

Muru Mittigar - Website Case study

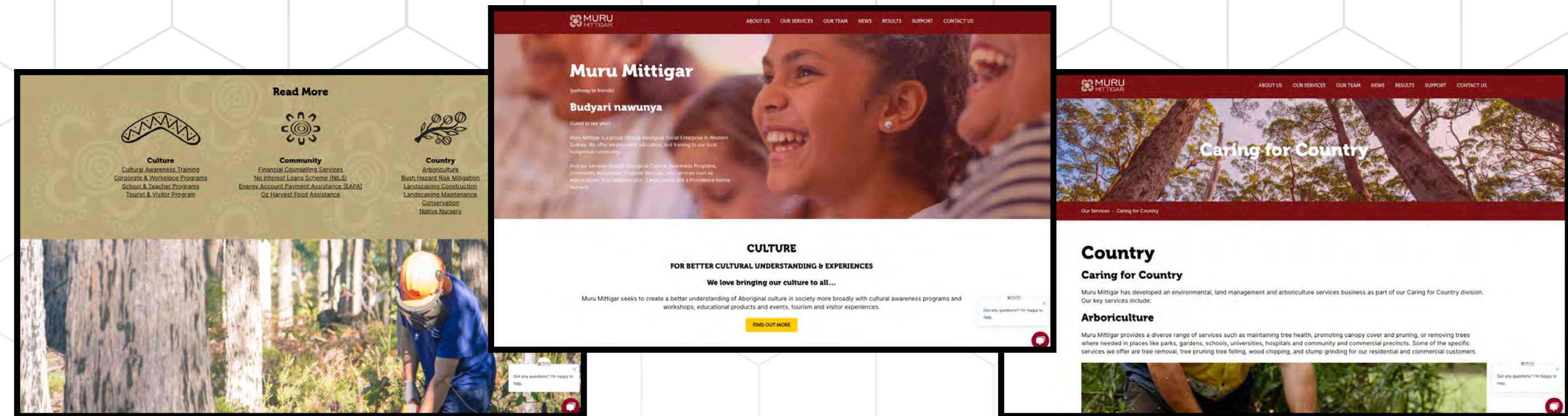


Client: Muru Mittigar

Industry: Not-for-profit

Target audience: Government, Corporations, Asset Managers, Schools & Universities, Hospitals, Construction, Engineers

Services: Providing financial counselling, no interest loans, energy bill assistance and Oz Harvest services



Overview

Muru Mittigar, a Dharug organisation, is committed to making a lasting impact on indigenous communities, specifically focusing on Dharug people. Their mission includes creating a better understanding of Aboriginal culture, generating job opportunities, and providing workplace skills training. Operating within the Dharug territory, Muru Mittigar offers services in land management, education, and tourism, while also investing in the well-being and financial counselling of the Aboriginal community.

Scope

Cyrius was approached to review and refresh the existing Muru Mittigar website. The site required a revamp to bring it in line with current position and service offerings, prioritise the content and provide a completely rewritten copy deck. The site would be maintained largely inhouse so required a convenient administration interface and would be enhanced over time with SEO, landing pages for specific services and additional content as more projects were completed.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

The current CEO, with an extended “loan” role from Westpac, sought to enhance Muru Mittigar’s digital presence. After completing branding activities, case studies, and initial social media efforts, the focus shifted to building services, generating leads, and increasing brand recognition. A performance review of the website and digital marketing, including SEO and UX/UI analysis, was initiated. Key objectives included improving site functionality, addressing website issues, enhancing user experience, and optimising content for lead conversion.

Solutions

A comprehensive strategy addressed outlined tasks. Content was revamped with an indigenous worldview, adding new pages like Services and Results with clear CTAs. The website underwent a design overhaul for modernisation and better navigation.

A UX/UI workflow review ensured intuitive information flow, guiding visitors through key services. SEO and analytics optimisation tracked popular categories, informing homepage content. Marketing efforts were aligned with the website, integrating automated responses and reminders, with social media activities driving traffic back to the site.

Outcome

Efforts yielded a transformed Muru Mittigar presence, reflecting brand pillars: solutions, culture, knowledge, and Country care. The enhanced website boosts profile, with improved functionality, increased time spent, and enhanced lead conversions. Issues like the disappearing main menu were addressed, with improved content and editable pages. The site now informs a wider audience about services, indigenous initiatives, and opportunities for partnerships and hiring. Through design and UX enhancements, services are better explained, driving business and lead generation. Focus on corporate and government sectors, alongside refined marketing, aligns with revenue generation and business growth objectives.

What they said:

“Very knowledgeable and experienced in the indigenous and not for profit space, Cyrius works closely with us on multiple fronts to achieve our business objectives.”

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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