Website Relaunch
Search-Engine Optimization

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Case Study: SEO for an RPO Website

Search-Engine Optimization (SEO) and Conversion-Rate optimization (CRO) improvements and best-practices during a website relaunch and CMS migration, leading to strong and measurable improvements in organic traffic and conversions.

Executive Summary

I was brought on to consult on digital marketing and recommend improvements during a client's complete website relaunch and CMS migration, leading to a **62.31% increase in organic search traffic, and a 40.32% increase in overall conversions**.

The Client

The client is a leader in recruitment process outsourcing, who differentiates their services by providing candidates through a unique, culture-based process. They selected me to work with them because of our previous working relationship, as well as my in-depth experience with digital marketing for the recruitment industry.

Challenges

The client was looking to update their website's content, information architecture, and digital branding, and improve and consolidate the CMS, which was running on a hybrid of two platforms.

Additionally, we hoped to align the site with SEO best practices and improve CRO to build on site traffic and earn more business.
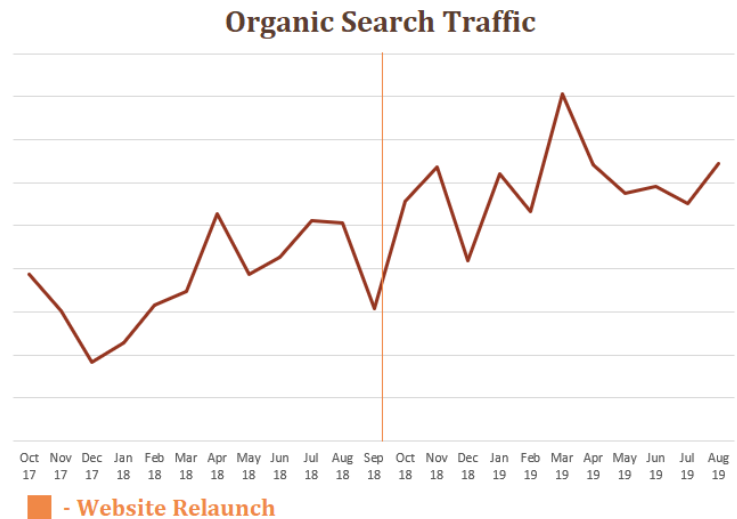
My Solutions

I collaborated with the client's design and development teams to guide website development that included the following:

- Researched CMS platforms and spoke with vendor representatives; recommended migrating from their current two platforms to Hubspot

- Analyzed the site's SEO for opportunities for improvement, recommended steps for a successful migration.

- Set up and fully configured Google Analytics, Google Search Console, Bing Webmaster Tools, and Google Tag Manager

- Aligned menus, footers, and URL structure with information architecture and SEO best practices

- Reviewed the design and wireframes to recommend upgrades user experience (UX) and CRO that maximize user behavior and conversions on site, as well as search traffic

- Created keyword research, SEO metadata, social media markup (Open Graph and Twitter Cards), and custom JSON-LD schema markup for each page of the website

- Collaborated with the client's development team pre- and post-launch to review and optimize for technical SEO

- Provided a post-launch traffic and conversions report on the success of the project

Return on Investment

Ten months after the launch, the client reported back with strong improvements in traffic and conversions:

- Compared to the previous period, **organic search traffic has increased by 62.31%**

Organic Search Traffic

Oct 17, Nov 17, Dec 17, Jan 18, Feb 18, Mar 18, Apr 18, May 18, Jun 18, Jul 18, Aug 18, Sep 18, Oct 18, Nov 18, Dec 18, Jan 19, Feb 19, Mar 19, Apr 19, May 19, Jun 19, Jul 19, Aug 19

■ - **Website Relaunch**

- Overall **goal completions increased by 40.32%**

- **Overall impressions in search increased from 235.76%** over the course of 10 months (and still rising)

RPO Client Testimonials:

"After a thorough audit, Jacques provided a detailed report of recommendations and helped implement them. With his help, our website traffic improved significantly. We definitely would not rank nearly as well as we do now without his help!"

"Jacques' expertise and ability to collaborate with other vendors and project manage is such a fantastic asset - something I appreciated for our small, lean team. He not only made a lasting impact on our website when we worked together, but on my marketing group at the time. He educated us every step of the way and was a true partner from start to finish."