

Fish4Jobs

The Client

Fish4jobs is one of the UK's best known job sites with more than 7 million registered job seekers, 3.9 million searchable CVs and over 1 million average monthly visitors.

The Objectives

- Improve the share of natural search-driven traffic to fish4jobs.co.uk
- Increase fish4jobs' revenue by offering their advertisers a greater audience
- Implement a comprehensive strategy capable of increasing brand awareness

The Strategy

- Conducted a full keyword analysis, exploring more than 3000 search terms and investigated the related volumes of traffic and recorded rankings
- Completed a site audit that assessed accessibility, relevancy and credibility
- Made specific refinements to the code, provided expertly written SEO copy and enhanced the delivery of new pages to improve site functionality
- Implemented an accelerated online PR programme to identify credible and relevant sites that could be linked back to fish4jobs by providing the sites with opinion pieces, commentaries and research to improve their editorials and features

THE RESULTS



**TRAFFIC INCREASED
BY 371%**



**FIRST POSITION FOR
THE KEYWORD 'JOBS'**



**311% INCREASE IN
SEARCH TRAFFIC**



**FIRST POSITION FOR THE
KEYWORD 'RECRUITMENT'**

TESTIMONIAL:

"Selecting Greenlight as our SEO agency was a good move for fish4jobs. Their flexible thinking and structured project management simply worked well. Recommendations were proposed and delivered on time. The content was clear and the results spoke for themselves. Account management was thorough and the entire team was always available to offer SEO-related advice to our IT, Product and Marketing departments. Our experience of Greenlight was as a strong team who delivered great results."

LISA WALKER - MARKETING DIRECTOR

