



HONG KONG SEO

Trusted Digital Solutions

While most admit digital marketing is the way forward, few are yet to appreciate the impact a good agency can have on bottom line profits, says **MICHAEL DORNAN**.

Michael Dornan is an innovative, results-focused executive with over 20 years of experience in delivering strategic information technology and business outcomes for major organizations across the public and private sector with experience in energy, finance and banking, and marketing and sales.

More recently, Dornan started a Melbourne-based IT consulting practice focused on offering various CIO services to businesses, as well as a digital agency in Australia. It was during that time that he was flown to Hong Kong by a customer to assist with an IT start-up. There he tried to collaborate with digital agencies in the city to help promote that business, and found back then a significant gap in experience and capability.

While this has changed in recent years and competition is growing, Dornan notes that Hong Kong is still in need of savvy digital agencies.

Walking the Walk

“Demand is constant in Hong Kong and with new competition entering the market, demand has not slowed in the slightest. Digital marketing is an evolving industry and businesses both large and small are still learning about the benefits of hiring an agency,” says Dornan.

Hong Kong SEO specializes in an outside perspective. “We bring international experience. Many of our competitors focus on local digital, which is in high demand, but there is also significant demand for businesses in Hong Kong to seek exposure in the UK, US and Australia.”

A key value driver is Dornan’s keen



Michael Dornan,
CEO of Hong Kong SEO HK.

eye for managing expectations. “We’re a small focused agency. Unlike most, we do not take on clients for whom we cannot deliver results. We also do not over-commit our resources, giving them too many clients to manage that all clients subsequently suffer. This can sometimes come with a slightly higher cost, but we feel the results speak for themselves.”

For Dornan, the way forward is to err on the side of pragmatism. “We would rather be honest, upfront and realistic to the client rather than give false hopes and leave them unimpressed.”

Off the Beaten track

A chronic problem agencies face is that of servicing small businesses with limited budgets trying to compete with

larger companies. For this reason, Dornan shares, Hong Kong SEO makes the decision to beg off, if the company feels that it cannot deliver results, rather than overcharge clients for 3-6 months, wait for them to get frustrated and leave, often going to another agency and starting the same cycle over again.

“Digital marketing is an odd industry, with so many cheap agencies from different counties and on freelancer sites, promising great results for low budgets that it’s created a level of distrust. To stay competitive, you have to differentiate yourself from your competitors and make every effort to listen to your customer and achieve targeted goals.”

Quality of Service

Progressive an entrepreneur as he is, Michael Dornan has his own set of key performance indicators. “Success is measured in many ways. I enjoy what I do, I have a very diverse business portfolio and enjoy the many challenges life and business bring. The good part of what we do here is enjoying the success we create for our customers.”

Hong Kong SEO continues growing on referral business, as satisfied clients are its best advertisers. Knowing that it is better to grow slowly and surely than to be the all-singing, all-dancing company that makes more promises than it can keep, Dornan makes certain of the quality of his product, and that words are kept. ■

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