

Are you hooked on search marketing?

The UK's largest classified jobs website, fish4jobs understood effective search marketing was key to realising their full potential. That's why the recruitment site chose Greenlight to research, formulate and implement a strategy capable of clearing a vital pathway between fish4jobs and its customers in the period from January 2007 to March 2008.

When we started work on the campaign, fish4jobs held more than 40,000 live adverts and attracted in excess of 3.3 million unique users each month. In order to retain this strong market position and advance it further, the company recognised the importance of maintaining visibility in the fiercely competitive online recruitment industry. In Greenlight fish4jobs saw a clear opportunity to extend its reach even further – and deliver a larger audience to its advertisers.

We worked collaboratively with fish4jobs across a number of significant areas such as research, online analysis and site editorial to create a search engine optimisation (SEO) programme capable of expanding their natural visibility. This proven approach – which included a comprehensive online link building campaign – created a greater online presence for the fish4jobs' website and brand, with exceptional business performance results to match. The project delivered numerous benefits, but ranking in position 1 out of 81.7 million results in Google for the keyword 'jobs' was certainly the most distinctive.

“ Selecting Greenlight as our SEO agency was a good move for fish4jobs. Their flexible thinking and structured project management simply worked well. Recommendations were proposed and delivered on time. The content was clear and the results spoke for themselves. Account management was thorough and the entire team was always available to offer SEO-related advice to our IT, Product and Marketing departments. Our experience of Greenlight was as a strong team who delivered great results. ”

Lisa Walker
Marketing Director
fish4

fish4

Objectives

- To improve the share of natural search-driven traffic to fish4jobs.co.uk
- to increase fish4jobs' revenue by offering their advertisers a greater audience
- to implement a comprehensive strategy capable of increasing brand awareness.

About fish4jobs

Owned by two of the country's leading regional media groups, fish4jobs is the largest classified jobs website in the UK. When Greenlight began work on the campaign in January 2007 the site held more than 40,000 live adverts and 500,000 CVs. And as many as 86% of the site's 3.3 million monthly unique visitors were active job seekers. fish4jobs wanted to build on this already substantial success, and tasked us with expanding their online presence using our expertise and extensive portfolio of services.

Background

The online jobs market is intensely competitive. What's more, the greatest volume of search traffic is generated by only a handful of terms, such as 'jobs' and 'recruitment'.

Greenlight's challenge was to make sure fish4jobs ranked higher than the thousands of competitors targeting these same search terms. Previously, the company had ranked for some of these terms but not in the highly clicked one-to-five positions on page 1 of Google UK.

Pre-campaign analysis

We began by conducting a full keyword analysis, exploring more than 3000 search terms, and investigating the related volumes of traffic and recorded rankings. This was followed by a site audit that assessed accessibility, relevancy and credibility (ARC), the fundamental criteria search engines use to rank sites. The audit helped pinpoint the front and backend site changes we'd need to make. And with search engines increasingly using link popularity as a gauge to determine site relevance, link building was also identified as a key part of the solution.

The SEO strategy

Our approach focused on improving the structure and content of the site, as well as building its credibility. We made specific refinements to the code, provided expertly written SEO copy and enhanced the delivery of new pages to improve the site's functionality. This allowed search engines to easily access, index and gather data from all fish4jobs' pages.

Having realised link building was key to our approach, we decided the most effective way of boosting fish4jobs' rankings was implementing an accelerated online PR programme. Developed by Greenlight's LinkCatalyst™ team, this involved identifying credible, relevant sites that could potentially link to fish4jobs. We then built relationships with the editors and journalists working on these sites, acting as intermediaries between these contacts and our client. This meant we were able to make sure fish4jobs was included in articles, features and conversations relevant to jobs, recruitment and careers across hundreds of important and credible websites.

We also provided the sites with opinion, commentary and research to improve their editorials and features. The programme was carried out on a

vast scale and generated hundreds of high-quality links to fish4jobs, all from sites we'd identified as carrying the most power within Google's ranking algorithms.

After each key area had been found and dealt with, our tailored optimisation and link building campaign launched fish4jobs to the top of Google's search results.

Results

Our campaign delivered excellent results for fish4jobs' target keywords.

- The fish4jobs site ranked in first position out of 81.7 million results in Google's rankings for the keyword 'jobs', directly bringing about a year-on-year increase in traffic of 371% (see figure 1).
- fish4jobs also ranked in the top spot for the keyword 'recruitment' in Google, delivering a year-on-year increase in search traffic of 311% (see figure 2).

Through Greenlight's diligent work and guidance, fish4jobs has now achieved its goal of greater visibility and status within the marketplace. It is currently ahead of the competition in key areas that matter fundamentally to its business – a benchmark we set for all our clients.

Figure 1.

The chart below indicates the increase in traffic generated by the word 'jobs' between year one and year two of the campaign.

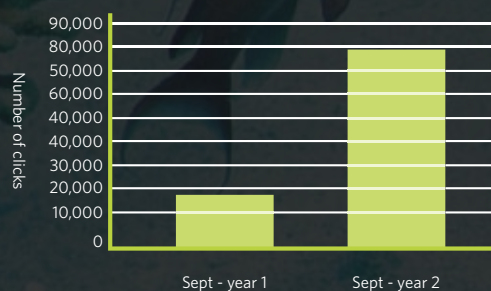
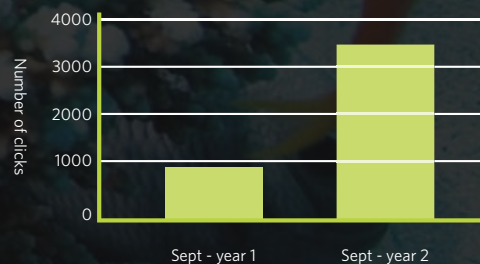


Figure 2.

The following chart shows the increase in traffic generated by the word 'recruitment' between year one and year two of the campaign.



Thanks to Greenlight's diligent work and guidance, fish4jobs achieved its goal of greater visibility and status within the marketplace.