

Situation

- A regionally focused financial recruiting firm serving employers and employment candidates had been stable for the last two years
- Growth remained relatively flat due to the limited number of qualified professional resources at the company, and the limited number of resources to reach qualified leads
- The website currently acts as a “brochure” site, giving a broad overview of the business and its services, and fails to initiate any call to action
- The current site is not SEO friendly and has very limited site traffic, further limiting the site’s ability to drive leads
- Limited resources and the lack of qualified leads from the web limited opportunities and growth
- The lack of resources forced staff to allocate time on low value activities, hindering the company’s ability to drive leads and manage customer relationships

Objectives

- Design the site to facilitate lead generation through messaging and integration of the candidate management tool
- Give the site a more contemporary look and feel to match industry standards
- Utilize available web tools and capabilities to position the site as the primary communication tool
- Help aid in the education of prospects with the use of RSS feeds, useful links and original articles
- Increase traffic to the site through incorporation of SEO best practices

Approach

- Conduct a competitive analysis to determine target user expectations and industry standards, while maintaining a locally-focused image
- Design a site that incorporates the company’s new brand identity and reflects the level of professionalism the company maintains
- Develop and design content that reaches the company’s multiple target audiences
- Integrate a candidate management tool for capturing data
- Implement a sound foundation for SEO optimization by converting the current site into a dynamic content management system and develop all of the metatags and forms

Results

- More than eight times the site traffic of the previous site
- Three times more qualified inbound applicants eligible for placement
- 200% increase in new unsolicited search engagements within the first six months after site launch
- Moved from second page in Google search results to consistently in the top 5 results on the first results page, all through organic search
- Integration with tools, a CRM and portal cut candidate processing time in half, allow staff to conduct more phone interviews and take more searches