

## CASE STUDY



## Search Engine Optimisation (SEO) and Pay Per Click

[www.CareersinAudit.com](http://www.CareersinAudit.com)

### The Digital Marketing Challenge

In 2007, the business performed a complete site overhaul and implemented a new job board platform. This meant great search rankings had to be achieved from scratch. This case study looks at CareersinAudit.com's progress to becoming the undisputed market leader in its sector within 2 years.

### The Digital Marketing Solution

Working with (good) SEO's at the outset of an e-commerce, retail, recruitment, advertising or support website project has significant business benefits as we will demonstrate.

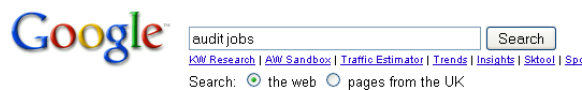
During the recruitment website's build phase SiteVisibility (AI Digital's specialist search marketing division) were instructed to start the process of establishing the site in the major search engines for the top key search phrases used by their two key audiences types; recruitment advertisers and candidates.

SV launched the SEO campaign with extensive onsite optimisation (directed by targeted keyword research) and were able to embed the findings deep into the page structure, content design and website architecture to achieve maximum page topic relevancy from the outset.

Following this a powerful combination of offsite optimisation strategies were implemented to build up the number of quality inbound links. SV focussed particularly on trusted authority domains from their extensive database of recruitment sector partners. SV also designed content syndication strategies and undertook competitor back-link analysis.



'Even as a boy, Kevin's career path seemed predestined.'



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Targeted link building campaigns that direct traffic to well optimised web pages will deliver the type of high quality traffic that produces the best business performance. However, SEO campaigns typically take between 6-12 months to start delivering search engine visibility and it can take months or even years to achieve top positions for the most competitive keywords.

# CASE STUDY CONTINUED



In order to deliver against the traffic KPI's required at the early stages of the project, Pay-Per-Click was used to pay for quality traffic while natural visibility was being attained.

Using PPC at the outset has the additional benefit of quickly isolating the terms with the highest ROI which are used to influence the natural search strategy. Within 18 months the CIA website began capturing the lion's share of UK based searchers looking for Auditor related jobs.

**The site now appears within the top 3 Google search results for the top 10 key Audit related phrases and in first position for 4 top keywords including the primary traffic generating phrase 'Audit jobs'.**

## Conversion Optimisation

With traffic at all time high, the real gains were now to be made by improving conversion rates. The conversion rate optimisation process was undertaken to analyse the behaviour and informational requirements of the two different user types. By identifying and providing users with what 'they want' increased the number of visitors who went on to convert into either an advertiser or candidate.



"As you're both strong audit candidates with similar qualifications and experience, we've decided the post should be decided by hand to hand combat." **cia** CareersinAudit.com

SV are continually evolving, testing and refining the CIA's SEO, PPC, website design, and conversion rate and user engagement strategies which have helped position the CIA as the market leader during this recession. This will have a significant effect on the CIA's bottom line when the economic upturn takes effect in 2010.

## The Results

- 41% natural search traffic growth (June 2008/ 09)
- 63% conversion increase (June 2008/ 09)
- Achieved 80/20 split of SEO and PPC
- Excellent user engagement metrics

## Testimonial

*"We have been absolutely delighted with what SiteVisibility has achieved for us over the past 2 years. They are proactive SEO experts and have always provided us with excellent advice. We are very happy to recommend them."*

Simon Wright  
Head of Sales & Marketing  
CareersinAudit.com

If you are considering investing in a new website for your business ensure you invest in (good) SEO for the best results.

**Call us today +44 (0) 1273 733433**

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