

Plug & Play

Riding the Storm

How to win more candidates and clients.

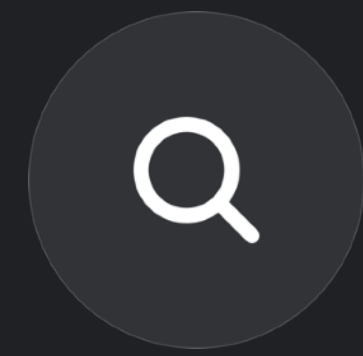


Client acquisition cost model

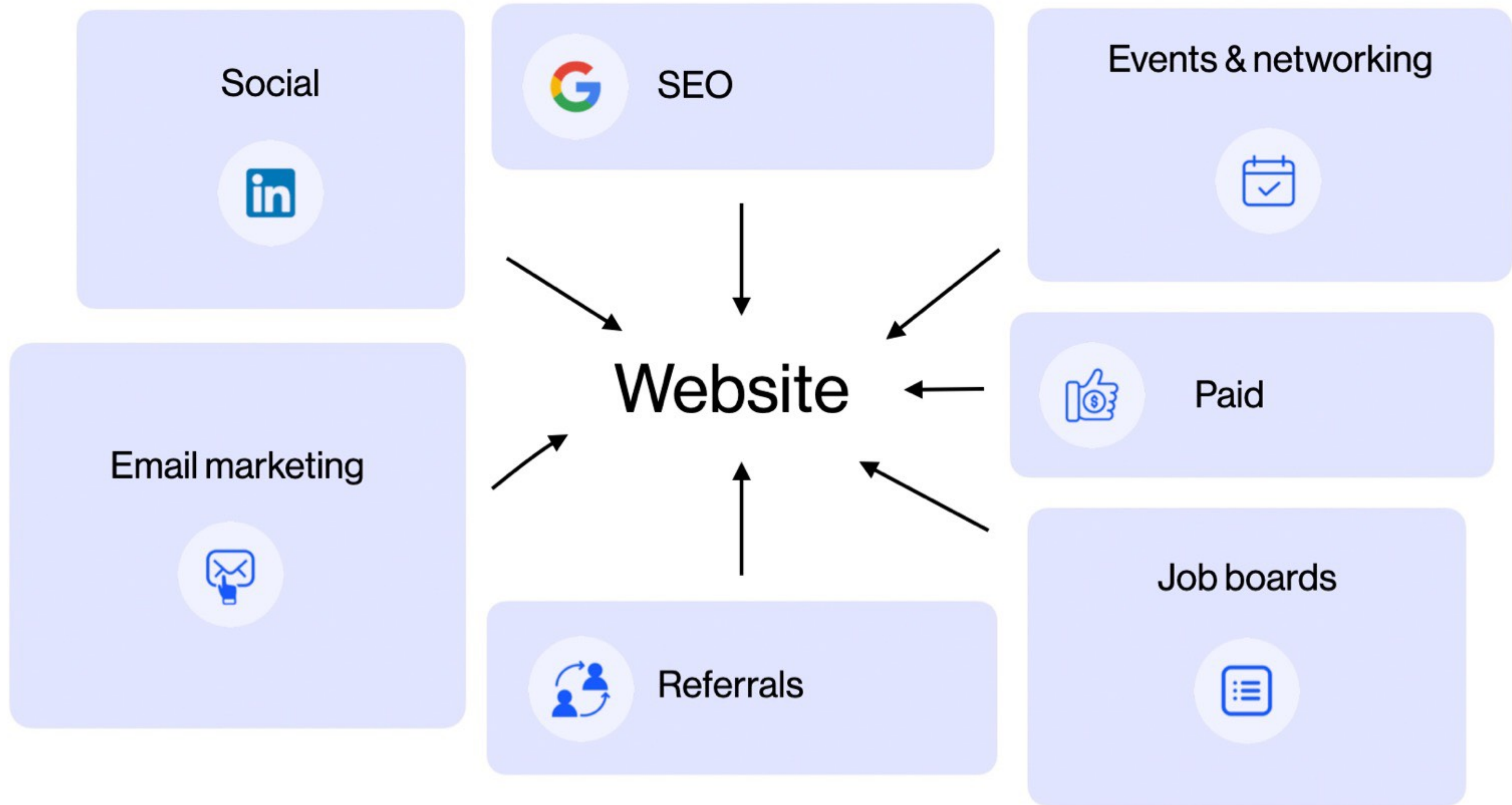
Model	Example
Market Size	16,000
x	x
Market Penetration	5%
=	=
Traffic	800
x	x
Conversion Rate	3%
=	=
Applications / Enquiries	24
x	x
Offline Conversion Rate	25%
=	=
Placements / New Clients	6

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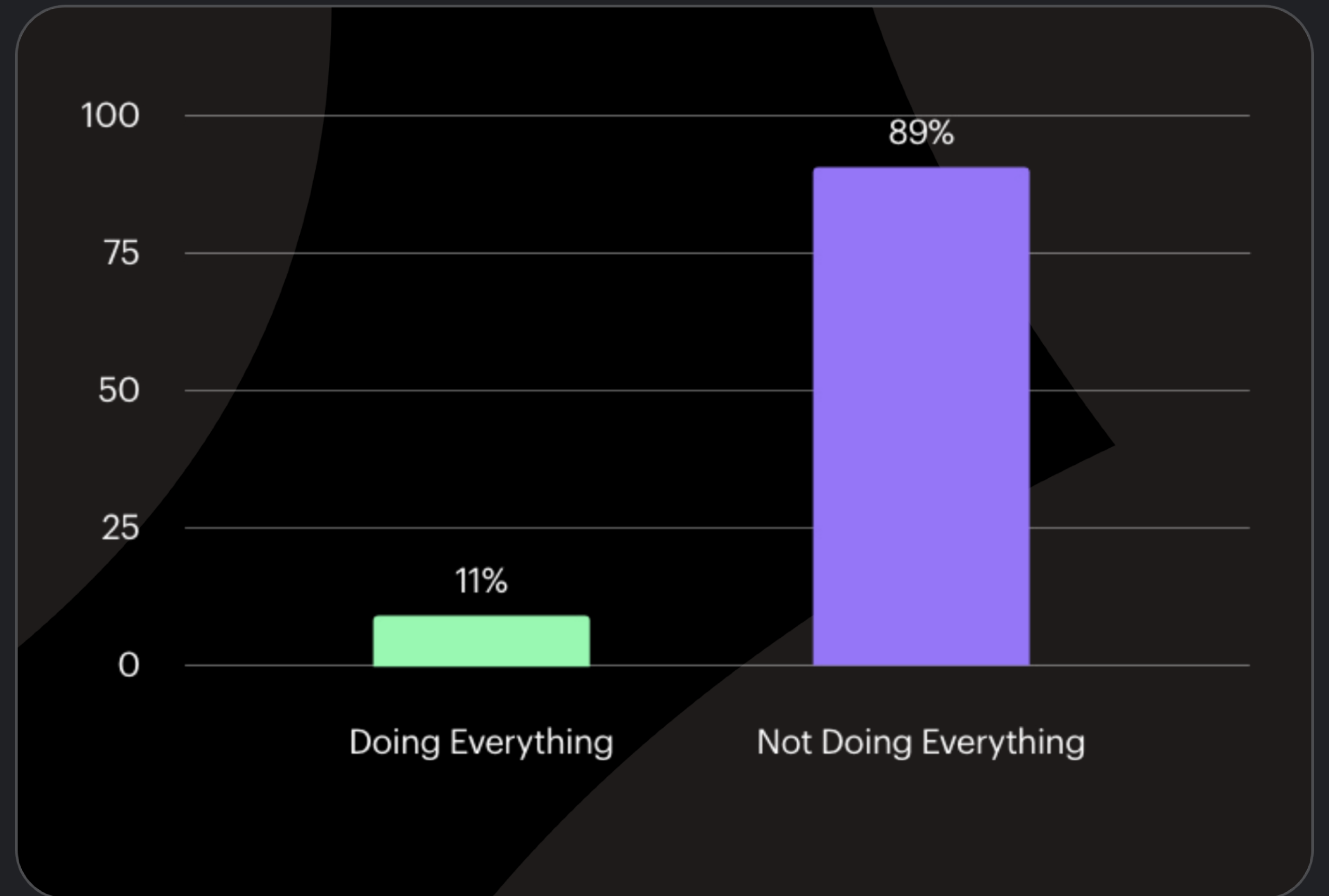
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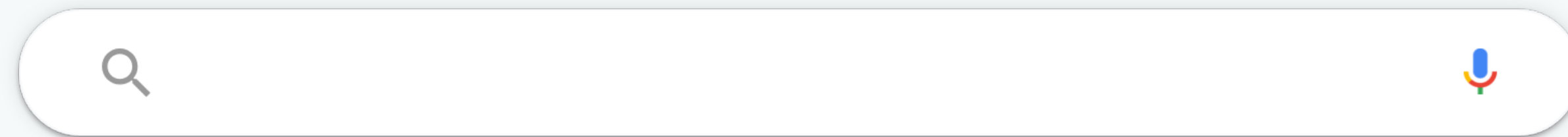
How to be found



Only 11% of recruitment agencies are doing the basics of SEO well.



How Google works



- The algorithm
- Making it to the top
- Being realistic

Which battles to fight



Search engine optimisation



Search engine optimisation

Search engine optimisation **meaning**

Search engine optimisation **google**

Search engine optimisation **techniques**

Search engine optimisation **definition**

Search engine optimisation **keywords**

• Where you're fighting

• Why you're fighting

• Who you're fighting

Keyword

Recruitment agencies

Search volume

11.5k - 30.3k

Competitiveness

DA 40-60

Google Rank	Website	Page Authority	Domain Authority
#1	Hays	55	54
#2	Adecco UK	57	58
#3	Morgan Hunt	48	39
#4	Michael Page	54	56
#5	Reed.com	38	51
#6	Reed.co.uk	50	76
#7	Tiger Recruitment	43	38
#8	Agency Central	42	45
#9	Robert Half	43	54

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Keyword

Technology recruitment agencies

Search volume

51 - 100

Competitiveness

DA 20-50

Google Rank	Website	Page Authority	Domain Authority
#1	Hays	44	54
#2	Robert Half	39	54
#3	Ashdown Group	37	54
#4	Crimson	33	31
#5	Harvey Nash UK	34	31
#6	TechNET	36	33
#7	ProTech Recruitment	32	21
#8	Aspire London	26	48

Keyword

Fintech recruitment agencies

Search volume

51 - 100

Competitiveness

DA 10-30

Google Rank	Website	Page Authority	Domain Authority
#1	Growth Gorilla	25	23
#2	Storm 2	37	25
#3	EC1 Partners	28	23
#4	Fintech Recruitment Services	24	10
#5	Rainmakrr	35	59
#6	Marks Sattin	25	40
#7	CF Recruitment	16	8
#8	Clutch	35	68
#9	Rutherford Search	16	21
#10	Air Swift	27	51

Keyword

Search volume

Competitiveness

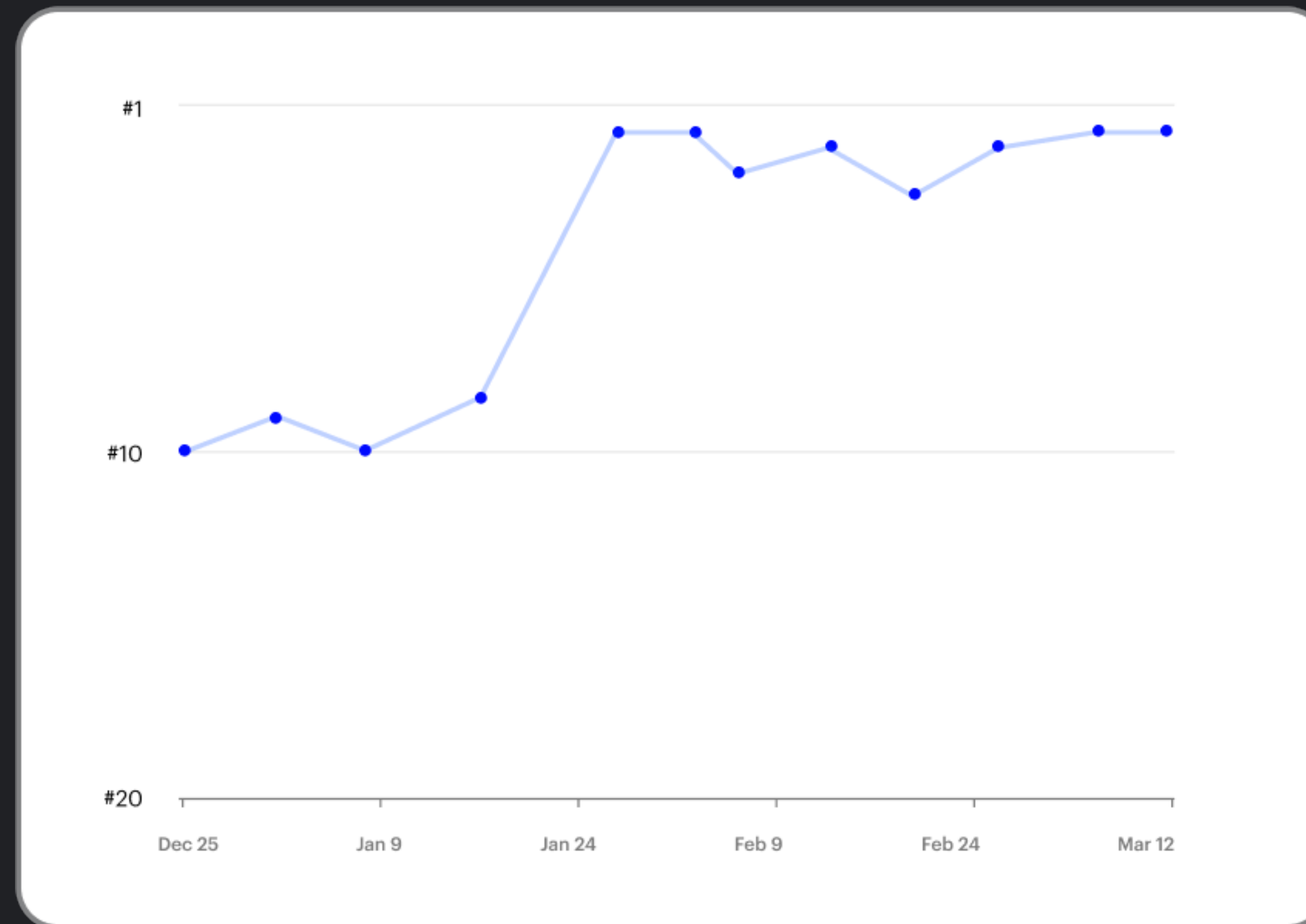
Fintech recruitment agencies london

11 - 50

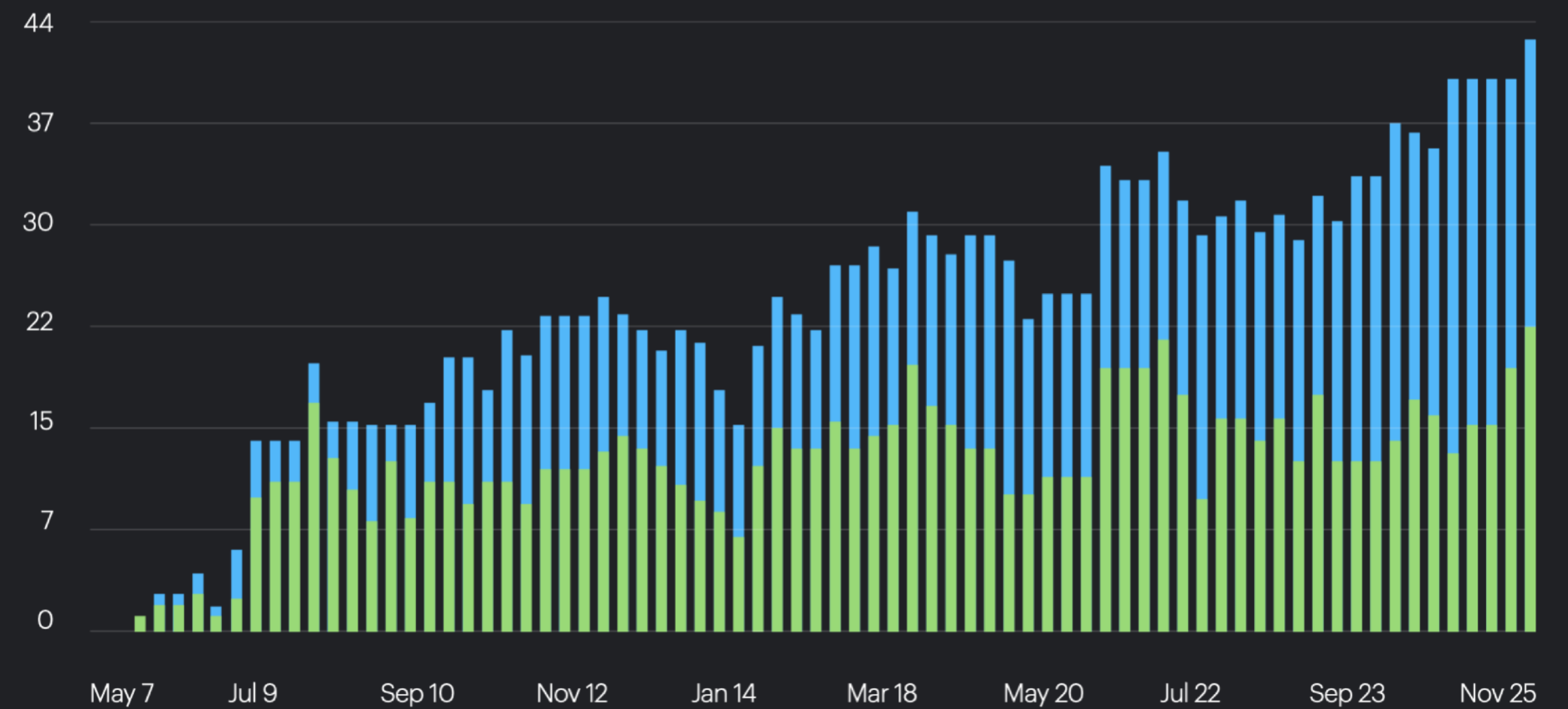
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With some optimisation work, the keyword ranking will rise over time



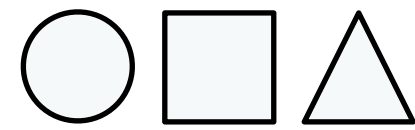
With the implementation of a full SEO strategy, we see significant and large scale ranking improvements



“

Strategy is the
process of
choosing what
not to do.

Tips for successful investment



Do the basics well



Research all variations of
keywords



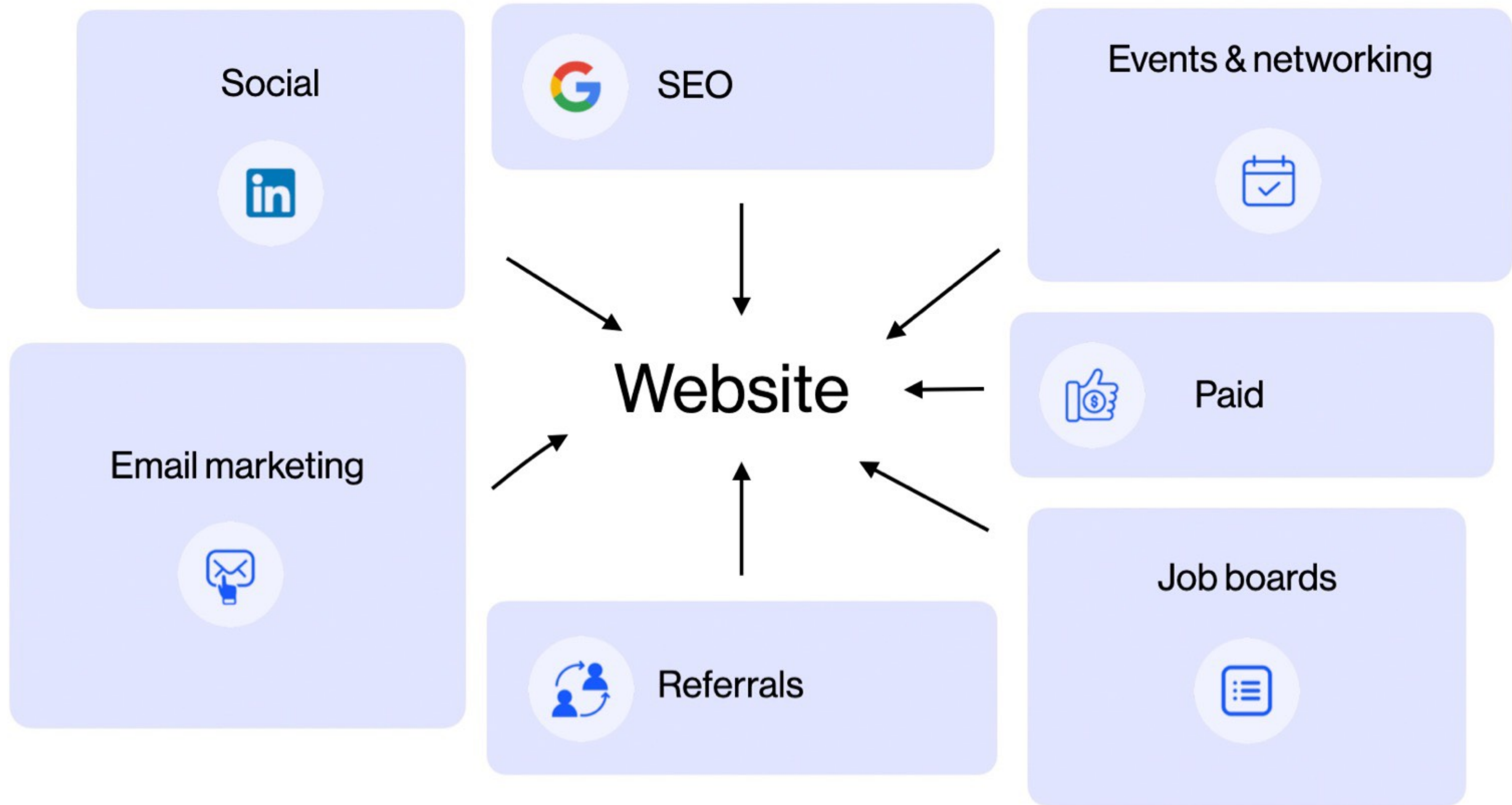
Think outside the box



Consider Intent



How to increase conversion rate



How does your conversion rate compare?

Source: unbounce

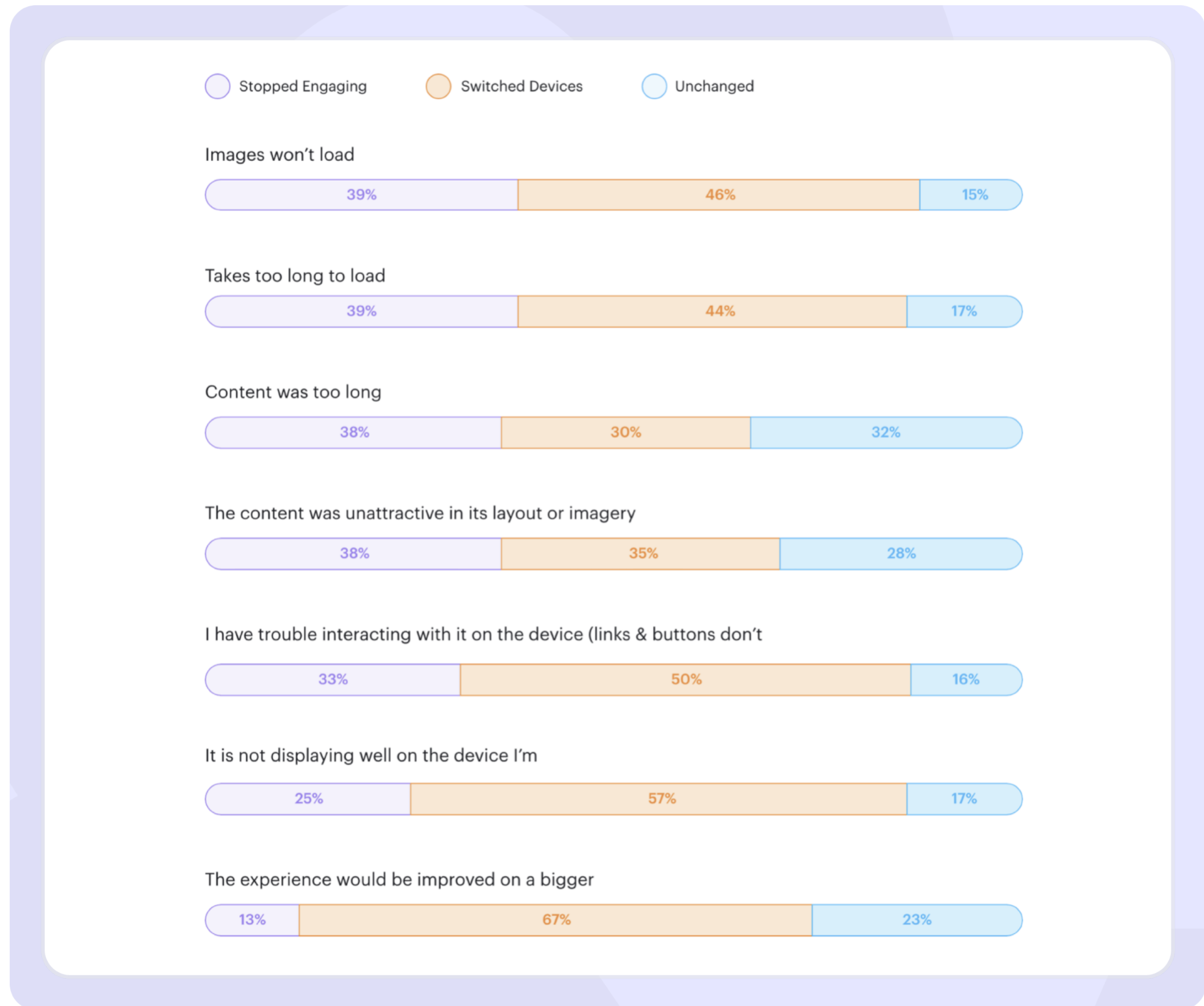


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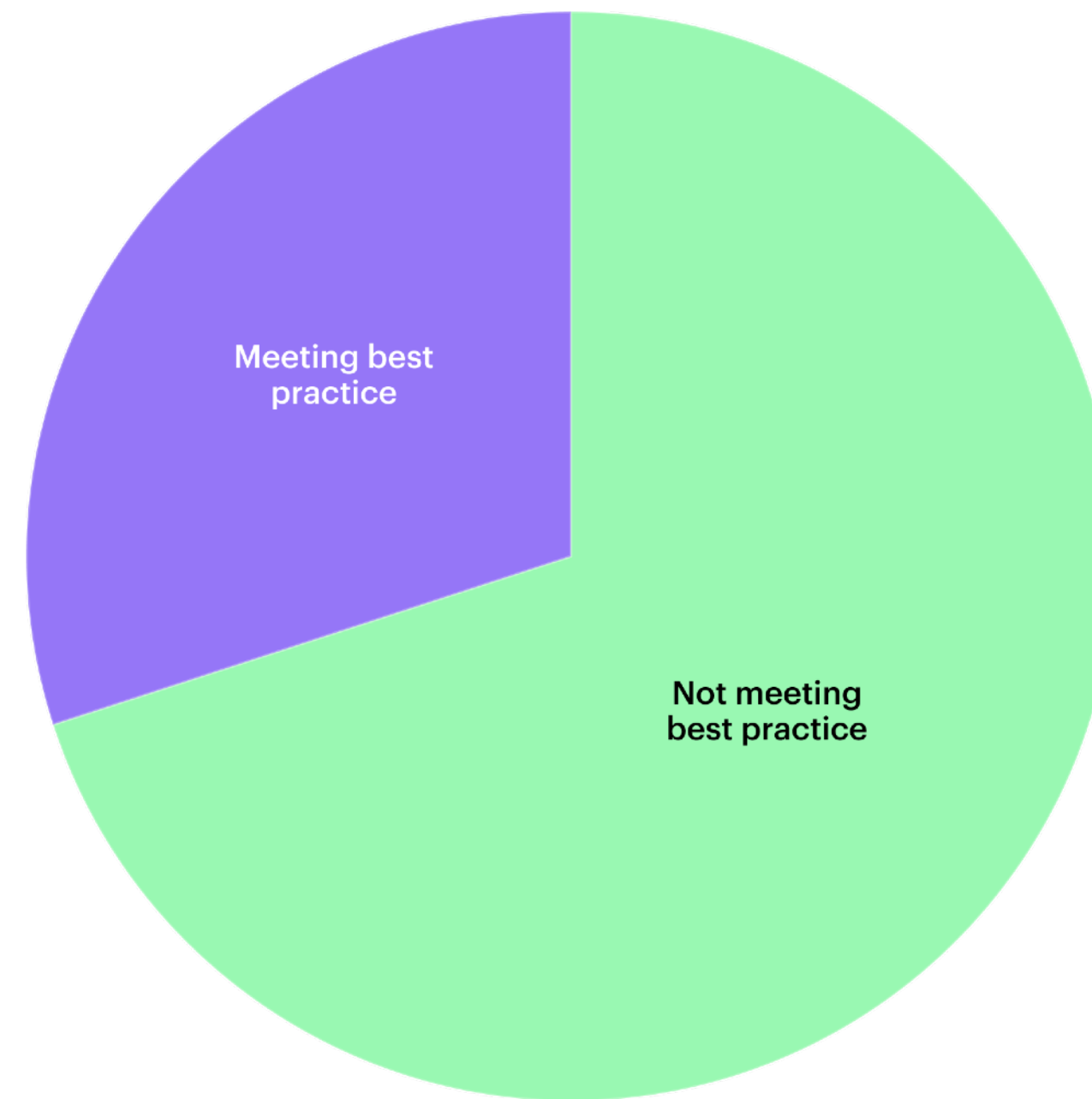
38% of users will leave a website if they do not like the design

Source: Adobe



39% of users will leave if a website is too slow

Yet our research found that 70% of recruitment agency websites aren't meeting best practice load speeds.



What can you do?



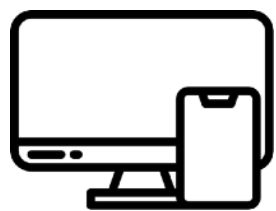
Ensure your website is fast



Consider the content architecture and quality of code



Design & Brand matters



Provide a consistent user experience across devices



Prioritise investment based on the return you will see



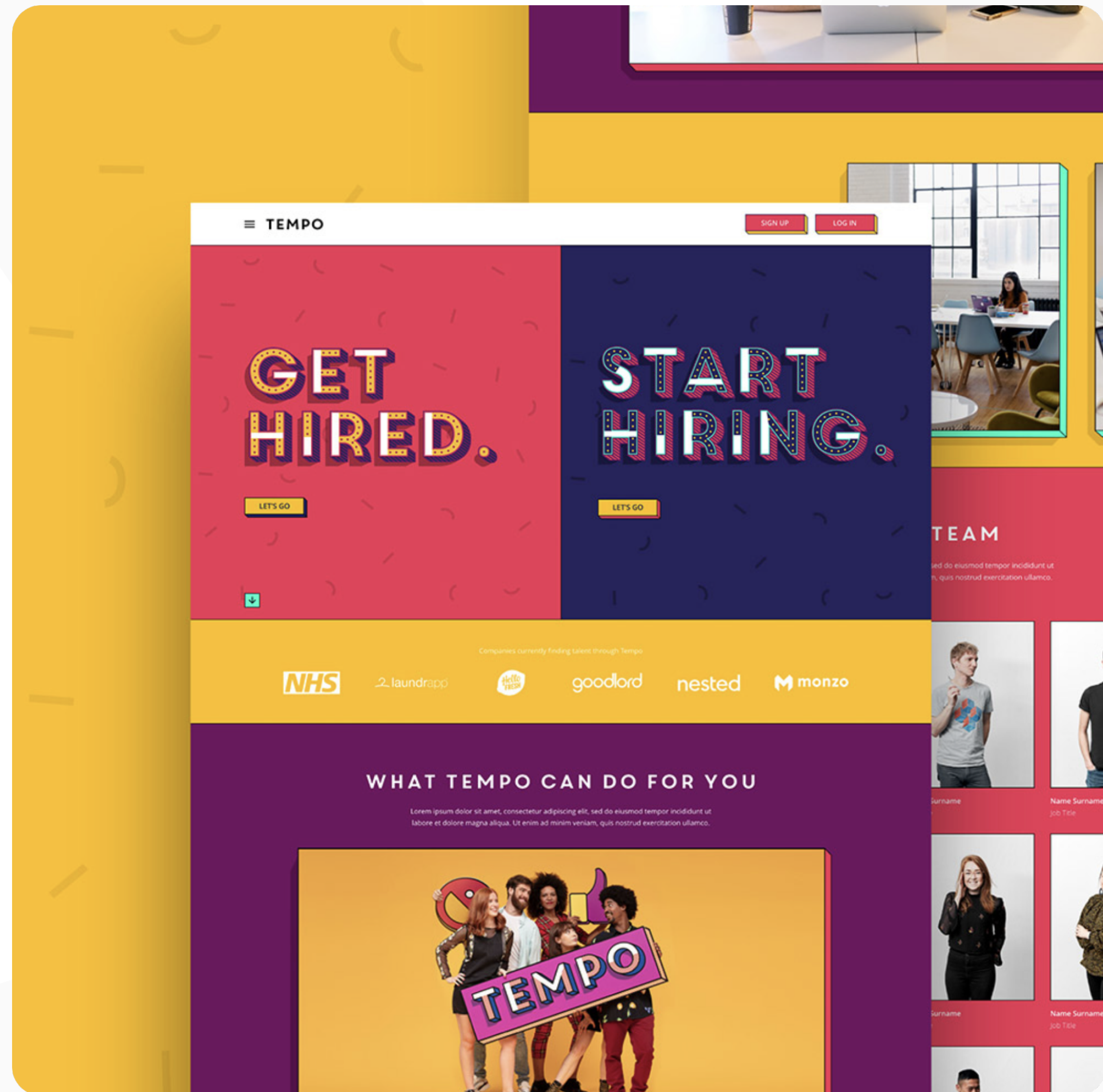
Align with your niche



Who's doing it well?

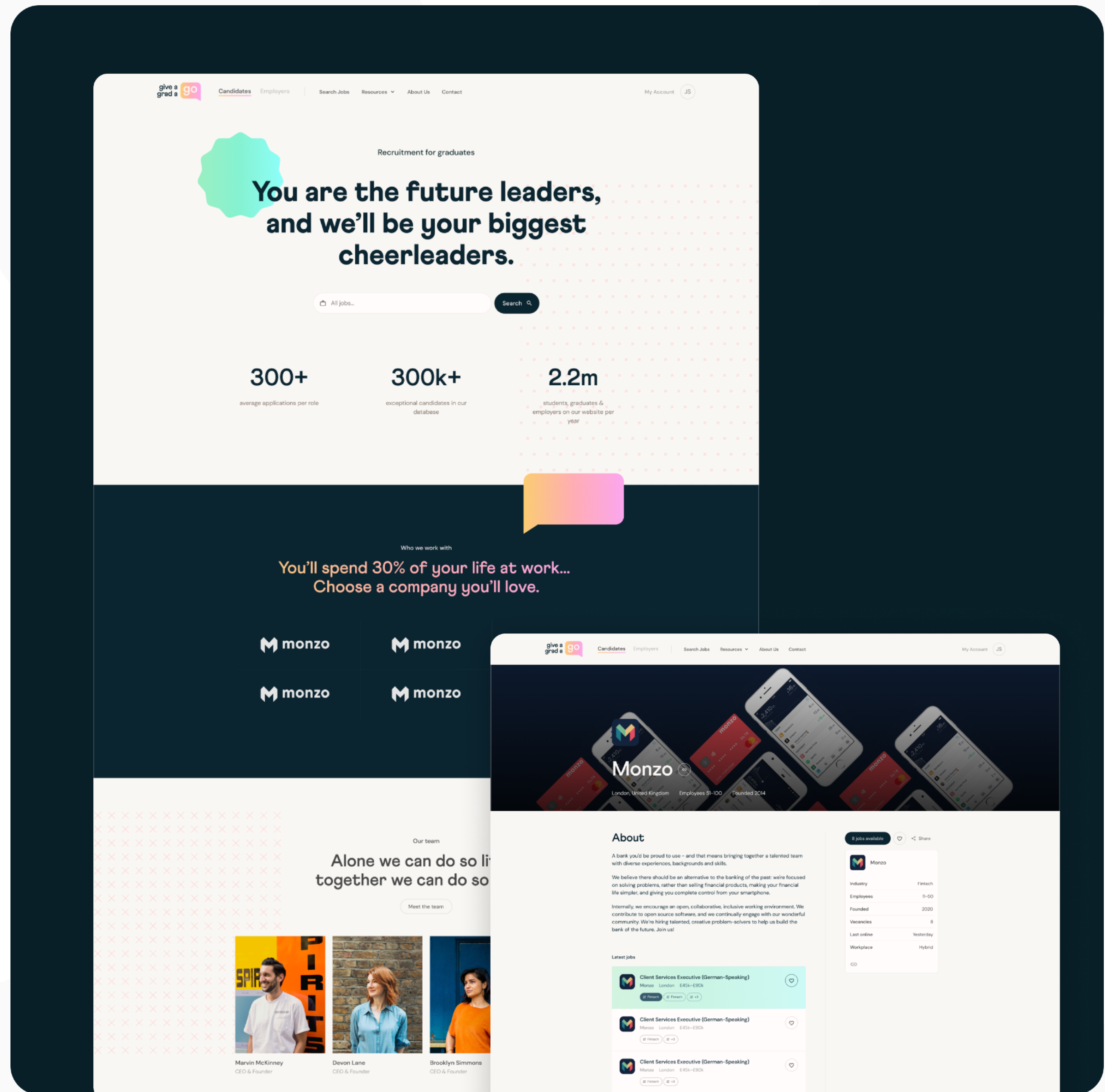
Hey Tempo

- Conversion design
- High quality code
- Onboarding wizard for candidates
- Interactive design
- Separate user journeys for employers and candidates
- Implemented new brand



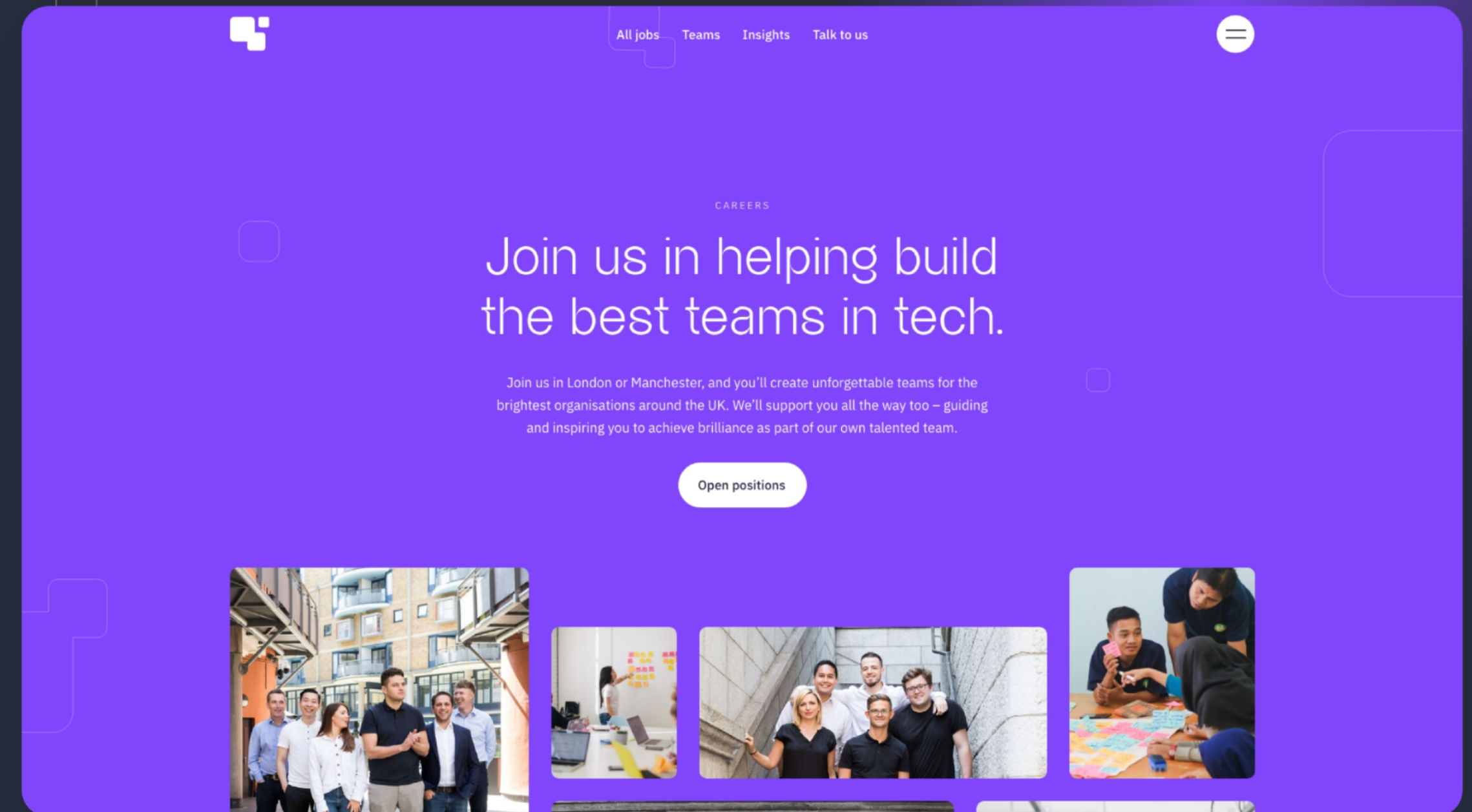
Give A Grad A Go

- New brand
- International SEO Strategy
- Multi-territory
- Interactive design
- Separate user journeys for employers and candidates
- Custom recruitment portal



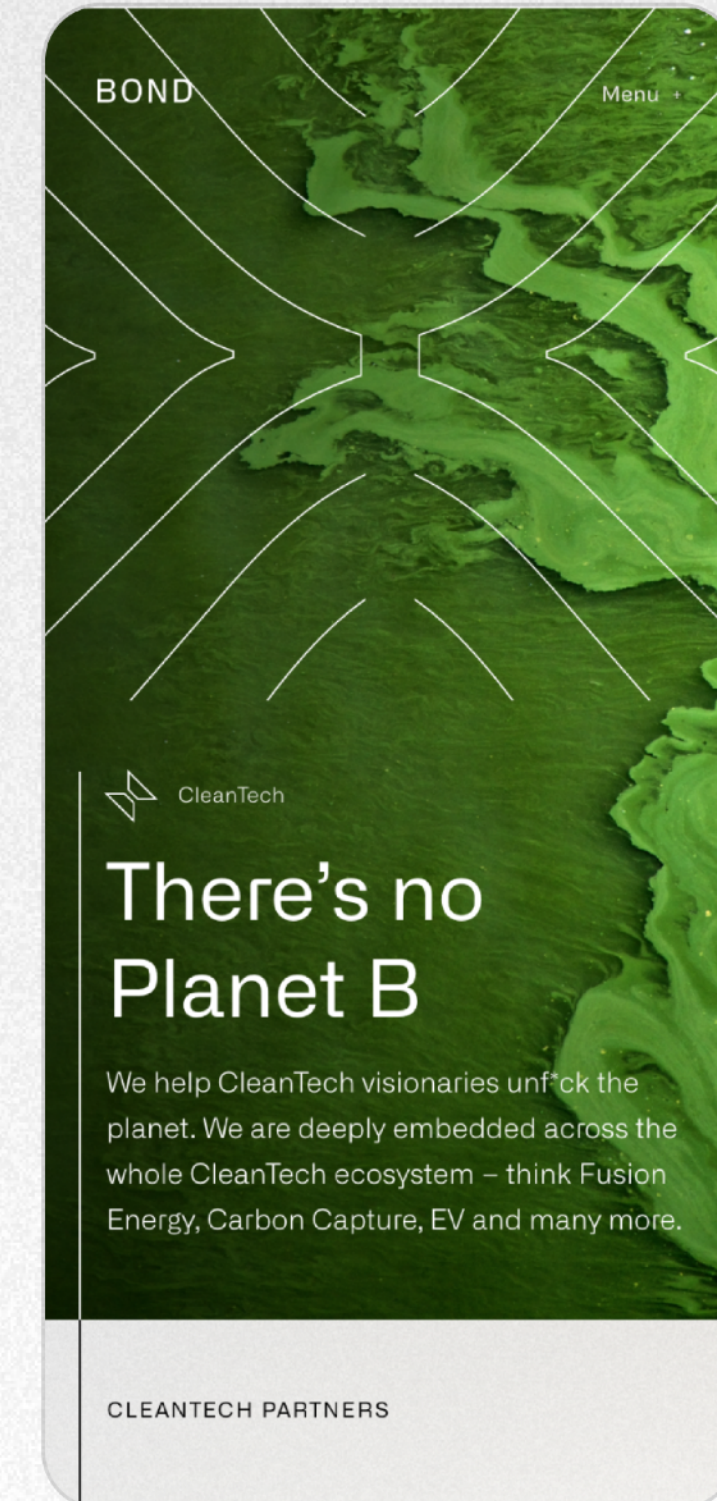
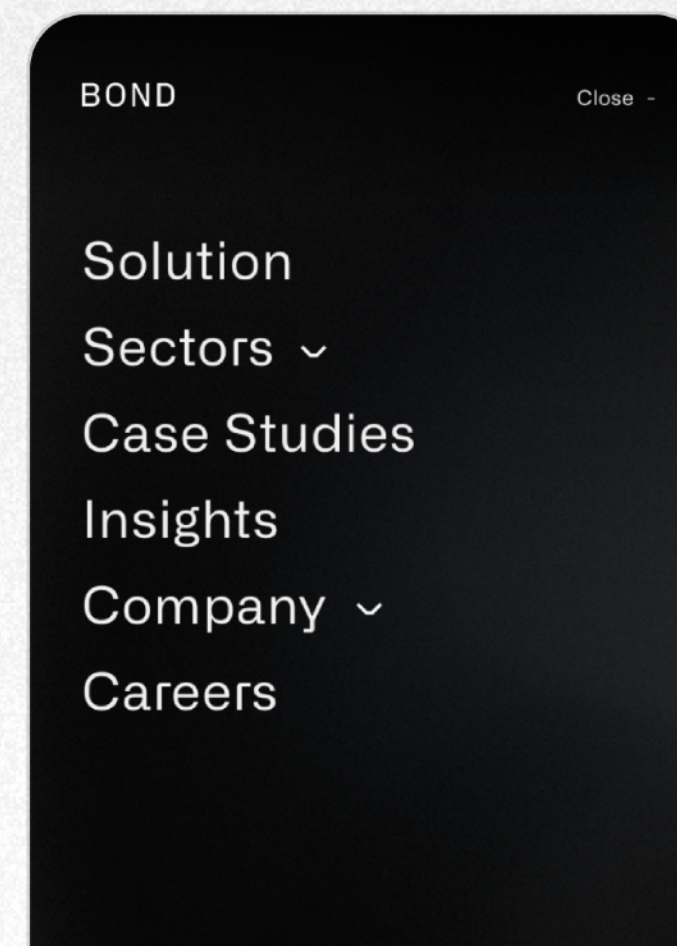
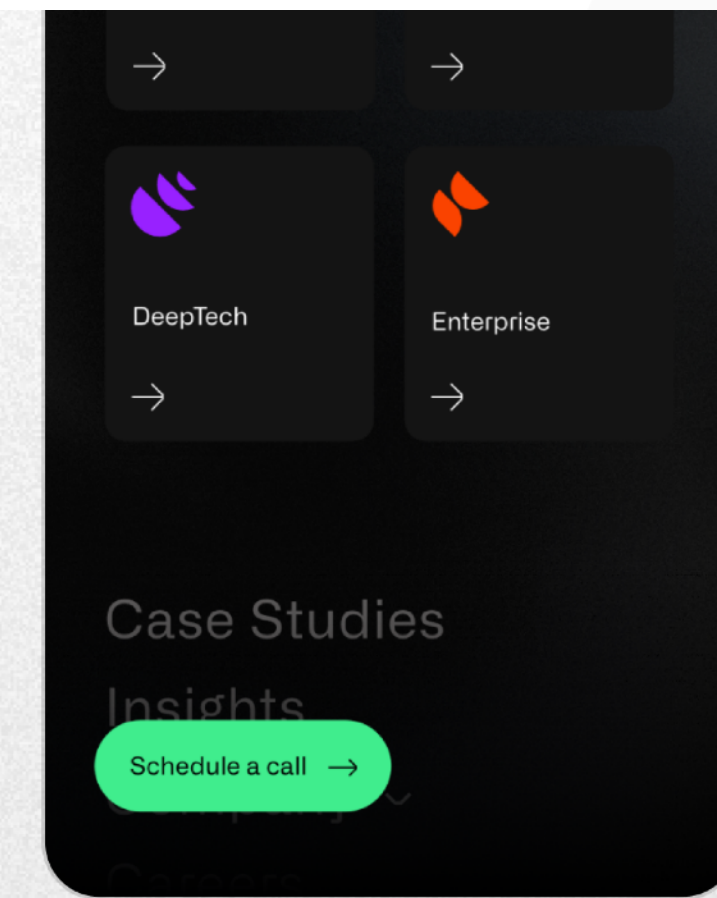
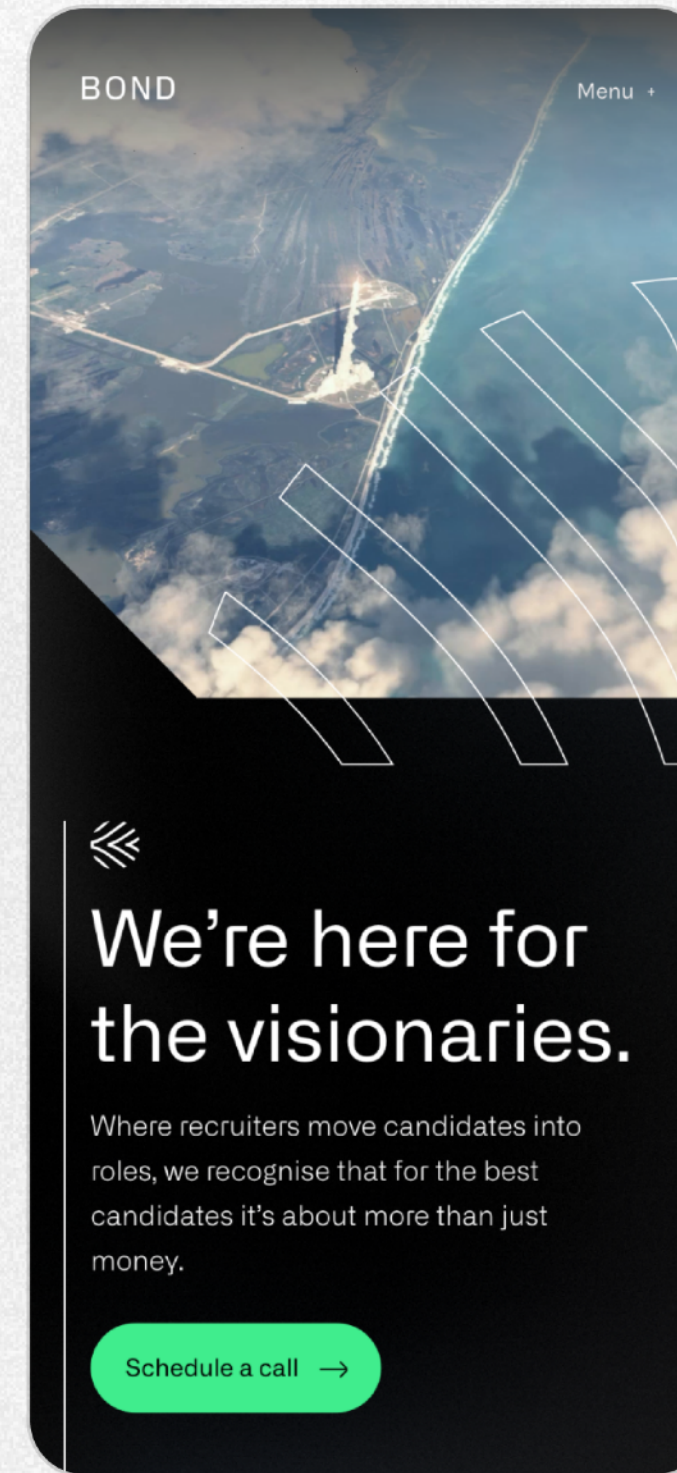
Burns Sheehan

- New brand strategy including customer personas and messaging
- Engaging website design
- Interactive design
- Separate user journeys for employers and candidates
- Introduction of new landing pages / entry points to the site



Bond Global

- New brand strategy including customer personas and messaging
- Brand Identity
- SEO Strategy
- Interactive website design
- Separate user journeys for employers and candidates
- Introduction of new landing pages / entry points to the site



Plug & Play

Thank you for your time

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Download our
Recruitment Agency Benchmark Report