

# CASE STUDY



**INDUSTRY**  
Information  
Technology  
Staffing

**TIME FRAME**  
2.5 years



## CLIENT

Our client is an international information technology staffing agency that provides recruiting and consulting services for Fortune 500 companies and large corporations.

## TARGET AUDIENCE

Primarily IT related temporary job seekers between the age of 22-40, and prominent international corporations with a current need for IT personnel.

## CHALLENGES

Our client came to Dragon360 with a number of technical website issues, a desire to improve traffic acquisition, and increase overall conversions.



## SOLUTIONS

### </> Technical SEO

Dragon360 developed and executed a technical SEO strategy that includes automating metadata, optimization of job listings for indexation, and other scalable improvements. These efforts helped drive an increase of approximately 44,000 organic monthly visits since work began.

### ➤ User Experience | Conversion Rate Optimization

Through data collection and strategic recommendations focused on enhancing the overall customer experience, our client not only saw a significant increase in conversions but has grown into a trusted industry leader positioning them well for long-term brand growth.



## SOLUTIONS

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### Reputation Management Strategy

Dragon360 established a brand voice on review platforms by regularly interacting with employee reviews and enhancing the client's digital presence. Our client's rating on Glassdoor alone has improved 26% with this community strategy.

### Content Strategy

A custom content strategy was developed to enhance our client's brand voice and digital presence through providing educational resources to targeted audiences. This branded content has helped position our client as an authority in the IT recruiting industry.

### Strategic Consulting and Technical Support

Dragon360 has provided strategic consulting in a variety of areas including website migration, user experience, and overall website performance. In addition to providing technical support including web development, Dragon360's recommendations and strategic approach have helped put our client on a path to reaching maximum performance as a brand.



## SUCCESS BEYOND EXPECTATIONS

*Through Dragon360's guidance and ongoing consulting, a broadening relationship of mutual trust and enthusiasm has been built between our client and the Dragon team, allowing significant growth across all key performance indicators.*