

experience relevance



Outrider Case Study - HealthStaff Recruitment

Using SEO and Usability Techniques to Increase the Quality of Online Applications

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The Challenge

HealthStaff Recruitment provides extensive expertise in both national and international recruitment of registered nurses, midwives, doctors and other health care professionals; and specialises in placing health professionals in job roles in Australia and New Zealand.

The HealthStaff Recruitment website provides job listings and valuable information for potential candidates along with information on visa registration for international candidates. Everything a would-be health care candidate would need to know in relation to working and living in Australia. Potential candidates are able to submit resumes online for free.

HealthStaff Recruitment wanted to increase the number of quality resume submissions through the website and reduce internal resources when processing resumes that did not meet the relevant criteria.

The Strategy

Attracting quality candidates online is the key goal for the HealthStaff Recruitment business and the obvious way to do this is to increase relevant traffic to the website. Sending users to relevant pages is an important strategy to qualify the quality of a user. For example, health workers searching for a job in a particular region will enter the HealthStaff Recruitment website by landing on a relevant, regionised page displaying available positions along with the call to action of submitting the user's resume.

Generating increased traffic levels organically is one way to improve conversion rates, though HealthStaff Recruitment found that often the candidates did not have enough experience to be deemed appropriate. Outrider had been driving impressive traffic volumes to the site over the past few years; and decided during August 2008 to meet with the HealthStaff Recruitment team to discuss how best to optimise the resume submission process.

Several recommendations were then implemented over September and October 2008 to increase the quality and quantity of resume submissions to help reduce the internal resources required to process incoming submissions. This was achieved through filtering spam submissions and pre-validating users for a range of constraints via the submission form; while keeping in mind that the form submission should be an easy process for users.

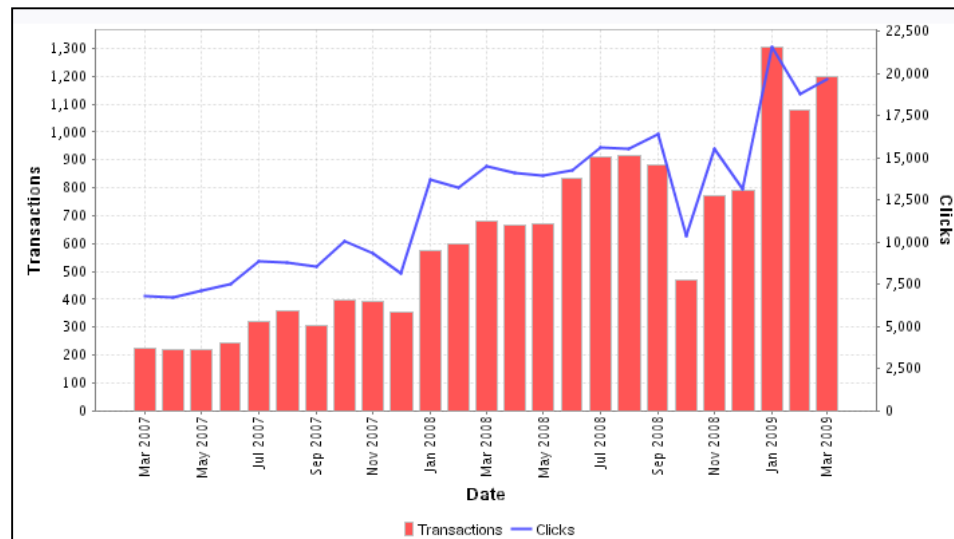
The Results

HealthStaff Recruitment continues to engage with Outrider to get the most benefit from the SEO campaign including a site redesign during September and October 2008. Over the past two years HealthStaff Recruitment has enjoyed a 190% increase in organic traffic to the site along with a 435% increase in resume submissions.

A better quality of resume and 35% increase in submissions is being received through the HealthStaff Recruitment website since the changes were implemented in September 2008.

With almost zero spam being experienced since the changes to usability and submission process were implemented, The HealthStaff Recruitment team now have more internal resources available to follow up potential candidates.

Increasing Traffic and Resume Submissions



Outrider are able to offer robust solutions, including recommendations and technical implementation, to effect change outside of SEO best practice, with the aim of meeting client goals.

Testimonial

"For the last 8 years HealthStaff Recruitment has a business relationship with Outrider (24/7 Real Media). From day one staff at Outrider has worked closely with our organisation to improve our ranking with the search engines as well have made many recommendations to improve the content and navigation of our website.

As an international recruitment organisation we utilise the "web" as a marketing tool to reach our target groups; healthcare professionals and healthcare facilities. Outrider has understood this concept very well and their Search Engine Optimisation service has resulted in a world wide top ranking of our website."

John DeHaard
HealthStaff Recruitment

Who We Are

Experience and search marketing that delivers insight, immediacy and impact.

Outrider is Australia's largest search engine marketing firm, representing a number of Top 100 advertisers. We ensure every client benefits from our advanced strategy capabilities, distinct client service model, global presence and more than a decade of experience. We provide a holistic search experience encompassing paid (SEM/PPC), search engine optimisation (SEO), paid inclusion and mobile search.

Outrider is an industry leader providing you with the knowledge, trends and relationships you need to target your audience more precisely and connect customers with your brand.

Outrider is a WPP company and a division of GroupM. No other search agency has the experience and multichannel resources available to provide you with the seamless integration of search into your overall marketing mix.