



UntangleMyWeb.com is an online marketing and web strategy consultancy specialised in the tourism industry. The company's mission is to empower SME's and tourism organisations with the tools and knowledge to take full advantage of the Internet in order to grow their business in a sustainable manner.

Fabienne Rabbiosi and Adam Wallace regularly educate both tourism and non-tourism businesses around Australia on how to take charge of their online marketing and website initiatives. Topics include organic SEO (search engine optimisation), paid AdWords campaigns, using quality content to establish trust through to social media strategies, content management systems and CRO (Conversion Rate Optimisation).

Fabienne Rabbiosi – Director & Chief Executive Optimiser



Fabienne is a web savvy tourism marketer and business entrepreneur. She holds Masters Degrees in Information Technology and Tourism Management, a Certificate IV in Training and Assessment and has spent the past 10 years in different positions blending web and marketing. Before setting up UntangleMyWeb.com in 2007 she developed and managed the Market Intelligence division of Gold Coast Tourism. Fabienne has experience in working closely with local small business operators to national and international tourism entities in areas as diverse as the Swiss Alps to Coastal and Outback Australia.

Her passion for tourism marketing has led her to be a highly respected tourism Internet marketing consultant. She is frequently on the road engaging with tourism businesses around Australia, which gives her excellent insight into the challenges they are currently facing in the online environment. This equips her with a unique perspective when identifying solutions and opportunities that these businesses can implement to leverage the web and subsequently increase their bottom line.

The company she started and is now a partner of, UntangleMyWeb.com, is an online marketing and web strategy consultancy that educates businesses around Australia and abroad on how to take charge of their online marketing and website initiatives.

Adam Wallace – Director & E - Business Architect



Adam Wallace is a technology savvy business strategist who dedicates himself to looking at the big picture when it comes to your business. He has 12 years experience in online web technology and business transformation at a senior level in the electrical technology, energy and information industry with both small and large corporate businesses. His key strengths lie in project management, strategic planning, technology utilisation, Web 2.0 software solutions, search engine optimisation (SEO), software development and people management.

Before partnering with Fabienne under UntangleMyWeb.com, Adam founded EvolveGlobal.com, a technology solution business specialising in online marketing, website design and software development building applications using the largest Microsoft open source project in the world - Dotnetnuke.com.

With Adam's strong background and experience in technology and business consulting combined with Fabienne's knowledge of the web and tourism industry you can be assured your receiving quality education that will help you leverage your business online and be rewarded the ROI you deserve.