging that didn't clearly explain the service
- Multiple audiences with different needs being addressed in the same way
- No clear conversion path for website visitors
- Inconsistent lead generation

As a result, potential clients often struggled to understand the service offering, while the website wasn't attracting qualified search traffic.

Opportunity

The project focused on creating a stronger foundation for growth by:

- Improving search visibility
- Clarifying service positioning
- Creating a better customer journey
- Increasing qualified enquiries
- Making the service easier to understand and access
- Building trust with both clients and professional referrers

Strategy

Audience & Positioning Research

The first step was understanding the different audiences and their motivations.

Research identified three key groups:

- Individuals Seeking Emotional Support

People looking for help with stress, anxiety, overwhelm, or life challenges who may not yet be familiar with art therapy.

- Individuals Navigating Recovery

People recovering from workplace incidents or mild trauma who require additional support throughout their recovery journey.

- Professional Referrers

Doctors, insurers, and healthcare professionals seeking complementary support services for their clients.

This research helped reposition the business around the emotional and wellbeing benefits of creative expression rather than focusing purely on therapy.

The service was positioned as a supportive, calming, and accessible experience that combines creativity with personal healing and growth.

SEO Strategy

A data-driven SEO strategy was developed to align the website with real search behaviour.

Key actions included:

- Keyword research based on search intent
- Local SEO targeting Mandurah-based searches
- Service-specific keyword mapping
- Creation of dedicated service pages
- On-page SEO optimisation
- Content optimisation

The strategy focused on high-intent keywords that reflected the challenges potential clients were actively searching for.

Customer Journey Strategy

The customer journey was redesigned to reduce friction and make it easier for visitors to take the next step.

Key objectives included:

- Clarifying service messaging
- Building trust more quickly
- Creating accessible entry points
- Improving conversion opportunities
- Making support feel less intimidating

The strategy focused on helping visitors understand what art therapy support is, how it can help them, and what action to take next.

Implementation

Customer Journey & Conversion Optimisation

- Rewrote website copy to clearly explain services and benefits
- Refined messaging for each target audience
- Added stronger calls-to-action throughout the website
- Introduced a free consultation offer
- Created a single-session option as a lower-commitment entry point
- Improved page structure and service navigation
- Strengthened trust-building content

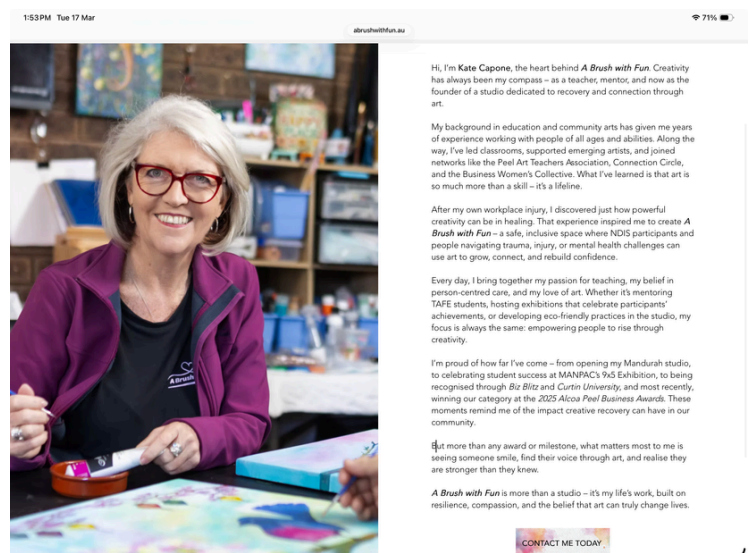
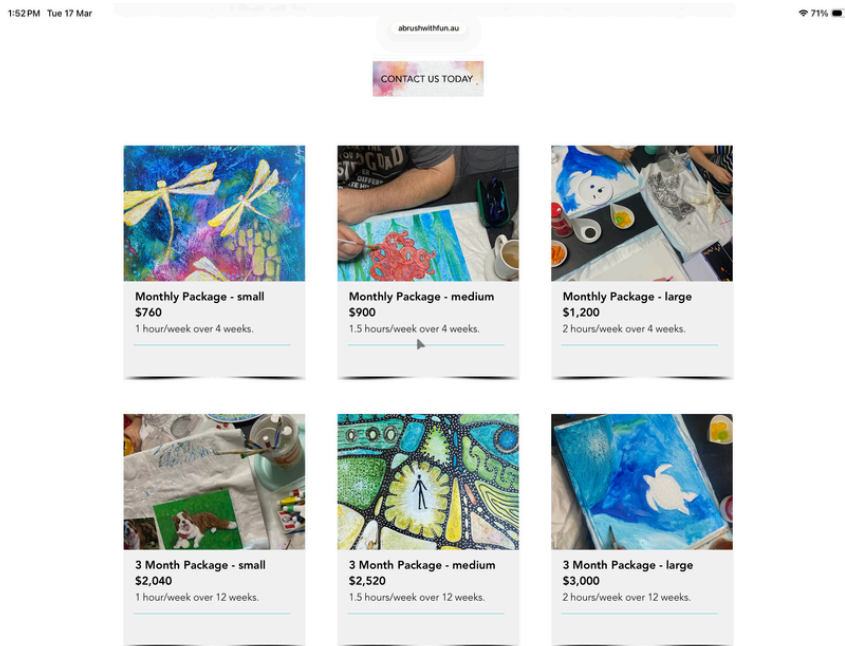
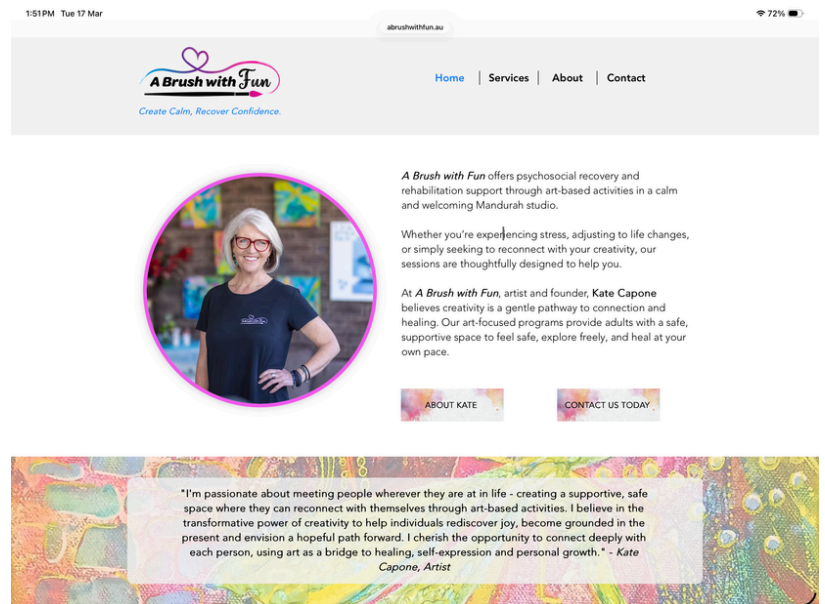
SEO Optimisation

- Implemented keyword strategy across core pages
- Optimised page titles and metadata
- Improved content structure and keyword targeting
- Created dedicated pages for individual services
- Aligned website content with search intent
- Improved local SEO targeting

Before & After

Before

- Unclear service messaging
- No SEO strategy
- Generic content
- No service segmentation
- No clear conversion path
- Limited Google visibility



After

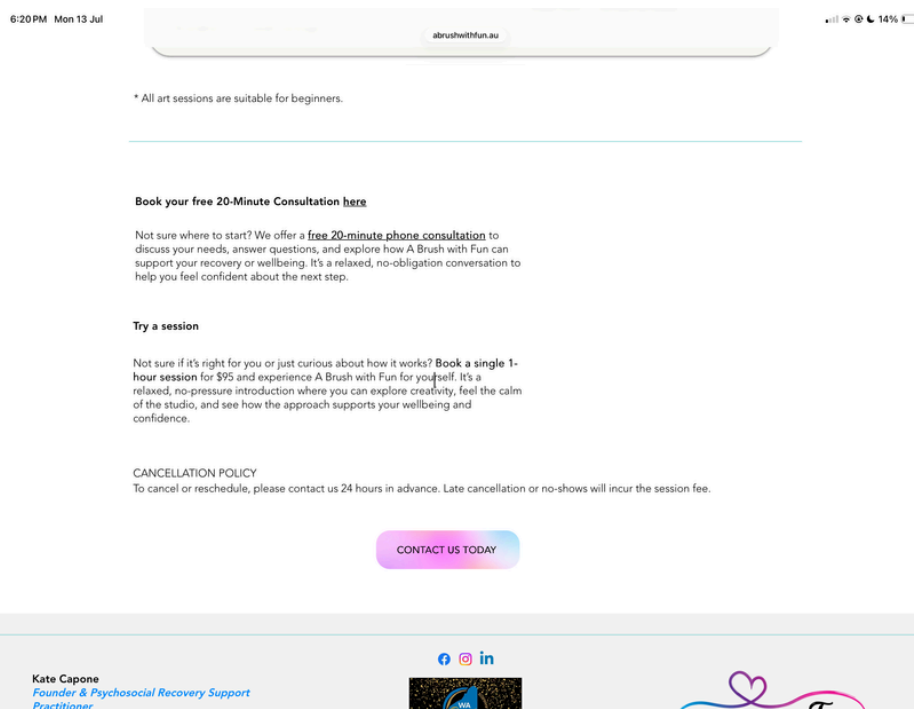
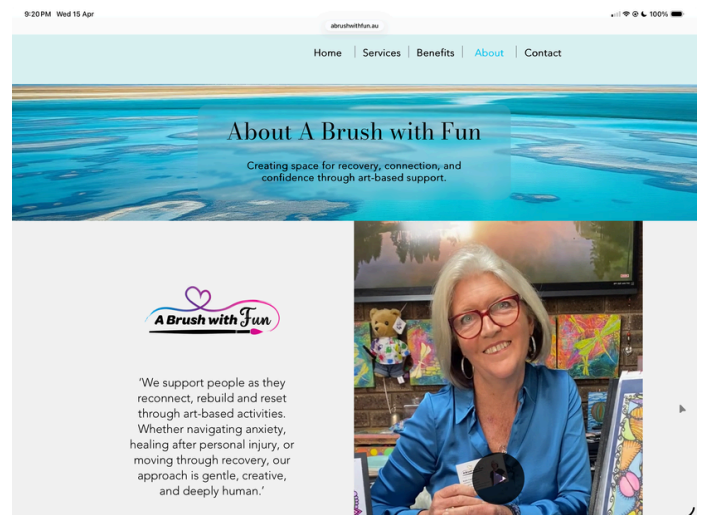
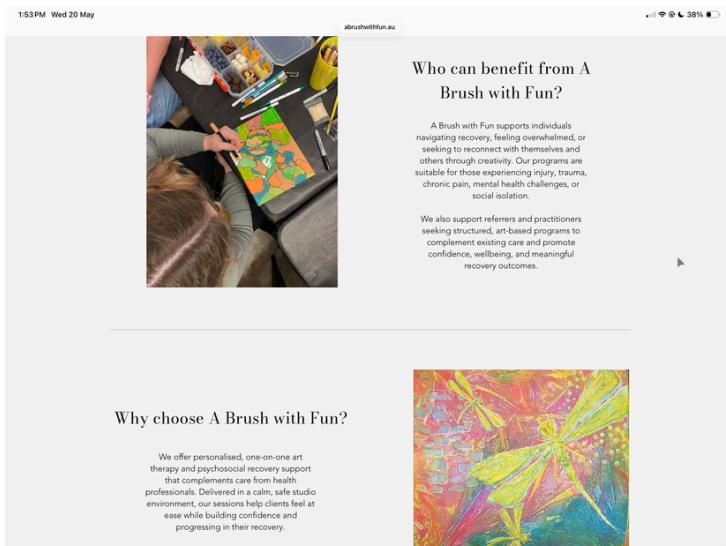
- Clear audience-focused messaging
- Structured keyword targeting
- Content aligned with search intent
- Dedicated service pages
- Optimised customer journey
- Improved rankings and visibility



A Brush with Fun offers art therapy, psychosocial recovery and rehabilitation support through art-based activities in a calm and welcoming Mandurah studio.

Whether you're experiencing stress, adjusting to life changes, or simply seeking to reconnect with your creativity, our sessions are thoughtfully designed to help you.

At A Brush with Fun, artist and founder, Kate Capone believes creativity is a gentle pathway to connection and healing. Our art-focused programs provide adults with a safe, supportive space to feel safe, explore freely, and heal at your own pace.



Art based Support Therapy and Coaching Package



Support clients in their recovery

2 hour weekly session

*Available in 4, 12 and 24 week packages

For who is this package?

Creative focus can help lower stress levels, reduce anxiety, and provide a safe, non-verbal pathway for processing trauma and emotional challenges.

This higher-level Art Therapy Support package combines creative therapeutic processes with coaching-based support to enhance recovery, build resilience, and promote functional progress. **Designed for referrers** seeking an outcomes-focused approach to support clients recovering while complementing clinical or psychological care.

By integrating art-based activities with personalized support, clients can develop healthier coping strategies, improve emotional wellbeing, and feel more confident throughout their healing journey. Discover how Art Therapy Support can benefit your clients. [Read more](#) about this package or [contact us today](#) to learn more.

NDIS Art Therapy Support

Suitable for individuals and groups of 2-4 people



50 min weekly session for individuals

1.5 hour weekly session for groups

For who is this package?

Build confidence, emotional wellbeing, and independence through creativity.

Our NDIS Art Therapy Support Program in Mandurah helps participants work towards their **NDIS goals** through guided, goal-focused art sessions in a calm and supportive environment. Using creative activities such as painting, drawing, and mixed media, participants can strengthen emotional resilience, improve social connection, develop self-expression, and build everyday confidence in a way that feels safe, enjoyable, and empowering.

More than just art classes, these personalised sessions support meaningful growth while helping participants reconnect with their abilities and strengths.

10:15 PM Wed 1 Apr editor.wix.com

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Psychosocial Recovery Support Package

A structured program designed to complement clinical care and support psychosocial recovery. Through guided art-based activities, clients build confidence, regulate emotions, and reconnect with their capabilities.

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This monthly package is not about perfection or pressure, but about creating a safe, supportive space to explore, express, and reset. Each session nurtures calm, self-awareness, and renewed confidence, helping clients return to themselves with a greater sense of ease and resilience. Clients are supported to slow down, rediscover balance, and regain clarity as part of their ongoing recovery.

What's Included in this package?

- 1.5 hour weekly session
- Individualised art activities: watercolour, acrylic, pencil, collage, multi media
- Basic, intermediate and advanced art skill development tailored to ability level
- SMART goal setting to support recovery outcomes
- Neuro art processes to support cognitive and emotional wellbeing
- A safe, creative space to experiment and explore art materials
- Light refreshments

Client Outcomes

- Improved confidence and self-esteem
- Increased emotional regulation and sense of calm
- Enhanced fine motor skills and cognitive engagement
- Greater independence and motivation
- Opportunity to reconnect with identity through creativity

Psychosocial Recovery Support Package Fees

1.5 Hour Weekly Sessions

Results Achieved

Early Results

As this strategy was recently implemented, the initial focus was on improving visibility, positioning, and conversion opportunities.

Search Visibility

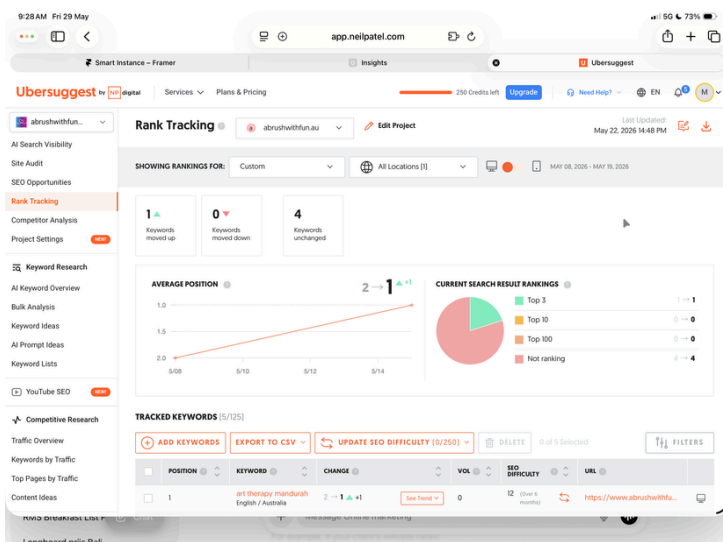
- Reached Position #1 on Google shortly after implementation
- Improved visibility for relevant local searches

Lead Generation

- Generated a 12-week program booking through the website, demonstrating that the improved customer journey and messaging successfully converted a visitor into a paying client
- Generated website enquiries through the contact form
- Increased opportunities for visitors to take action
- Reduced barriers to engagement through free consultations and introductory service options

Strategic Wins

- Clearer service positioning
- Better audience targeting
- Improved alignment between search intent and website content
- Strong foundation established for ongoing SEO growth



The screenshot shows a 'Website Contact Form' submission. The form fields are filled with redacted information (black boxes). The message content is as follows:

Website Contact Form

FIRST NAME: [Redacted]

LAST NAME: [Redacted]

EMAIL: [Redacted]

PHONE: [Redacted]

MESSAGE: I would like to purchase a 12 week package for NDIS participant [Redacted]. I am her Support Coordinator.

Automated form

Conversation priority set to: High by frontend agent

Future Growth Opportunities

Ongoing SEO

To continue building visibility:

- Publish educational blog content
- Expand keyword coverage
- Target additional recovery, wellbeing, and art therapy-related searches
- Continue monitoring rankings and search performance
- Build authority through consistent content creation

Lead Generation

Develop lead magnets to capture and nurture website visitors, such as:

- Stress & Anxiety Self-Assessment Guide
- Creative Recovery Workbook
- Emotional Wellbeing Checklist
- Art for Mindfulness Starter Guide
- Interactive Wellbeing Quiz

Email Marketing

Many visitors are not ready to seek support immediately.

An email marketing strategy would help nurture potential clients through:

- Automated welcome sequences
- Educational content
- Wellbeing resources
- Success stories
- Regular newsletters

This helps build trust and keeps the business top-of-mind when support is needed.

Referral Growth

Additional opportunities exist to strengthen relationships with:

- Doctors
- Insurers
- Allied health professionals
- Workplace recovery providers

Targeted referral resources and dedicated landing pages could further increase referral enquiries.

Expected Long-Term Impact

- Increased organic visibility
- More qualified website traffic
- Improved enquiry conversion rates
- Greater understanding of services among potential clients
- Lower barriers to engagement
- Stronger long-term lead generation system
- Increased referrals from professional networks

Key Takeaways

- Effective marketing starts with understanding audience motivations and search behaviour.
- Positioning services around outcomes creates stronger engagement than focusing on services alone.
- SEO and customer journey optimisation work most effectively together.
- Lower-friction offers can significantly improve conversion opportunities.
- Trust-building is critical when marketing wellbeing and support services.
- Early ranking improvements can create a strong foundation for long-term lead generation.

Conclusion

By aligning audience research, messaging, SEO, and customer journey optimisation, A Brush With Fun now has a clearer market position, stronger search visibility, and a more effective pathway from website visitor to enquiry.

The project established a strong foundation for sustainable growth while making the service easier to understand, access, and recommend for both individuals and professional referrers.