



The Home Design Directory
www.homedesigndirectory.com.au

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PRESS RELEASE

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Small, high tech company defies the economic downturn and hits the big time.

Despite the economic doom and gloom, there are still inspirational success stories around.

One such story is that of the website, The Australian Home Design Directory (www.homedesigndirectory.com.au). It was created in September 2006 in NSW (Australia) by a team consisting of a Building Designer and a Software Engineer.

Their original intention was to build a niche web directory of building industry professionals. They did just that, creating a directory of Architects, Building Designers, Interior Designers and Builders. They then began to add articles about home design, building and renovation.

At the same time the Software Engineer used sophisticated web analysis tools that tracked reader interest. He saw that, despite the building downturn, people were searching for very specific information on home design and construction techniques.

His analysis revealed that the most popular pages on their web site were about costs and DIY. It appeared that while the economy was getting tighter, people were still undertaking home improvement and renovation. But rather than employing others for the entire job, people were doing it themselves. For that they wanted information and advice, especially with regards to cost.

The team began to publish unbiased building cost calculators, appraisals on home design, building techniques and materials, and related products. The articles covered

topics such as designing a new home, how to read plans, the process and language of building, kitchen renovation, lighting for the home, etc. They also published more specific articles on building techniques and materials such as cement rendering, use of stainless steel and fibre cement cladding.

Based on best practice website promotion techniques they also added a blog, “The Architect Mother.” Sometimes it is incisively informative, sometimes it is a rant about the frustrations of building and the shortcomings in the building industry, but always it is personal, informative and very readable.

Their new articles on DIY building and renovating are increasing their readership by a startling 16% per month (or 300% per year). Without any marketing or promotion, their advertising revenue is now increasing at an extraordinary 26% per month or 312% per year!

The small start up company of two now employs a healthy team of part-time staff that include architects, writers, photographers, software designers, and sales and marketing professionals. Industry professionals write new articles every month.

They continue to use their symbiotic skills of IT and architecture to develop interactive tools for home design and building. These include a colour selector, various building cost calculators and instructional tools.

The site is now an essential educational tool for anyone planning to undertake DIY home building or renovating.

The success story of the Home Design Directory is the result of astute scrutiny of people’s behaviour and thinking laterally. It is an example of how, by using sophisticated web analysis tools, businesses can pinpoint where people are still spending their money, and can change their business accordingly. It shows that it is possible for businesses to still grow, despite challenging market conditions.