



CASE STUDY

**CAREERWISE RECRUITMENT
RECRUITMENT SERVICES COMPANY IN CORK,
SHANNON, GALWAY, MAYO AND DUBLIN.**

See how we increased website traffic and conversions for CareerWise Recruitment; a recruitment company with offices nationwide.

The Opportunity



In 2018 CareerWise Recruitment decided to upgrade their website. While results had shown incremental growth for a number of years of working with us, both the client and ePresence recognised the need for a new website to cater for the changing demands of their website visitors with a big emphasis on making the new website more mobile friendly and easier to use. We felt a new website would marry well with our digital marketing objectives and achieve better results and more conversions.



The Challenge

While the old website was mobile responsive, the user experience on mobile devices wasn't where it needed to be. A mobile first approach focusing on making it easier for the website visitor to search and apply for jobs and submit their CV was imperative with a new website. The old website also looked a little dated and the new website had to look well on both mobile and desktop.

The Approach



01 Website Development focusing on User Experience and Conversion Optimisation:

Primary goal for new website was to make it easier for website visitors to make the desired actions of applying for a job, submitting their cv or signing up to receive job alert emails.

A smart search bar was developed for the website to make it easy for website visitors to search for jobs in their industry. Additional industry and location filter options make it easy for candidates to refine their job search

02 Search Engine Optimisation (SEO)

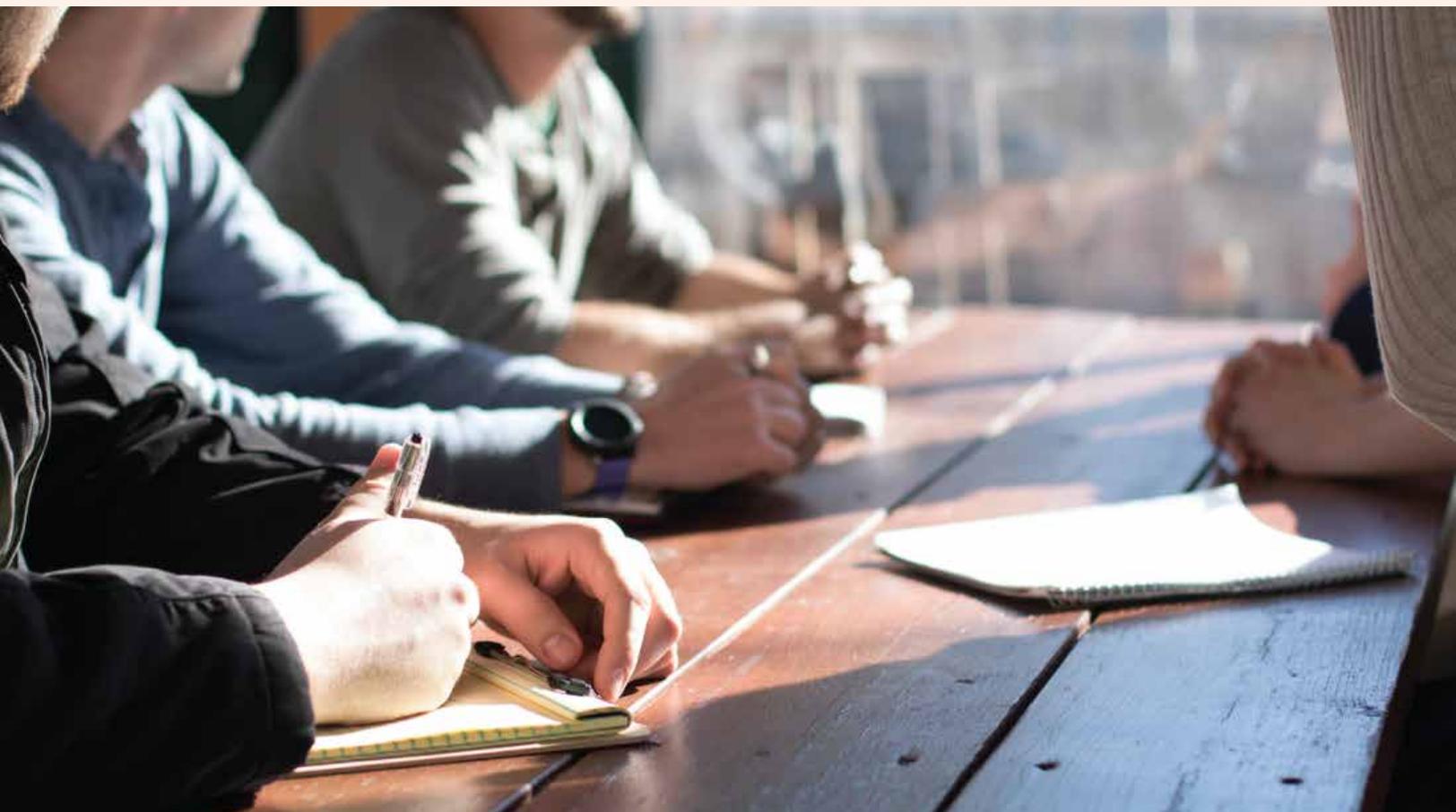
We reviewed the existing text on the website and refreshed all content pages with new text optimised with keywords for on page SEO. As part of the website launch process we performed technical SEO checks to ensure the website was setup from the start so that it was easy for search engines to crawl and understand.

We shifted the content marketing strategy to focus on longer form blogs and made the blogs more specific to the Irish job market.

We reviewed the Google search quality evaluator guidelines and focused on improving the amount of expertise, authoritativeness, and trustworthiness (E-A-T) on webpages.

03 Paid Advertising

As recruitment is a very competitive industry our PPC strategy was to combine campaigns for more general recruitment phrases with campaigns targeting long tail keywords to drive job seekers to the website for roles in specific industries.



Results

WEBSITE TRAFFIC

Irish Traffic 2019 vs 2018



Overall Sessions up 85%



Organic Traffic up 132%



Direct Traffic up 51%



Paid Search up 49%



Referral Traffic up 40%



Email Traffic up 29%



Social Traffic up 150%



Goal Completions up 97%



Job Applications up 88%



Job Alert Registrations up 86%



Submit a CV up 120%



Conversion Rate up 6.47%

Conclusion

The team at CareerWise Recruitment were delighted with how their new website looked and the intuitive search functionality. Combined with a multi channel digital marketing campaign, CareerWise recorded an 85% growth in traffic for 2019 and significant growth in conversions achieved through their website.

Become a
Success Story?



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