

# Reframing Digital Performance for a Global Recruitment & Staffing Leader in the UK

For a global recruitment and staffing enterprise with multiple specialist verticals, the digital presence occurred as a blocker rather than an enabler of growth. Websites positioned as recruitment and staffing solutions providers attracted traffic—but not intent, resulting in leads that failed to move the recruitment pipeline. Technical issues, weak UX, and the absence of a coherent content strategy reinforced these limitations—visibility without authority, clicks without conversions, and campaigns without measurable impact.

## The Shift We Created

By altering the client's approach to digital marketing, we opened space for a new future: their websites are no longer static platforms, but active engines of recruitment through the deployment of an **offshore SEO Manager**.

- **Content with Authority:** Keyword clusters and pillar strategies repositioned the sites as credible leaders in specialist recruitment markets.
- **User Journeys that Convert:** Redesigned UX and clear CTAs transformed pathways from information-heavy to action-driven.
- **Technical Foundations that Enable Growth:** SEO clean-up and site performance enhancements shifted the digital infrastructure from fragile to scalable.
- **Search Presence that Attracts Intent:** Optimised titles, metadata, and site structures converted visibility into measurable opportunity.

## Value Realised



### +61% Growth in Search Visibility

Expanded presence across specialist recruitment markets, positioning the brand as a trusted authority.



### 17% Improvement in Average Ranking Position

From 25 to 20.7 in 2 months, creating more consistent visibility at the top of search results.



### 96% Increase in Top 3 Keyword Rankings

High-intent terms delivered stronger relevance and higher-quality traffic.



### 40% Increase in High-Intent Leads

More qualified inquiries entered the recruitment funnel, driving measurable pipeline impact.



### 138% Growth in Top 10 Keywords

Broadened reach across critical verticals to capture both candidate and employer interest.



### Sustained Organic Growth

+3% month-on-month increase in organic traffic, compounding into long-term visibility and demand.

## The Outcome

The organisation experienced a transformation: marketing no longer operated in a fragmented, tactical manner but as a **strategic, future-focused driver** of recruitment. Traffic began appearing not as mere "visits" but as **qualified opportunities**. Conversions were no longer accidental but built into the process. With this reframing, the client unlocked **sustainable** growth, **measurable** recruitment outcomes, and a digital foundation aligned with their **vision as a global leader**.