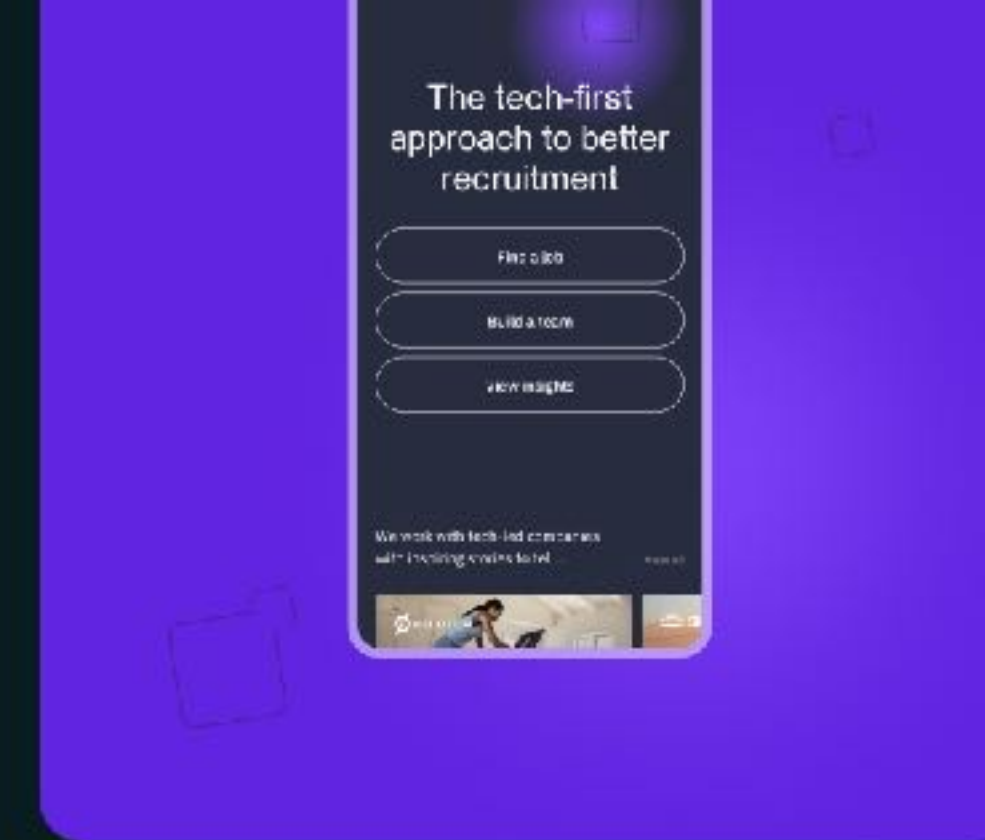
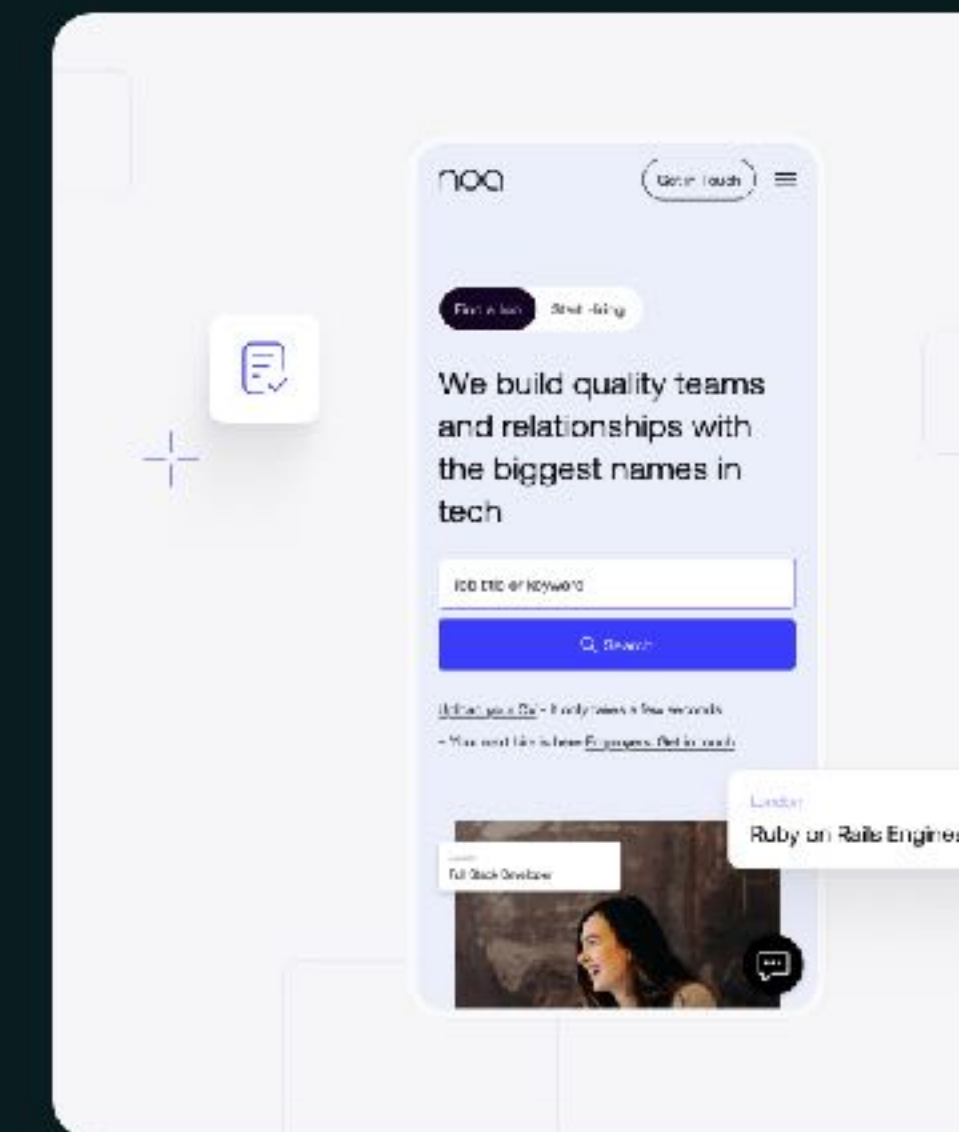
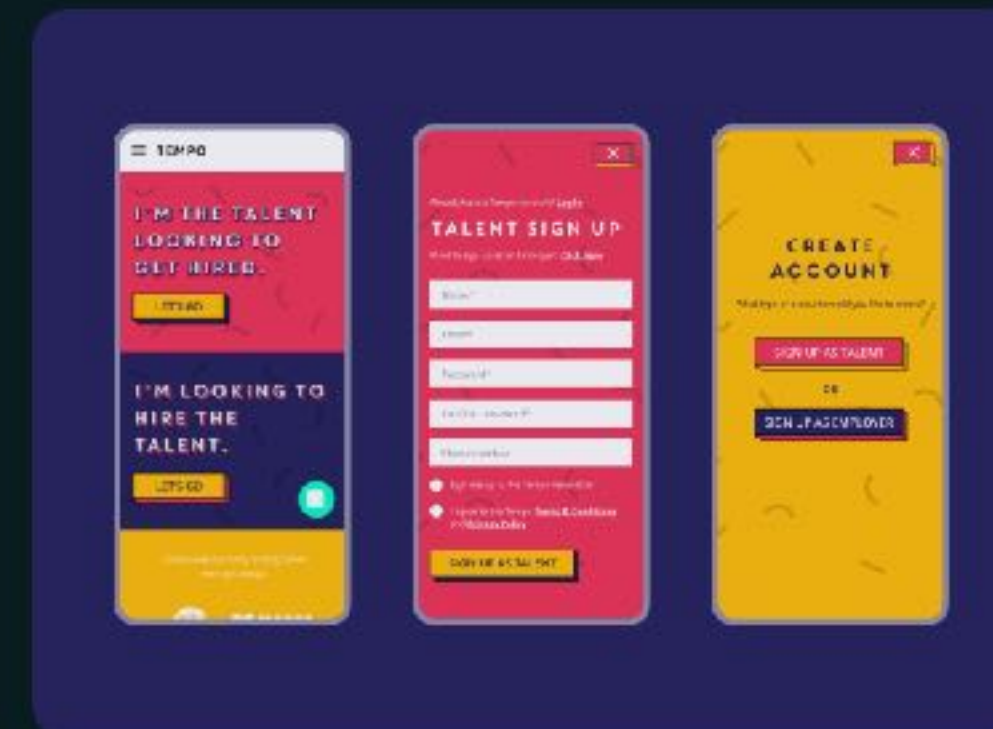
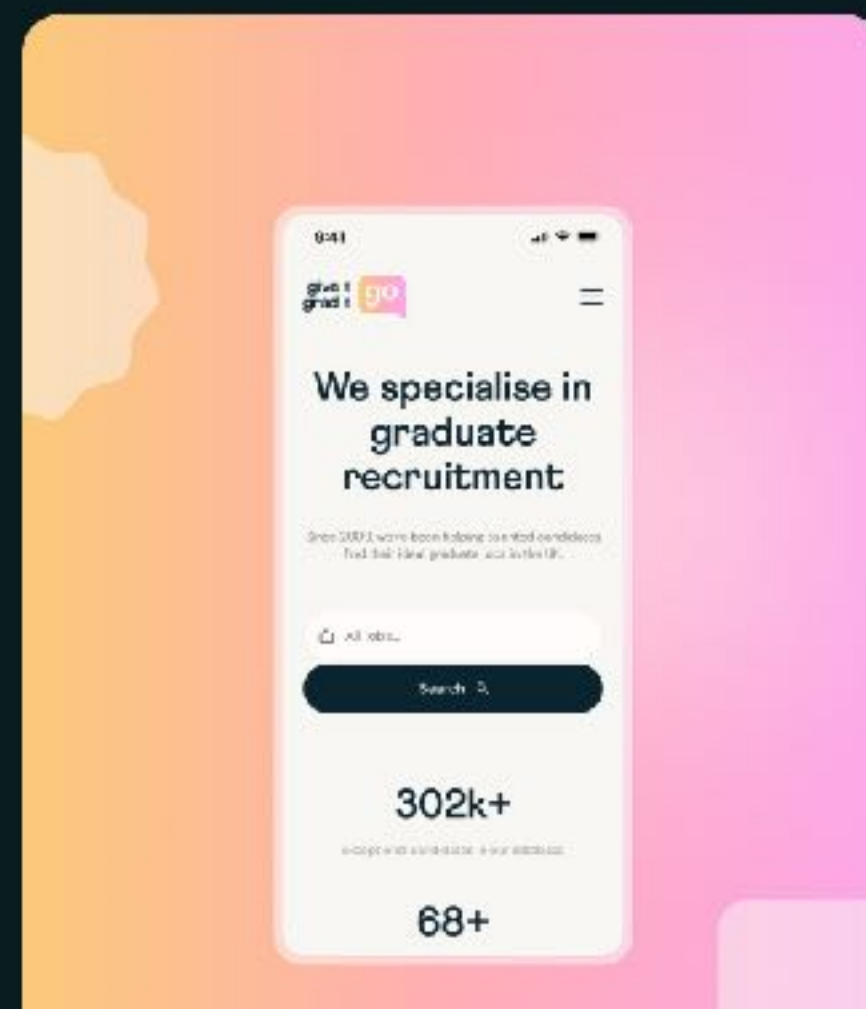


Plug & Play



How to outperform 89% of recruitment agencies online



Only 11%

**of recruitment
agencies do the
basics of SEO**



11%

Basic SEO

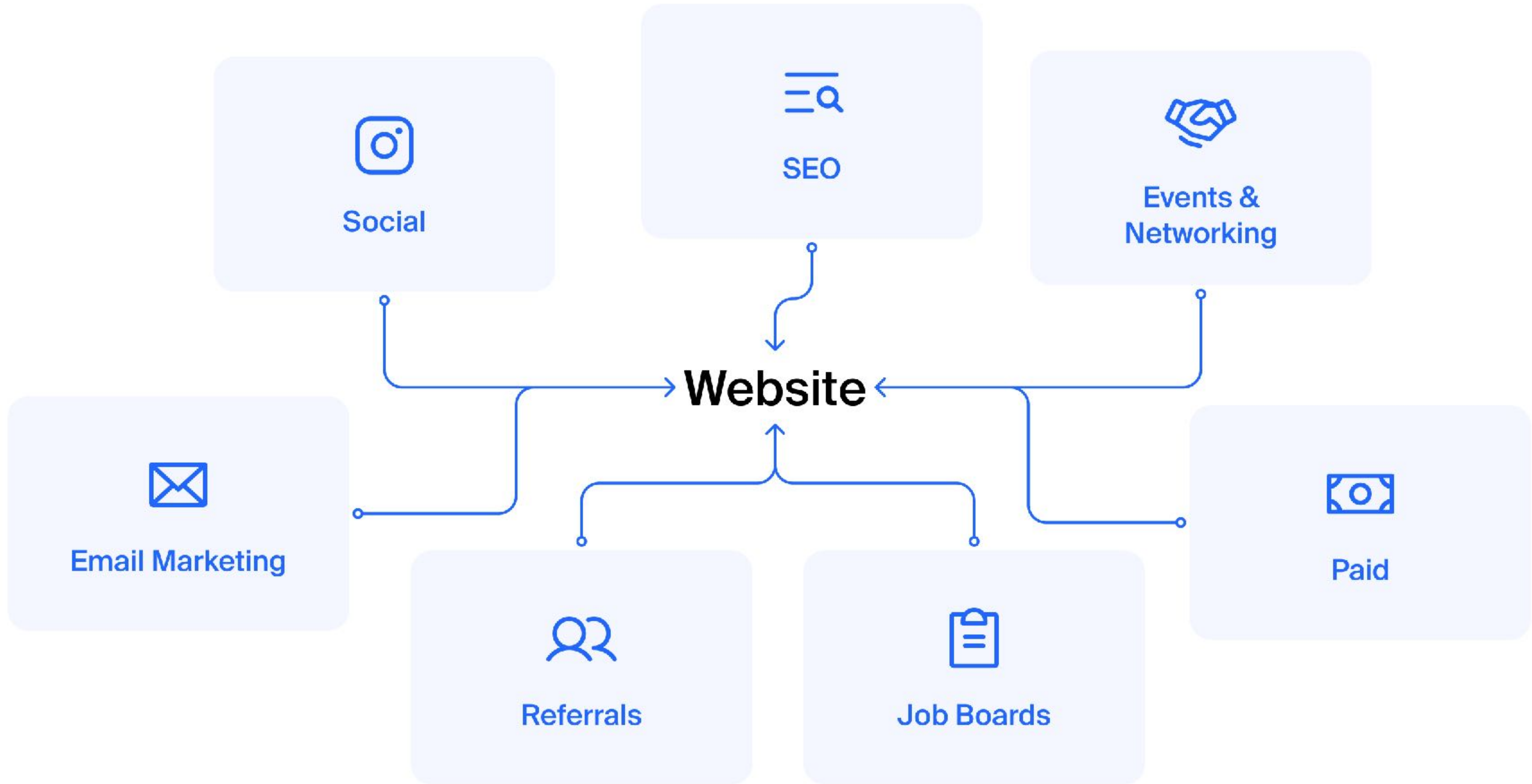
Acquisition cost model

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

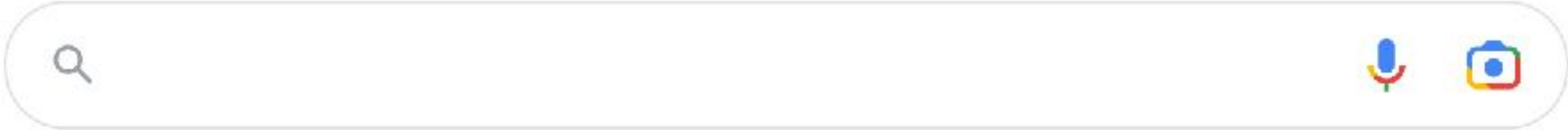
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Placements / New Clients	6

How to be found



How Google Works



Google Search

I'm Feeling Lucky

The algorithm

Making it to the top

Being realistic

Which battles to fight



Search interface showing a search bar with a magnifying glass icon on the left and microphone and image search icons on the right. Below the search bar is a list of search suggestions:

- 🕒 search engine optimisation
- 🕒 search engine optimisation meaning
- 🕒 search engine optimisation google
- 🕒 search engine optimisation techniques
- 🕒 search engine optimisation definition
- 🕒 search engine optimisation keywords

Below the suggestions are two buttons: "Google Search" and "I'm Feeling Lucky".

The algorithm

Making it to the top

Being realistic

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

Keyword

Recruitment agencies

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#6	Reed.co.uk	50	76
#7	Tiger Recruitment	43	38
#8	Agency Central	42	45
#9	Robert Half	43	54

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

Search volume

Competitiveness

Fintech recruitment agencies

51 - 100

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

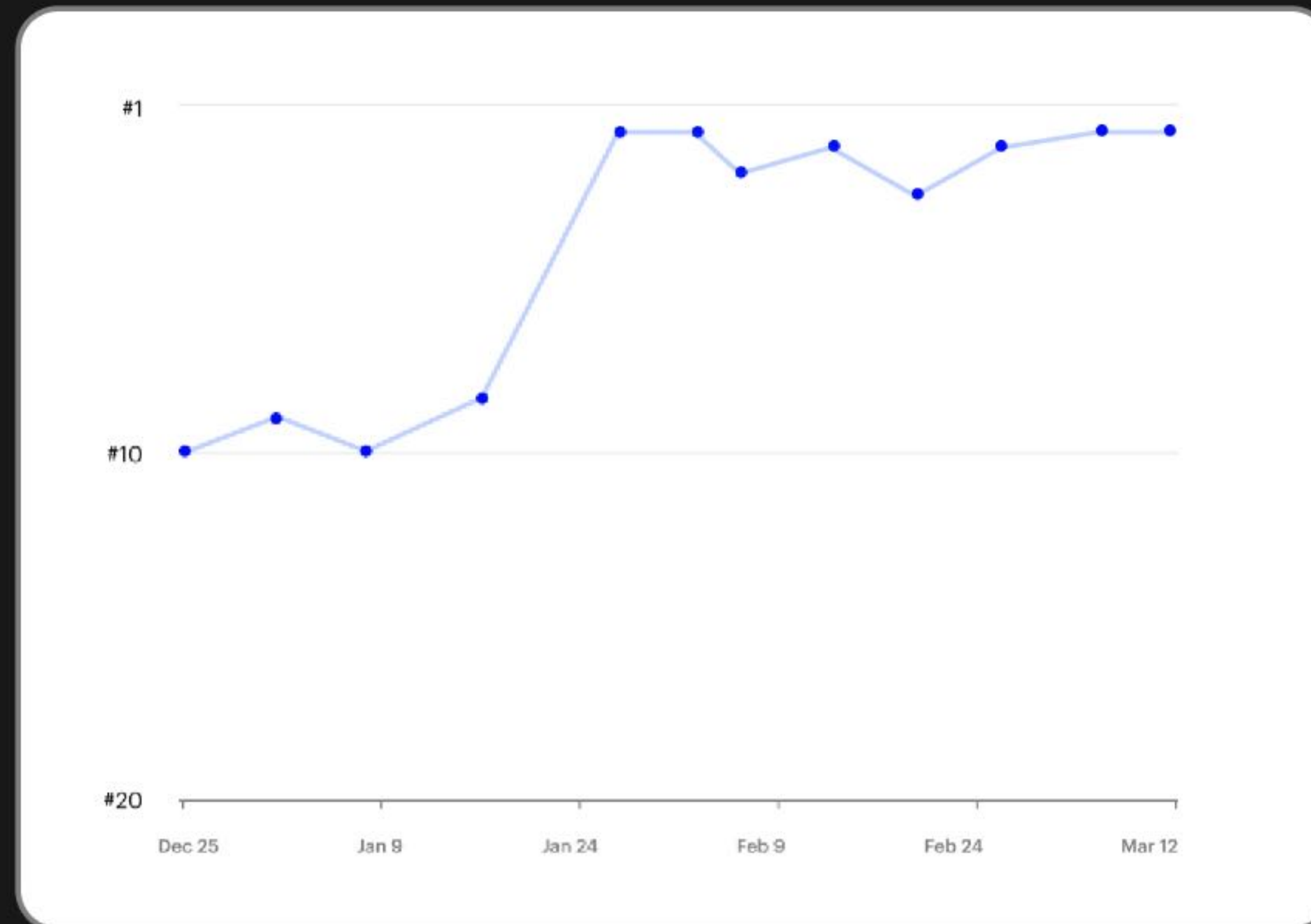
Fintech recruitment agencies london

11 - 50

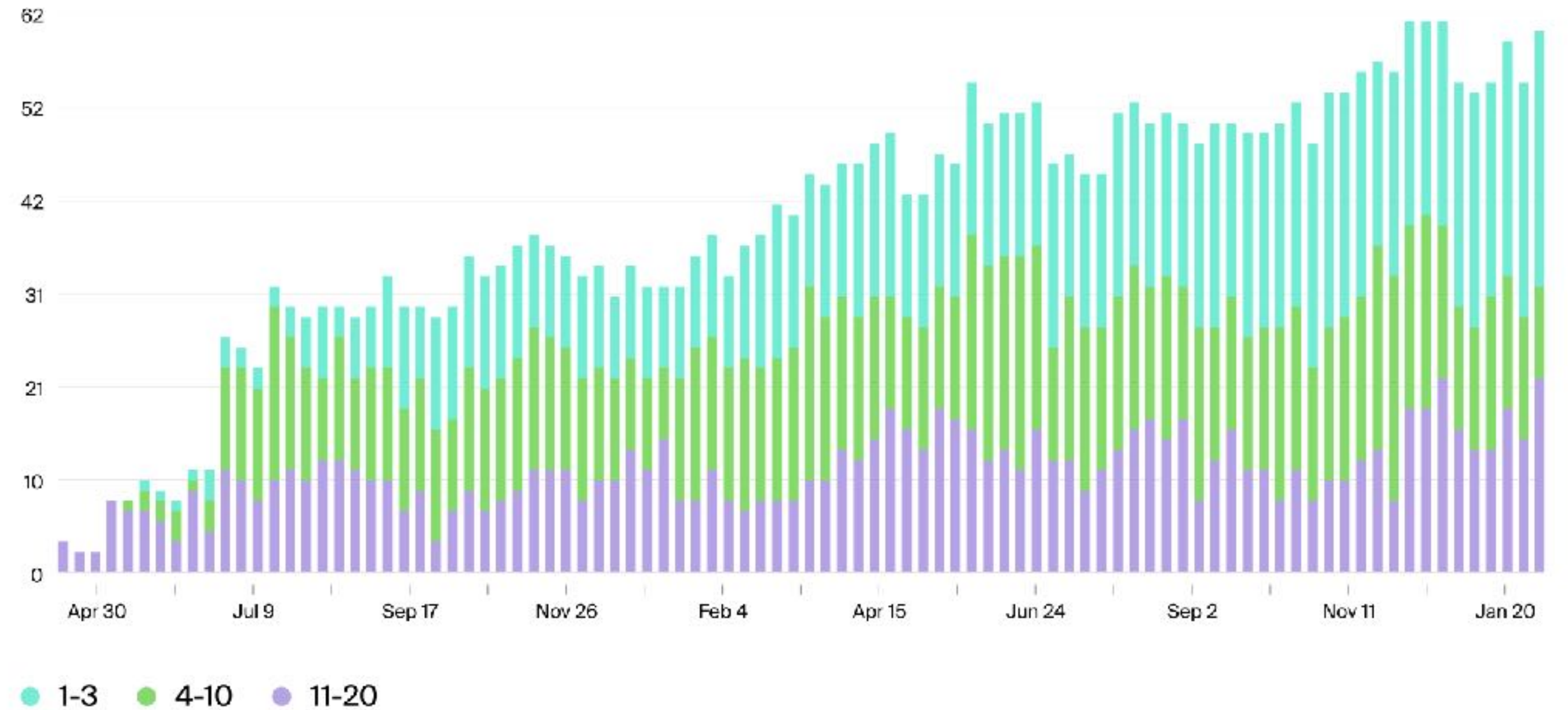
DA 10-30

Google Rank	Website	Page Authority	Domain Authority
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#9	Fintech Recruitment Services	24	10
#10	Agency Central	33	45

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

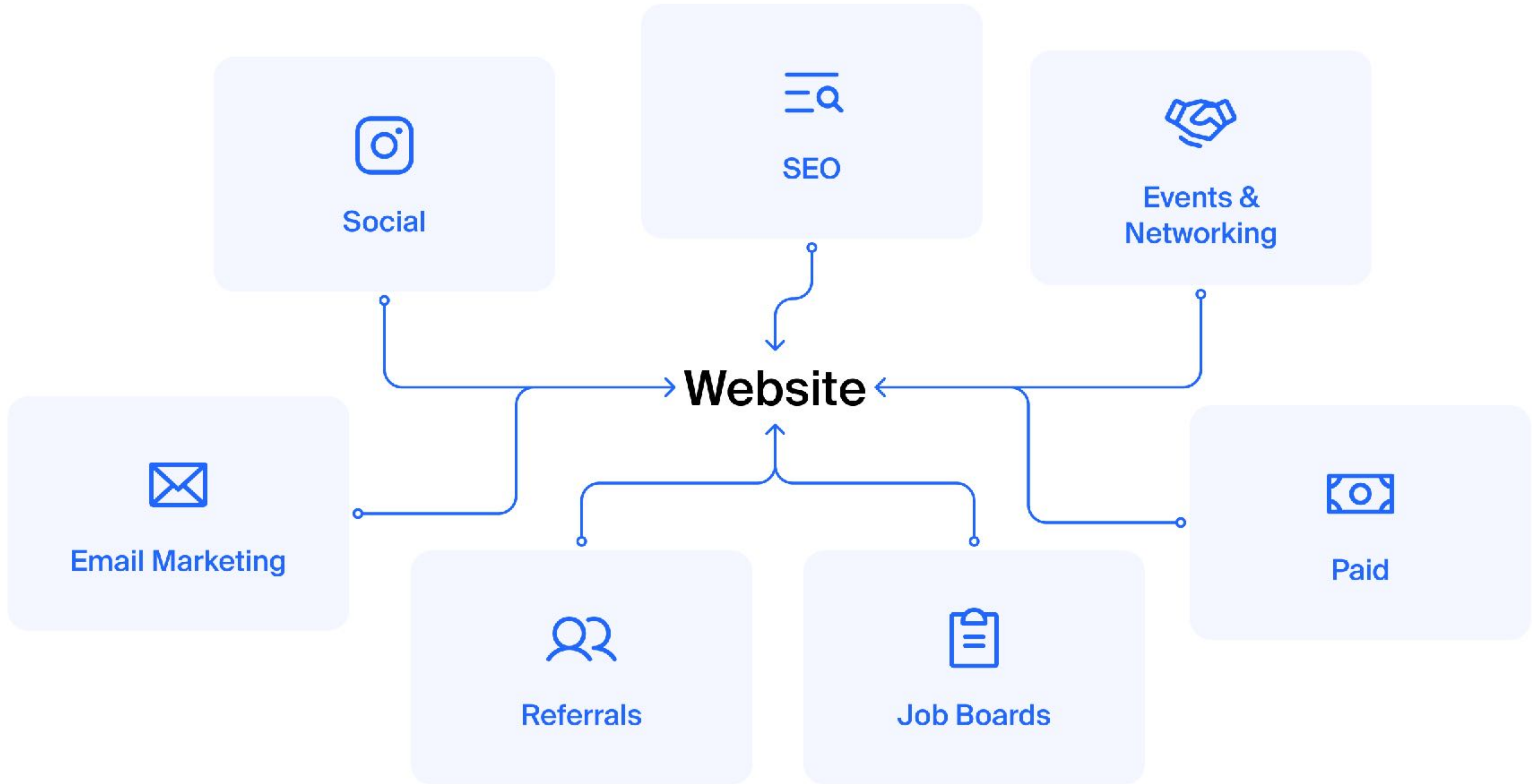


Think outside the
box



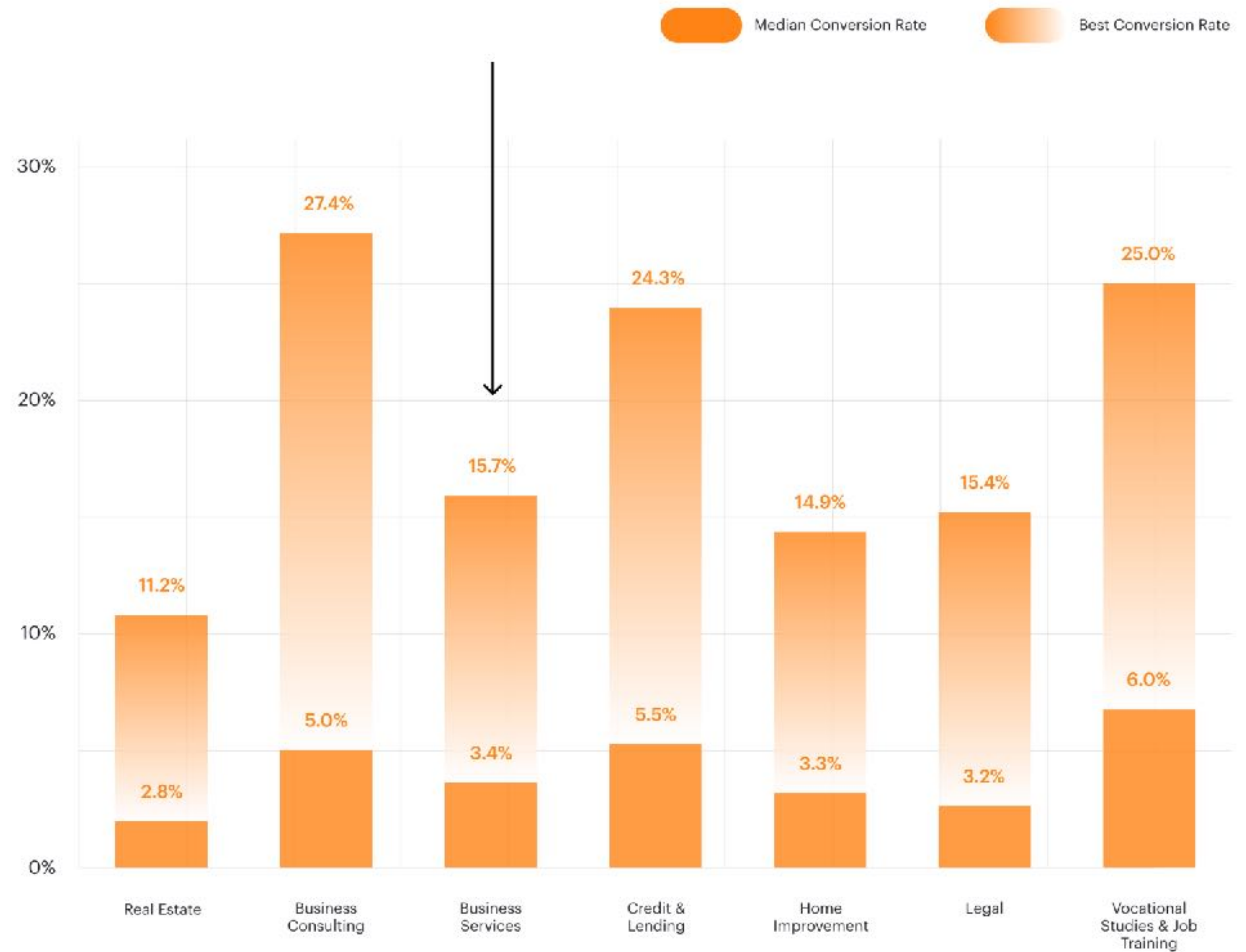
Consider intent

How to increase conversion rate



How does your conversion rate compare?

Source: unbounce



Acquisition cost model

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Market Size	16,000
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=	=
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x	x
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=	=
Applications / Enquiries	24
x	x
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=	=
Placements / New Clients	6

38%

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

Source: Adobe

Stopped Engaging Switched Devices Unchanged

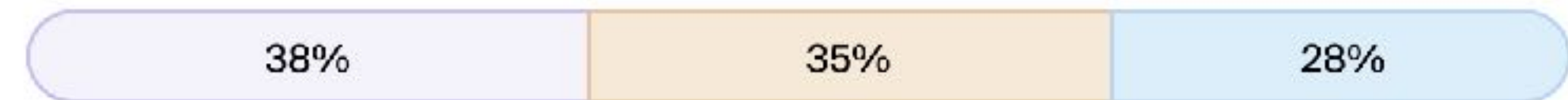
Images won't load



Takes too long to load



The content was unattractive in it's layout or imagery



Content was too long



It is not displaying well on the device



The experience would be improved on a bigger device



39%

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

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

🔍 Source: Plug & Play



Meeting best practice speed

30%

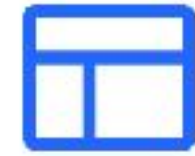
Not meeting best practice speed

70%

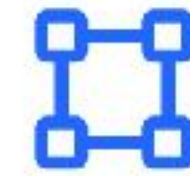
Website strategy



Ensure your website is fast



Consider the content architecture and quality of code



Design & Brand matters



Provide a consistent user experience across devices



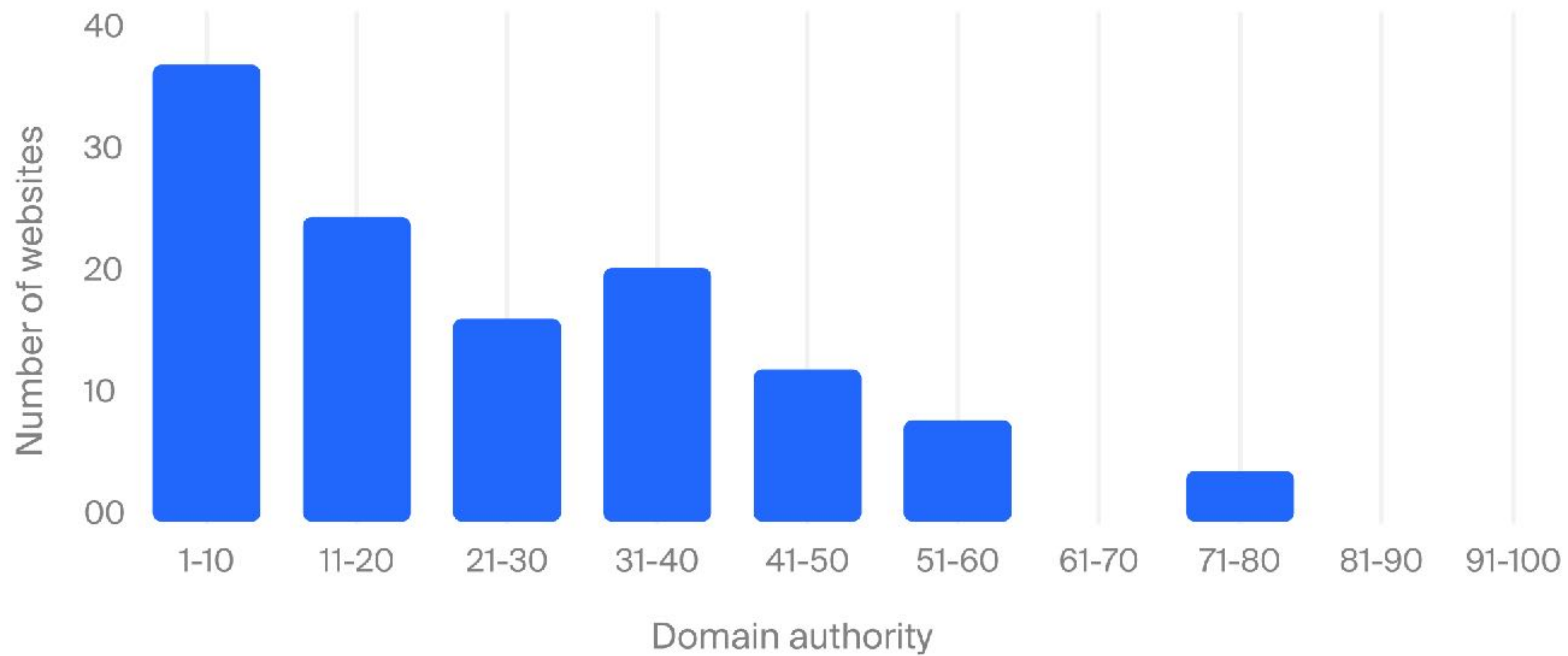
Prioritise investment based on the return you will see



Align with your niche

**Which agencies can
improve their rankings?**

- **Domain authority distribution of recruitment websites**



Give a Grad a Go

Large recruitment agency with offices in the UK and Australia.

Domain authority: 44

Key objectives

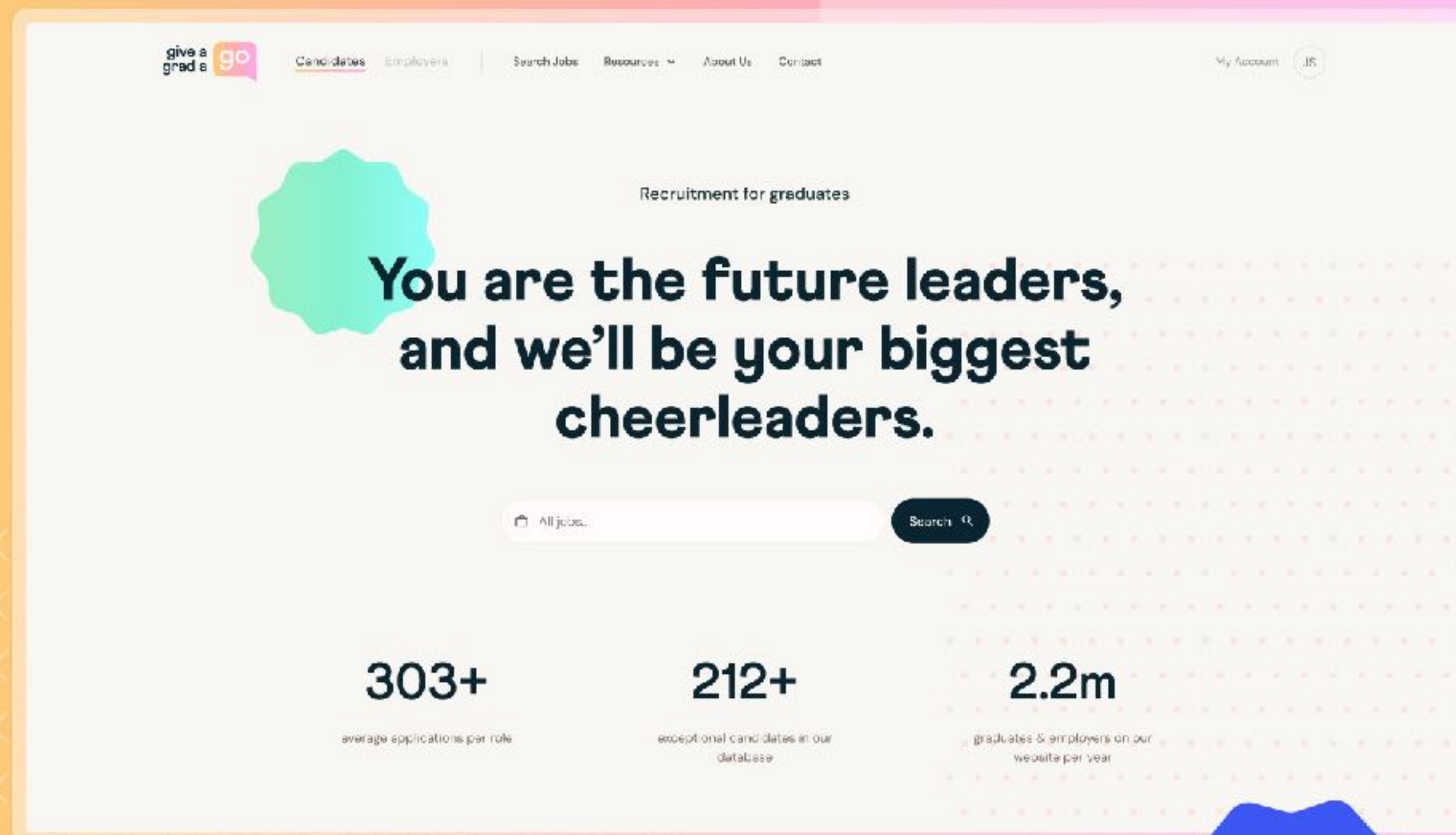
International SEO strategy

Multi-territory website

Landing page optimisation

Separate user journeys for employers and candidates

New brand and jobs board



SEO Results



42%

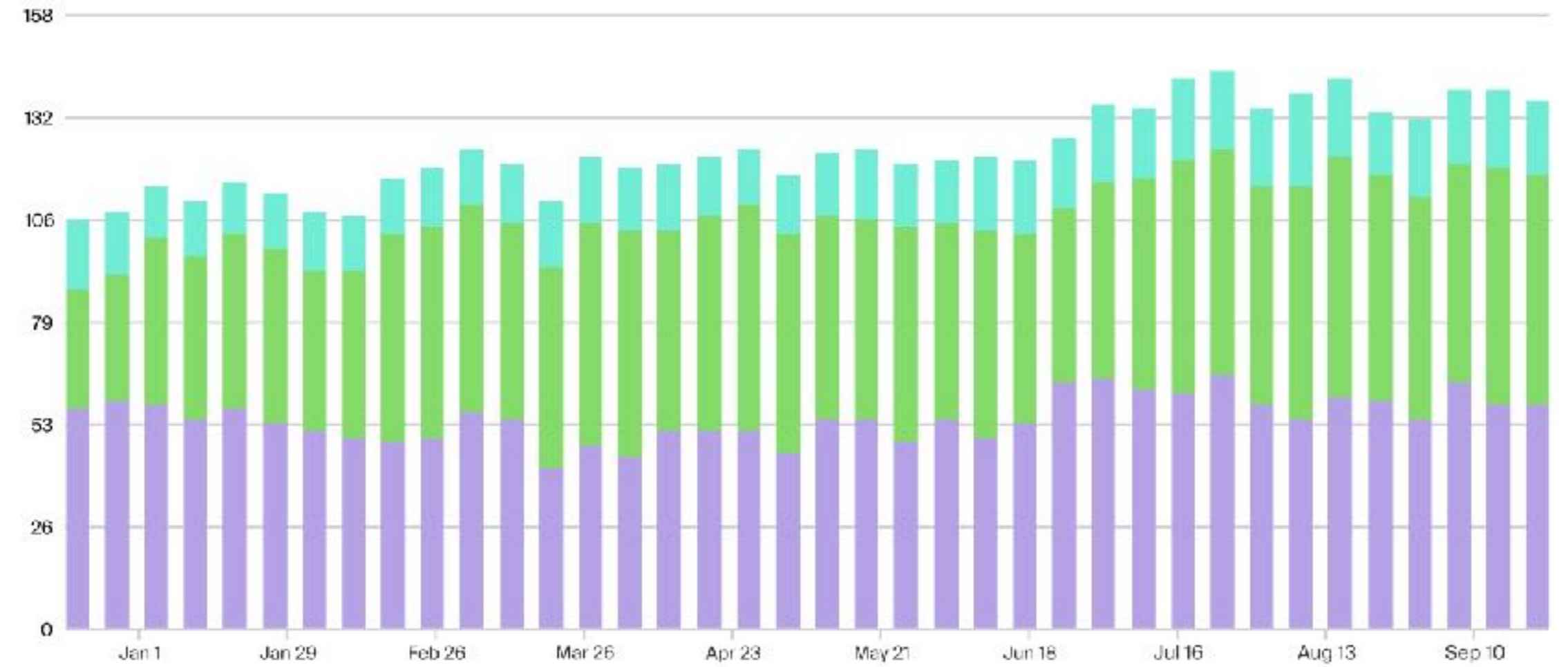
Increase in Australian search engine visibility



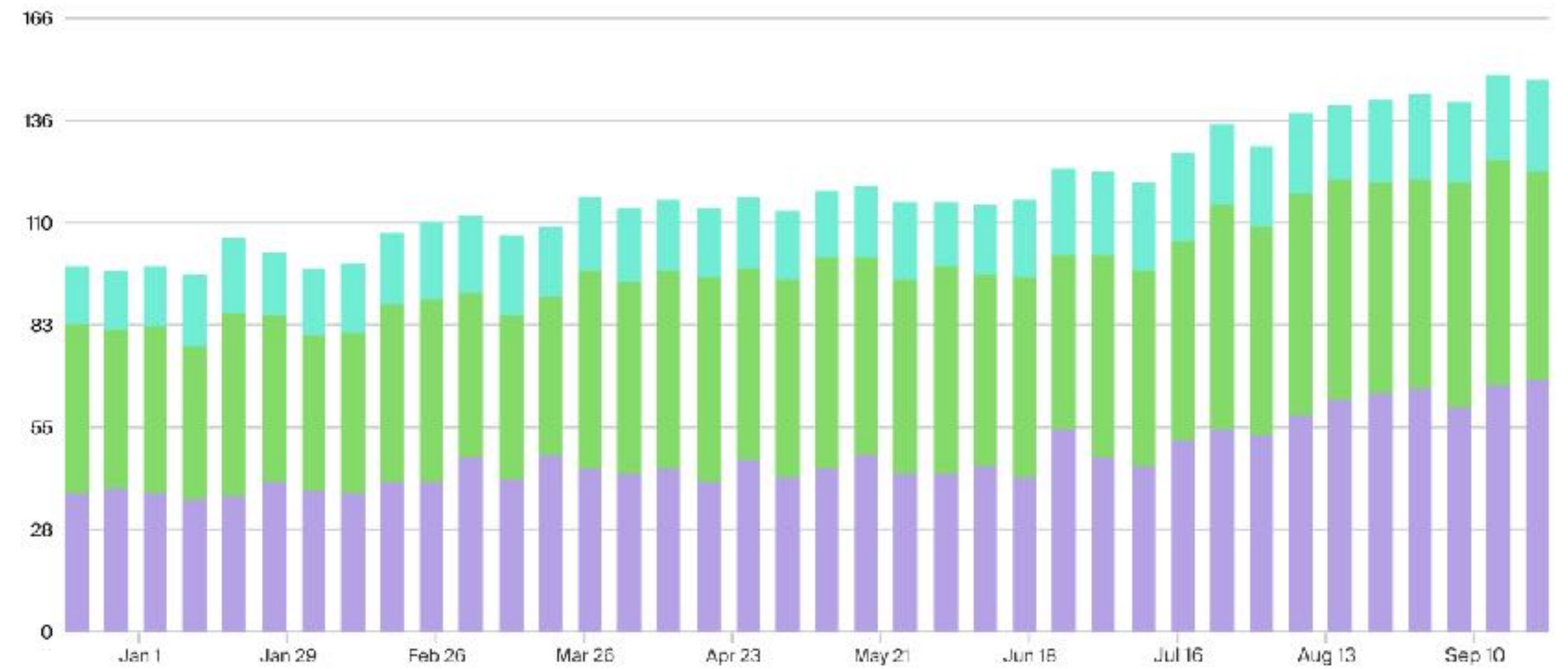
51%

Increase in UK search engine visibility

Australia Keyword Results Chart



UK Keyword Results Chart



● 1-3 ● 4-10 ● 11-20

Bond Global

Small-medium recruitment agency that accelerates the growth of innovative tech organisations by connecting them with the best talent.

Domain authority: 10

Key objectives

SEO strategy

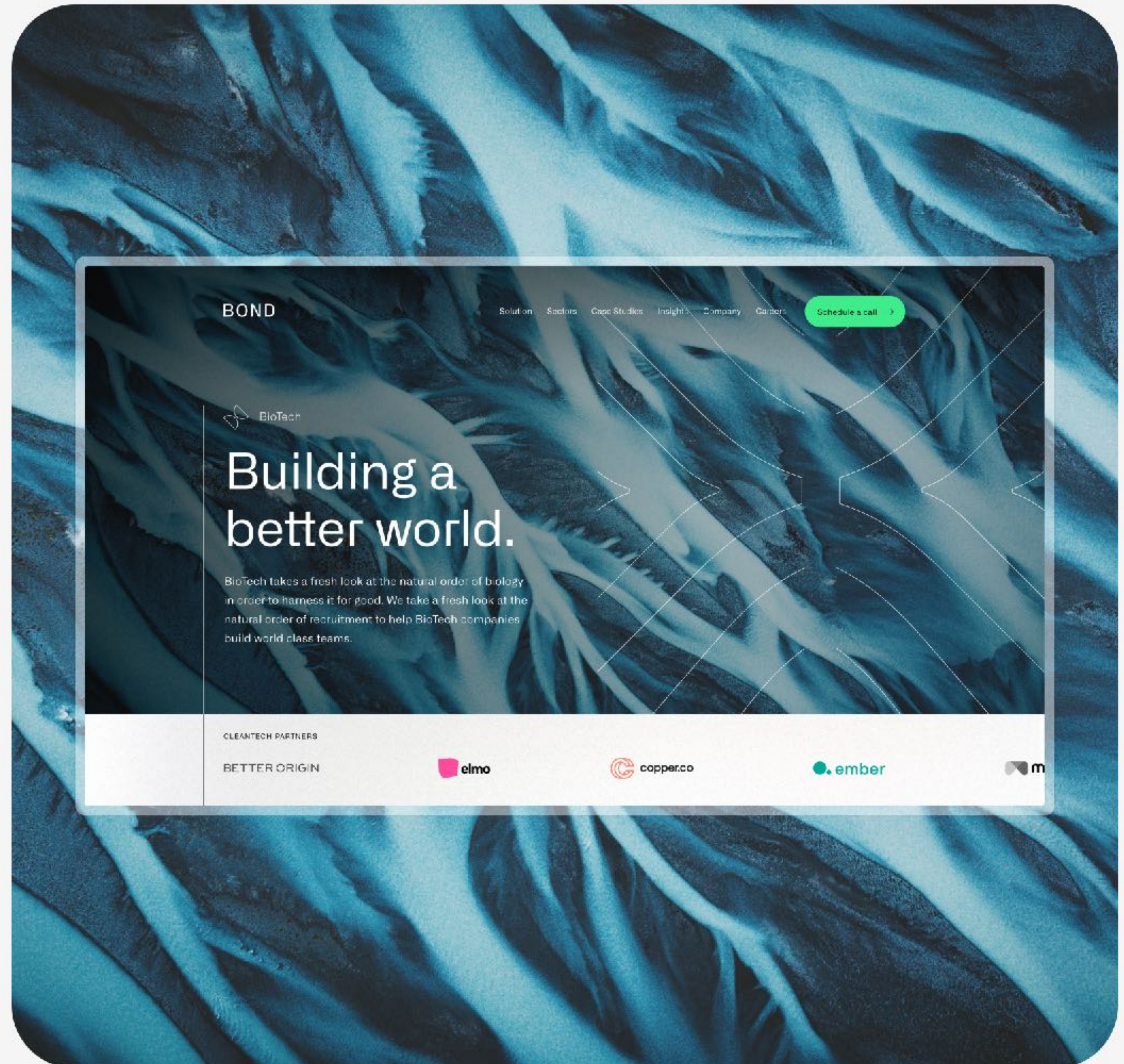
New brand strategy including customer personas and messaging

Brand Identity

Interactive website design

Separate user journeys for employers and candidates

Introduction of new landing pages / entry points to the site

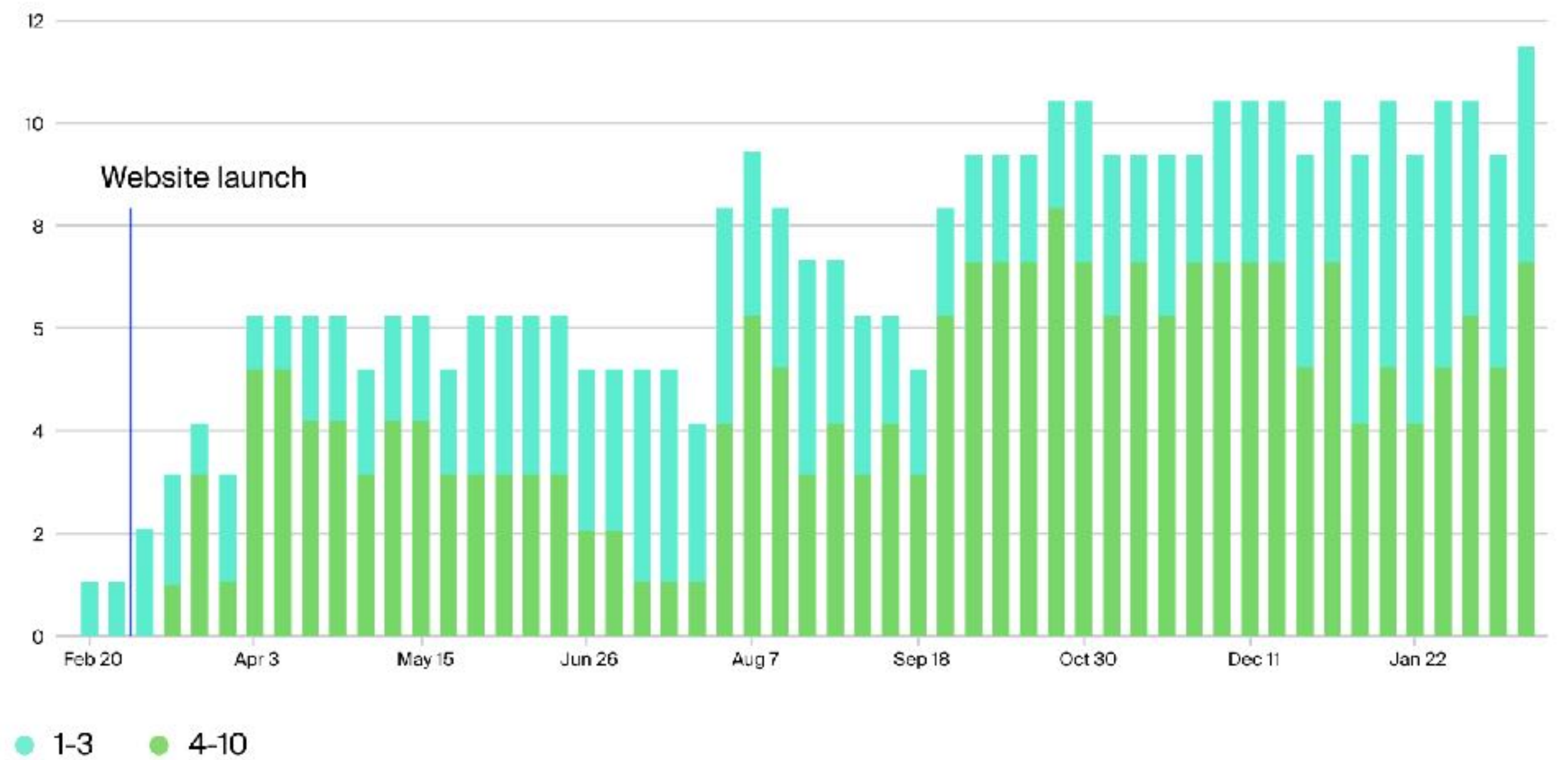


SEO Results

425%

Increase in search engine visibility

📊 Keyword Results Chart



Noa

Small recruitment agency that specialises in the technology sector.

Domain authority: 11

Key objectives

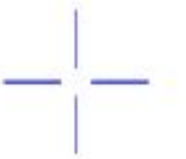
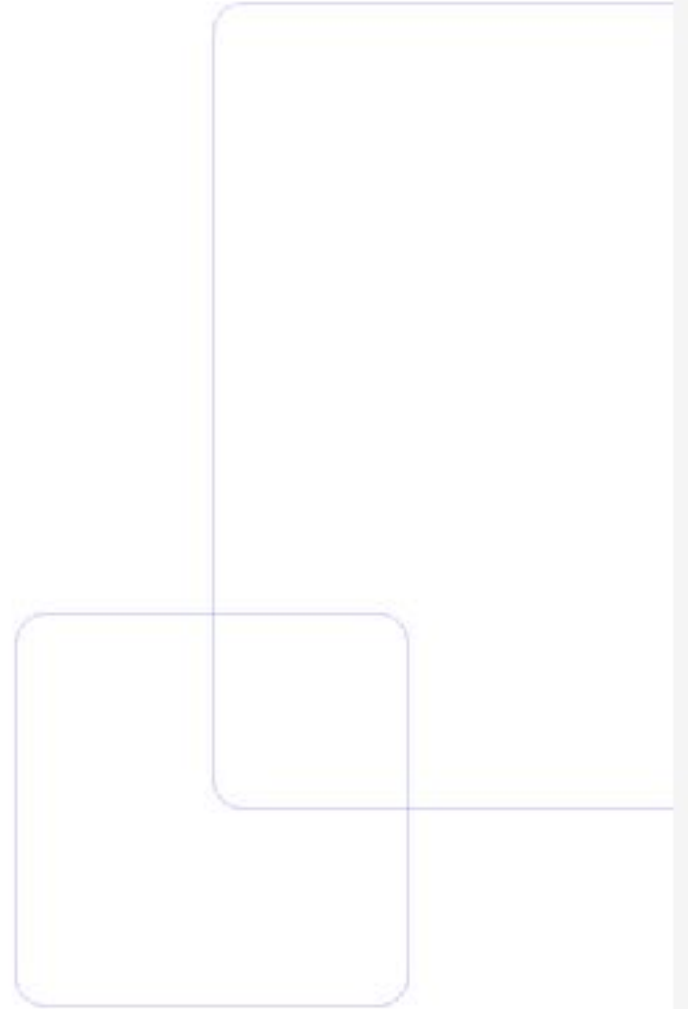
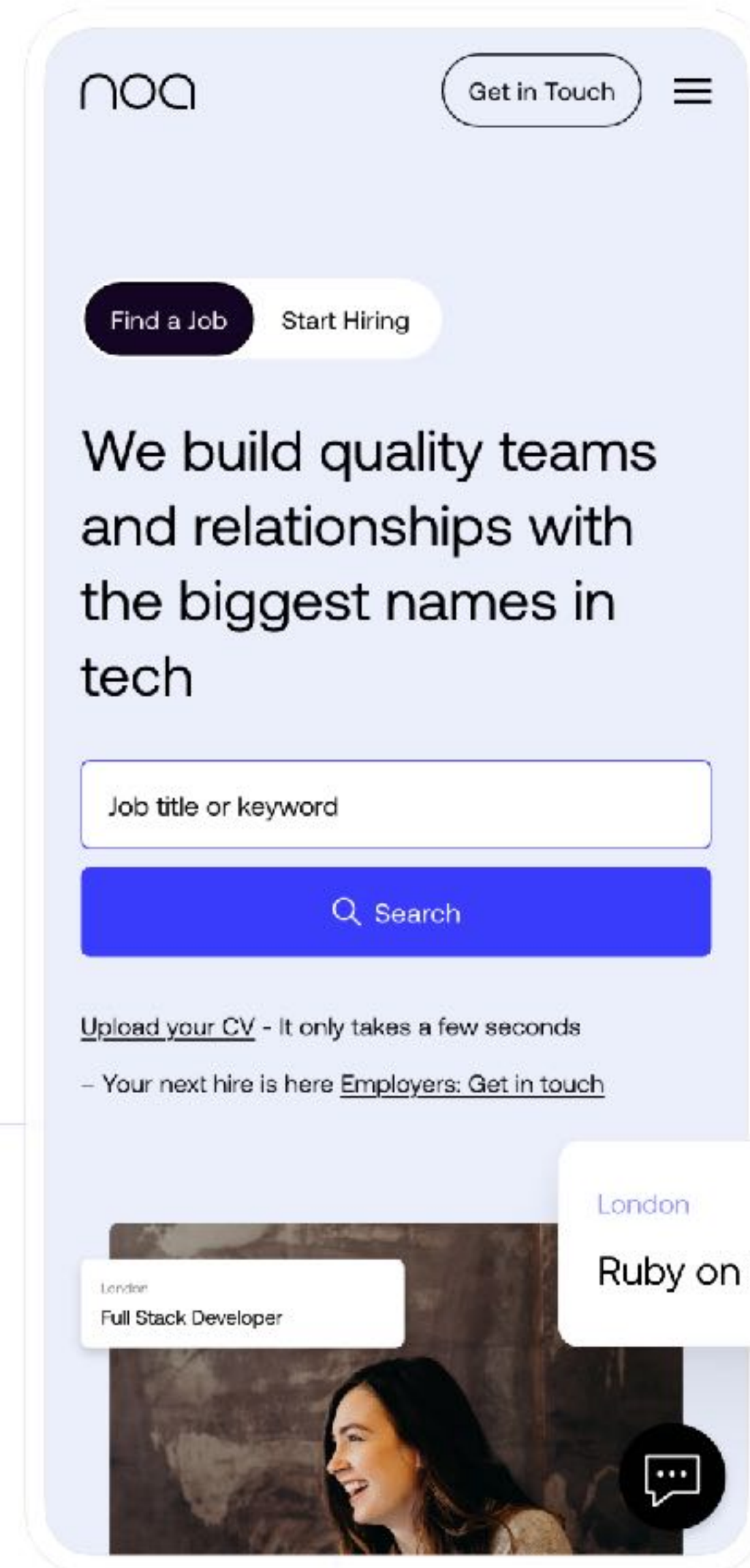
SEO strategy

Brand Identity

Landing page strategy

Interactive website design

User journey mapping

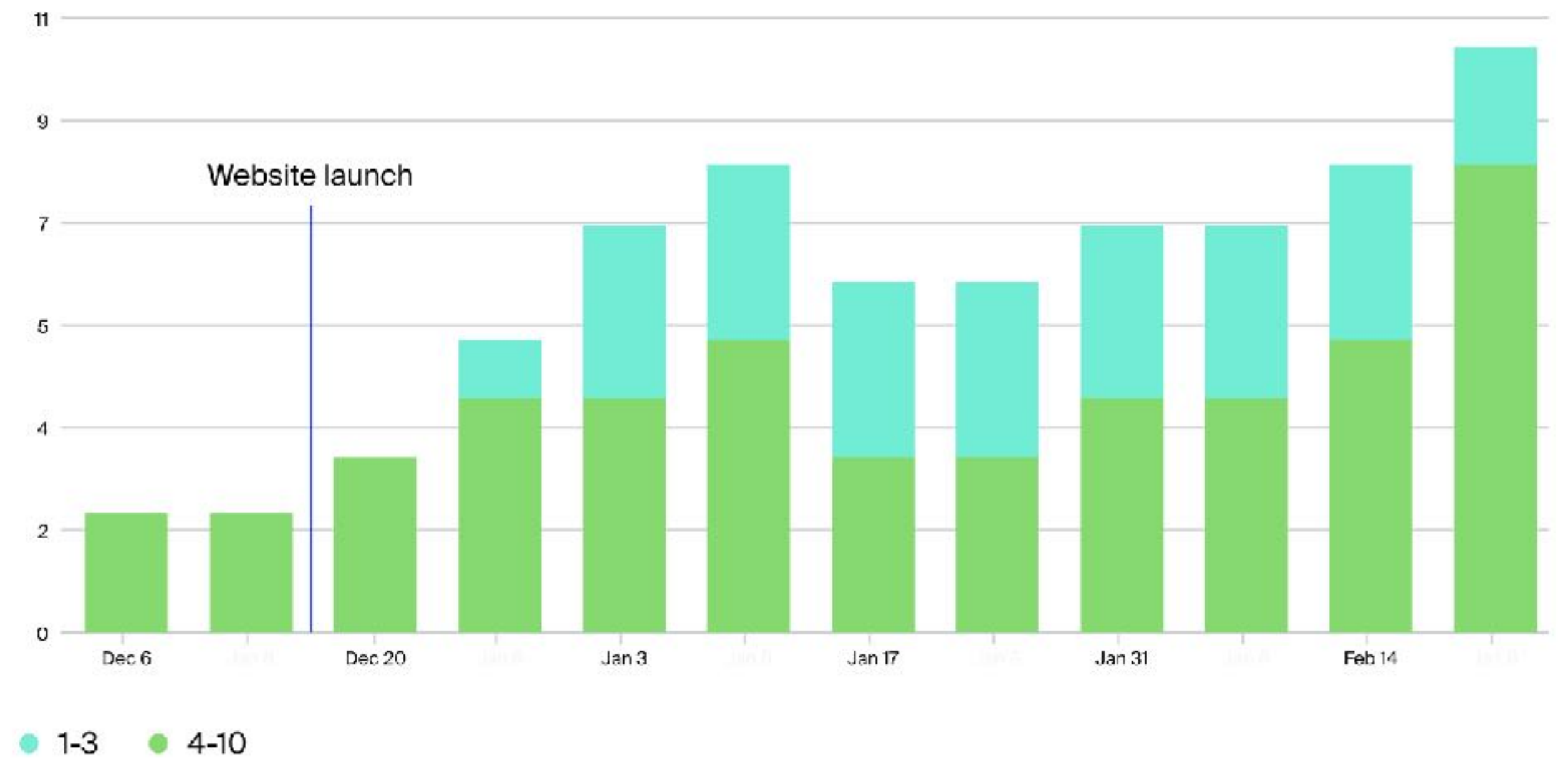


SEO Results

659%

Increase in search engine visibility

Keyword Results Chart



Plug & Play

Websites
Job Portals
Branding
Marketing
Mobile Apps

Access our free
resources & talks



<https://www.linkedin.com/in/richmanpeter/>