

First Page
Ranking
Made Easy.

DataSense

RANKINGAUSTRALIA.COM.AU

1300 762 496

Ranking Australia

Finalist: Media & Advertising Technology

August 20, 2024

Master tops the list

RANKING Australia founder Katrina Puranik's journey began with a simple yet powerful goal: to help small businesses build a strong online presence and grow their clientele.

She is armed with qualifications in IT, Visual Arts, Education, and Digital Marketing, as a Google Partner, and a Meta Digital Marketing Associate.

Delivering workshops, advice and support for the government, Ms Puranik quickly established herself as a trusted advisor in the digital space.

Over the past eight years, she has honed her expertise in Google marketing, mastering the intricacies of search algorithms and optimising digital content to maximise visibility.

Her work has not only earned her recognition as one of Australia's top digital experts but also led to her involvement in numerous government initiatives aimed at boosting small business digital capabilities.

Ms Puranik's commitment to small business success is evident in her development of the Digital Toolkit for Small Business, a collective of Australia's best digital experts providing insights and advice to help businesses navigate the digital landscape.

Her achievements have also been recognised on the national stage, as she is a finalist in the AusMumpreneur 2024 Digital Services and Digital Innovation & Technology Awards, and the Australian Women in Small Business Champion Awards 2024 for Marketing Services.

Innovation is the way forward for Ranking Australia, and the company now celebrates the release of the DataSense Dashboard – chang-



Ranking Australia is being recognised in multiple awards.

ing the way small business implement SEO to their website in Logan.

It continues a legacy of creating cutting-edge technologies and diverse strategies to help businesses thrive in an increasingly digital world.

As a finalist in the Logan Chamber Business Distinction Awards 2024, Ranking Australia is proud to be recognised for its contributions to the local business community.

Ms Puranik is currently paving the way for Logan businesses to access subsidised support and advice for growth and sustainability with the Digital Toolkit, a collaborative comprised of digital experts across Logan and Australia who volunteer their time to local community businesses. This creates opportunities for small business to scale-up, and expand their market reach.