



## Delivering Impactful Search Engine Optimisation to Deliver Improvement in Organic Search Results

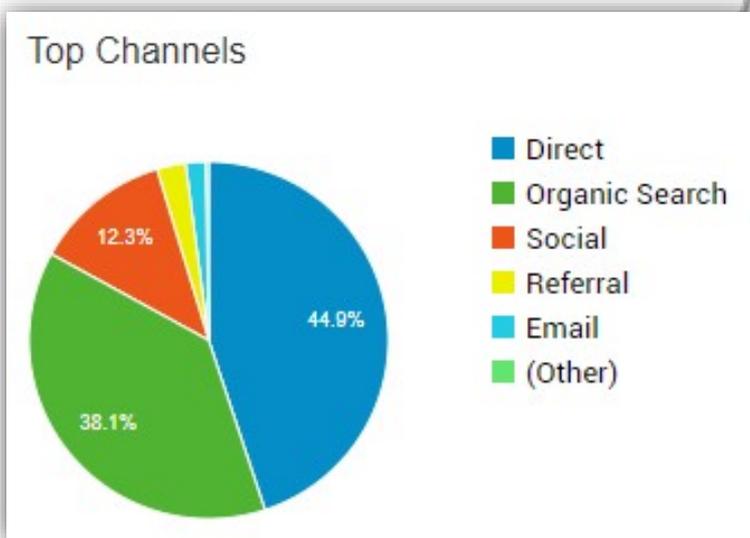
### Our Client

Landajob area specialist recruitment agency. The firm are constantly networking, sifting through resumes, interviewing and making connections, looking for the right creative minds who can fill the current jobs needs of their client companies



### The Challenge

Landajob needed their website to perform much more effectively. Although the analytics that were available illustrated some success from Google searches the firm was rarely on the first page. As a recruitment agency our client needed to ensure effective search results for both recruiters and candidates. At the start of the project website visitors came primarily from social media searches and direct visits to the website. Organic search results were not as good as they could be and the firm were concerned that they were missing out on new leads and conversion opportunities. Recognising that SEO requires some specialist expertise, the firm got in touch with us having heard great things about our business.



The future of your brand all depends on the image you create today. Discover how The Flying Lion can leave a lasting impression on your clients with powerful and effective digital marketing.



## Our Approach

We have developed a robust approach to search engine optimisation which is designed to deliver impressive results. Our flow chart illustrates our methodology:

### Creating Better Content

With all our clients we focus on building content assets which really support search engine optimisation activities. These include the core website pages, blog content and off-page content such as inbound link building. Ensuring that the content is relevant for both target audience was an essential part of the process for this client.

### Optimization: Creating Content for Two Audiences

As part of our initial review of the website we seek to identify issues with coding, design, and page-load speed as these are all factors which negatively impact a domain's Google performance. Ensuring that title tags are correctly coded and that no title tags are missing is a great way to ensure that Google's bots are able to find and interpret website content. We also check for duplicate titles and meta descriptions and recommend where new unique titles are needed.

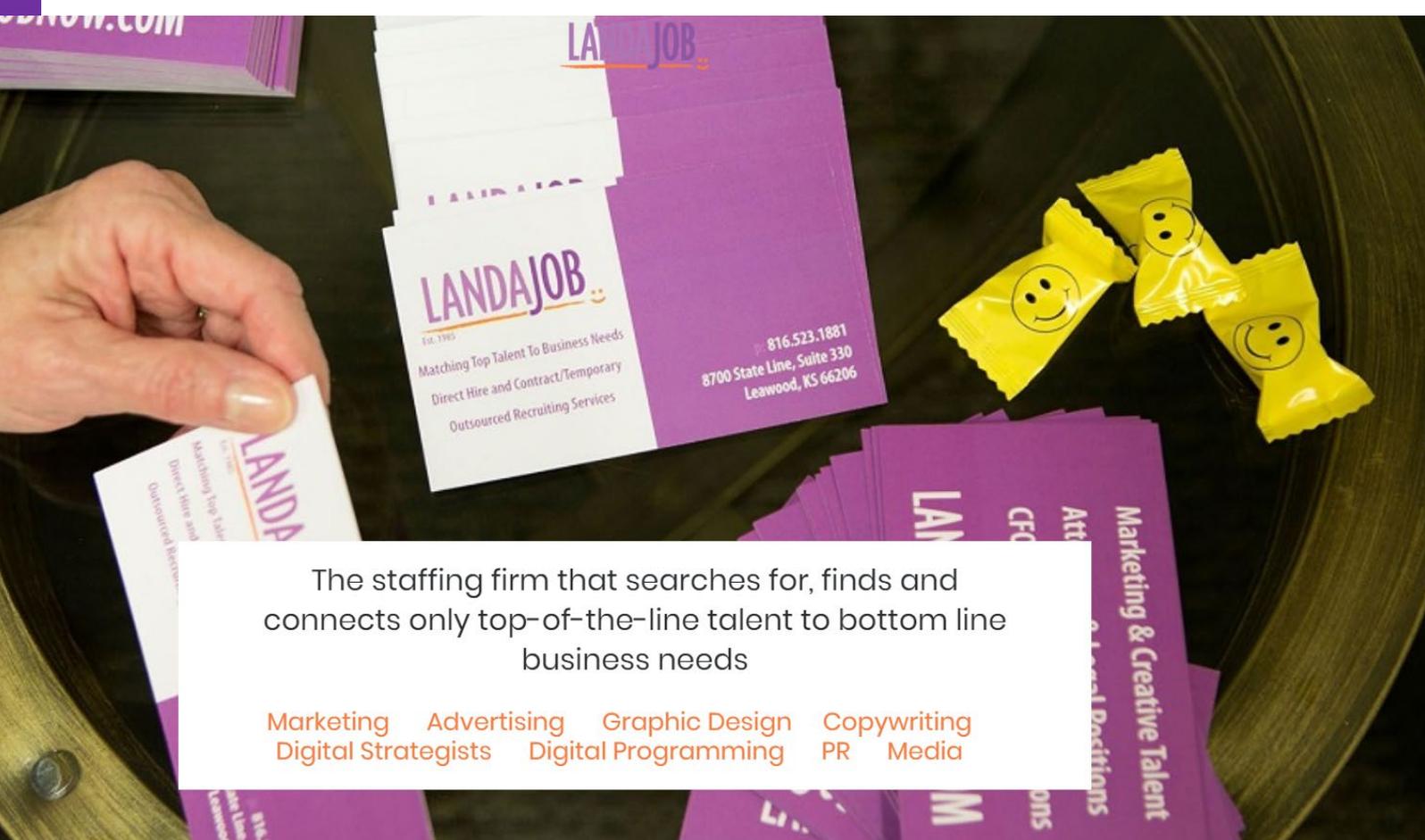
### Building Authority and Trust

To ensure that a website is seen to be a trustworthy and relevant site for Google's Bots it is essential to identify other high-performing sites with related content and to then develop relationships with each publisher, providing content containing links back to our client's blogs pages and core content pages.

Prioritising keywords also makes it possible to optimise pages using these and to then populate lower level pages and blog pages with lower priority keywords. This is all about building and maintaining a keyword portfolio and content library to maintain a focussed SEO strategy.

### Measurable Results

It is essential that the results of our work can be measured. We achieve this through Google Analytics and Google Search console.



The staffing firm that searches for, finds and connects only top-of-the-line talent to bottom line business needs

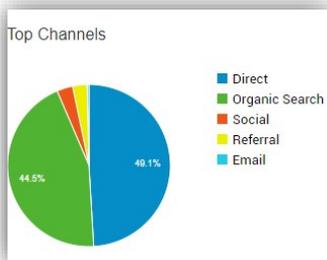
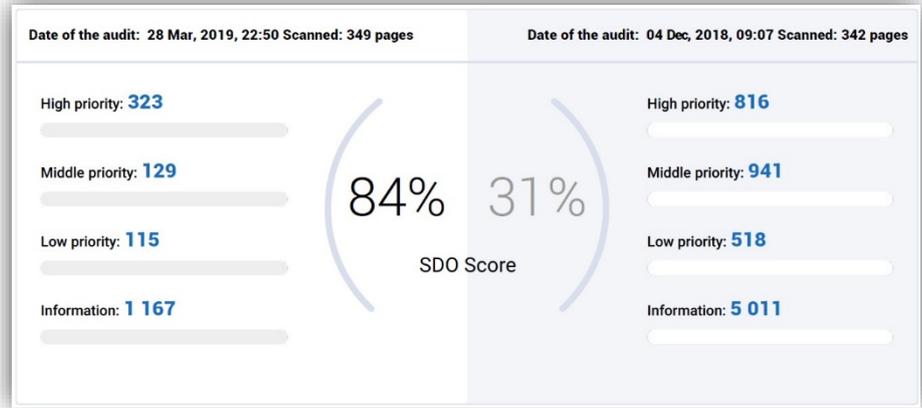
Marketing Advertising Graphic Design Copywriting  
Digital Strategists Digital Programming PR Media



## The Results

Our hard work, personalized approach and commitment to perfecting every detail ensures that the website both looks better and works more effectively to attract new business.

The SDO (Serpstat Domain Optimization) Score is a metric that shows the quality of the domain's optimization. A higher score reflects a better overall performance and fewer critical errors (illustrated by the different priority scores). The SDO comparison provided here shows a significant improvement in performance since December 2018 when we started working with Landajob.



Compared to the data at the start of the project many more people find the website through organic search results, highlighting the importance of a focused approach to Search Engine Optimisation.

The forensic approach we take to search engine optimisation ensures that our work has a long-lasting impact on the business. In addition to boosting search rankings there were a number of other impacts on our clients digital marketing.

## Before

	Acquisition		
	Users	New Users	Sessions
	714	675	944
1 Direct	328		
2 Organic Search	278		
3 Social	90		
4 Referral	19		
5 Email	13		
6 (Other)	2		

## After

	Acquisition		
	Users	New Users	Sessions
	1,063	1,012	1,455
1 Direct	528		
2 Organic Search	479		
3 Social	34		
4 Referral	31		
5 Email	4		

# CASE STUDY



#	Keyword	Google KC
1	mylandajob	1
2	marketing temp agency	8
3	graphic design temp agency	8
4	advertising staffing agencies	10
5	creative recruitment agencies	10
6	direct hire talent	13
7	creative temp agency	13
8	creative temp jobs	13
9	contract talent	21
10	digital agency contract	28
11	job search advertising agency	34
12	marketing contract jobs	36
13	hire creative talent	36
14	temp agency contract	50
15	creative industry recruitment	51
16	best recruitment agencies for marketing jobs	53
17	direct hire jobs	53
18	temp marketing jobs	57
19	online contract jobs	59
20	web design recruitment agencies	62
21	contract to hire jobs	64
22	temp contract jobs	79
23	graphic design recruitment agency	80
24	contract jobs near me	84
25	creative assistants	85
26	temp contract	85
27	top recruitment advertising agencies	86
28	contract work recruitment agencies	90
29	creative placement agency	93
30	creative agency recruitment	95

#	Keyword	Google KC
1	landajob	1
2	landajob kc	1
3	creative recruitment agencies kc	1
4	mylandajob	1
5	direct hire talent kc	1
6	hire creative talent kc	1
7	creative temp jobs kc	1
8	creative talent agency kansas city	2
9	creative recruitment agencies	3
10	creative agency recruitment	3
11	advertising creative recruiters	3
12	creative recruitment kc	4
13	creative recruitment	4
14	contract talent kc	4
15	advertising employment agencies	4
16	kathryn lorenzen	4
17	a job now	5
18	marketing talent incorporated	5
19	advertising temp jobs	5
20	creative contract jobs	5
21	creative temp jobs	5
22	advertising staffing agencies	5
23	creative agency jobs	6
24	marketing recruiters kansas city	6
25	graphic design temp agency	6
26	marketing temp agency	7
27	creative talent agency	8
28	jobvent	8
29	direct hire talent	9
30	creative temp agency	9

## Keywords trend for year

Maximum number: Apr 17, 2019  
**858**

Minimum number: Jun 27, 2018  
**346**

