

Company: Small Business of Australia, Australia

Nomination Submitted by: Award Writing Services

Company Description: Time is of the essence for small businesses and the work we do, helping uncover their stories, digging into their successes and ultimately helping them see all they've achieved is worthy of celebrating. We help these businesses find and enter awards so they can leverage the opportunities for PR, credibility and visibility.

Nomination Category: Innovation in Social Media Channels Categories

Nomination Sub Category: Best Female Business Influencer of the Year

Nomination Title: Annette Densham: The Breadcrumb Method: organic SEO driven profile building



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated person, OR an essay of up to 625 words? (Choose one):

An essay of up to 625 words

2. If you are providing an essay, enter here up to 625 words describing the innovative achievements of the nominated person since July 1 2023:

Total 625 words used.

I want to make being visible less exhausting, expensive and overwhelming for women in business. I started my career as a journalist in 1985, at 15. Intrinsicly I knew I wanted to use my love of words and panache for asking questions to share other people's stories. Old school journalists were my childhood heroes; I admired their skills in getting people to open up. I knew I wanted to do that for the rest of my life.

Four decades later, after working for News Limited and Fairfax as a journalist, six years in corporate comms, and 12 in small business PR, I've built a following of 20,000 across my channels and use my skills for good - sharing what I know freely about visibility, imposter syndrome and using awards and thought leadership to be Googlicious - my term for organically visible.

Getting organic media is harder. Businesses spend thousands on retainers to PR agencies for little results. Pay-to-play, a media landscape that's slow to change and shrinking newsrooms means it's harder to get earned PR. I innovated by coming up with a way to help people be organically visible by using my Breadcrumb Method - trails of organic content across multiple channels.

I know people don't buy on logic. They buy on emotion and trust. The method is grounded in behavioural science and search psychology, understanding most people never engage but watch or 'lurk'. It's a simple but powerful idea: instead of trying to be everywhere or land one big media hit, I show people how to leave small, intentional pieces of their story across the platforms people are already searching; website, social media, bios, awards, podcasts, articles. Over time, these form digital breadcrumbs people can follow and connect with, even before they've met.

The tools used aren't innovative; they've been around for ages but my method is, weaving in the power of repurposing so people can use four pieces of content/month to create over 30 pieces to use on their platforms. It saves time and clients from working with multiple providers and using AI to repurpose.

It's driven by SEO, using Ubersuggest, Google's search behaviour tools, schema markup, SEO copywriting and online publications that take contributions freely. Content isn't contrived/meaningless; it tells a story connecting clients to their audience, as they gather those story breadcrumbs creating neural pathways. When they're ready to buy, the business is top of mind.

Since launching last year, over 47 clients (and growing) across Australia and the US build visibility, win recognition, and take control of how they show up online. Everyday business owners, consultants, creatives, health practitioners, coaches, property experts, and founders, many who've felt invisible or unsure how to talk about their work.

They've:

- o Won major national awards - Telstra Best of Business Awards, Stevie Awards, AusMumpreneur Awards, Women in Business Awards, and ABIA, in over 120 categories, reshared using repurposing across platforms over 3 months.
- o Featured in mainstream/niche media such as The Australian, ABC, SmartCompany, Women's Agenda, Inside Small Business, and dozens of industry podcasts.
- o Increased website traffic and Google rankings - several reporting more inbound leads, podcast invitations, and speaking requests - 70% reported a noticeable increase in search visibility and inbound traffic within 3 months. 1 in 3 rank on page one of Google for niche industry keywords tied to their services, name, or awards.
- o Book sales, product launches, partnership opportunities, increased client trust, and new revenue streams - avg 30% increase in revenue.
- o 25 clients landed paid or high-profile speaking opportunities.

For me - 240% in visibility-related revenue, following grown by 35%, consistently booked-out, successful launch of a DIY Breadcrumb kit and tools, speaking about the method at over 25 networking events, strong referral network and 95%+ retention rate instead of 50%.

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

My new business was born in 2024 with two clients and 45 years of journalism grit. By May 2025, I'd grown to support 21 leaders and businesses across Australia, turning a modest \$4,000-a-month hustle into a \$20,000-a-month business with a tight, two-person team.

After a failed business partnership, I had to start from scratch. Armed with a laptop, a legacy in media, and 12 years of building a solid reputation in PR and awards writing, I set out to rewrite how small businesses and entrepreneurs show up online. With traditional media losing trust and 'going viral' the new pipe dream, I created The Breadcrumb Method, a strategic way to build Googlicious profiles through consistent, credible content.

I bring newsroom instincts and nous to a space struggling with real storytelling and the opportunity to connect on a human level., linking PR, awards, SEO and social proof into one clear strategy. It's about writing once and repurposing across platforms to keep people clicking, sharing and searching.

I've helped clients land national recognition, media features, and award wins that feed real-world growth, not vanity metrics. Visibility is useless if it doesn't convert into reputation, trust, and tangible opportunities.

I've gone from concept built after scrambling to recover from a failed business partnership to high-performing micro-agency, achieving measurable growth across clients, revenue, and recognition.

Attachments/Videos/Links:

[Annette Densham: The Breadcrumb Method: organic SEO driven profile building](#)



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