

# Brendan Edwards

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## Profile

**Understated Excellence** (founded 2006) is a consultancy dedicated to empowering small businesses through strategic communications, independent thought leadership, technical development, and mentorship. The approach is grounded in holistic, pragmatic strategies that blend technical expertise with business acumen.

## Key Capabilities

### Area

**Strategic Content Development**

**Search Engine Optimisation**

**Technical Development**

**Client Support**

**Strategic Thinking**

**Business Improvement**

### Key Contributions

Authoritative content, unified branding, user centric design

Organic ranking, technical optimisation, analytics driven refinement

Full-stack web builds, troubleshooting, complex integrations

Training, documentation, project management, empowerment

Business analysis, process improvement, market positioning

Self-management, compliance, stakeholder collaboration

# Strategic Content Development and SEO

## Strategic Content Development

- **Content as a Differentiator:** Developed and implemented content strategies that positioned clients as industry experts, ensuring their websites and materials were seen as authoritative and trustworthy.
- **Holistic Information Design:** Created user-centric information architectures for websites, ensuring content was accessible, relevant, and aligned with business goals.
- **Branding and Messaging:** Defined brand concepts and attributes, implementing them consistently across digital and print assets (websites, brochures, multimedia).
- **Case Example:** For 1300ENSUITES, designed a unified content and branding strategy across multiple businesses, resolving market confusion and supporting business growth.

## Search Engine Optimisation (SEO)

- **Organic SEO Leadership:** Developed and executed organic onsite SEO strategies across diverse industries, consistently achieving high search engine rankings and reducing reliance on paid advertising.
- **Technical SEO Implementation:** Applied advanced techniques such as meta tag optimisation, keyword research, and content structuring to improve visibility and user engagement.
- **Performance Tracking:** Utilised analytics tools (Google Analytics, Bing Webmaster Tools, Screaming Frog, etc.) to monitor and refine SEO strategies.
- **Case Example:** For Rent A Bathroom and associated brands, implemented SEO strategies that enhanced organic search results and reduced PPC costs, with content and many optimisations retained through multiple site redevelopments from other developers.

## Technical Development & Troubleshooting

- **Full-Stack Web Development:** Built, migrated, and maintained websites using a range of CMS platforms (Joomla!, WordPress, Drupal, Moodle), custom HTML/PHP/CSS templates, and development tools (Dreamweaver, Bitnami, Virtual Box).
- **Cross-Platform Compatibility:** Ensured websites rendered correctly across all major browsers and devices, addressing technical issues such as browser compatibility, mobile responsiveness, and accessibility.
- **Complex Integrations:** Integrated third-party services (e.g., PayPal for recurring payments in custom Joomla! extensions), often reverse-engineering and documenting processes for maintainability.
- **Troubleshooting:** Diagnosed and resolved technical issues related to site reliability, SPAM, CMS extensions, and server configurations. Improved mailbox management and reduced SPAM through targeted debugging and remediation.
- **Case Example:** For Spiritual Love Match, implemented a custom PayPal subscription solution and documented complex report generation algorithms, ensuring future maintainability.

# Client Support and Mentorship

- **Training and Empowerment:** Trained and mentored business owners and staff on digital tools, CMS usage, and best practices, fostering self-reliance and reducing ongoing support needs.
- **Project Management:** Managed site migrations, redevelopments, and digital strategy projects, ensuring minimal downtime and client satisfaction.
- **Documentation:** Produced comprehensive, user-friendly documentation for processes, user guides, and training materials, simplifying complex concepts for clients.
- **Case Example:** For Frankston Photographic Club, developed event management processes, documentation, and training materials, streamlining operations and enhancing member engagement.

# Strategic Thinking and Business Improvement

## Strategic Thinking

- **Business Analysis:** Applied SWOT and PEST analyses to understand client environments, identify opportunities, and develop tailored strategies.
- **Process Optimisation:** Analysed, documented, and improved business and application processes, reducing errors and increasing efficiency (e.g., process improvements for Commander's mobile phone service commissioning).
- **Market Positioning:** Provided strategic advice on market competition, digital strategies, and branding, helping clients adapt to changing environments and outpace competitors.
- **Continuous Learning:** Engaged in ongoing professional development (courses in big data, analytics, digital strategy, marketing, etc.) to ensure up-to-date knowledge and best practices.

## Business Improvement

- **Self-Management Strategies:** Developed frameworks for ongoing client self-management, enabling businesses to maintain and grow their digital assets independently.
- **Compliance and Best Practice:** Improved site compliance with usability, accessibility, and legislative requirements, ensuring long-term sustainability.
- **Stakeholder Collaboration:** Facilitated collaboration among diverse stakeholders (e.g., forming the 1300ENSUITES membership group), aligning interests and driving collective success.
- **Case Example:** For multiple clients, content and strategies developed were retained and emulated by competitors, demonstrating lasting value and industry leadership.

# Summary

Brendan Edwards, through Understated Excellence, has demonstrated a rare blend of strategic insight, technical mastery, and client-focused support. The work consistently delivers measurable improvements in digital presence, operational efficiency, and business growth for a diverse range of clients.