



Full-Service Client Case Study

Increasing Visibility and Volume for a Top Staffing Agency in the Southeast

The importance of a “going big and local” SEO strategy in order to boost traffic, conversions, and revenue



Consistently voted a top staffing agency and “best place to work” in Atlanta, Georgia, and the nation, Hire Dynamics was winning in a lot of areas. Along with boasting a “best staffing firm” title—in the top 5 out of 10,000 in the US, to be exact—it had an unbeatable culture of performance and client loyalty. On the digital side of things, however, Hire Dynamics needed a push. Those familiar with the company knew its merits, but there was potential for more

eyes to become acquainted with the staffing firm. Success without growth means you’re merely sticking to the status quo. If it didn’t make significant progress on the SEO front, Hire Dynamics would continue to hold a strong reputation and Google ranking for Atlanta. But another Southeastern staffing firm could easily move in on its territory—both physically and digitally.





THE CHALLENGES: Visibility and Volume

In order to keep up the pace and remain on top, Hire Dynamics faced two clear challenges: Its visibility and volume could be higher.

At this point in time, the company consistently missed out on search traffic from other metro areas in Georgia and the surrounding states. Not to mention, its website wasn't optimized for mobile traffic. It was time to take things up a notch.



THE STRATEGY: Go Local, and Go Big

With the help of The ABM Agency (formerly SEO My Business), Hire Dynamics implemented a two-pronged strategy to achieve its goals.

1. Pump up the visibility and volume of its search results and conversion rates across a wide swath of previously untapped geographies
2. Optimize the SEO performance of its redesigned responsive site to retain the original high rankings (and traffic volume) from Atlanta-based searches

Over a four-month period, The ABM Agency created 68 geo-specific landing pages designed to rank well organically and capture and convert new traffic coming from highly localized searches. These searches included phrases such as “best staffing agency Morrow, GA” or “temp agency Charlotte.”

Along with the creation of the pages themselves, this highly targeted campaign involved:

- > Writing unique content for each landing page; the content was added overtime to give the team a chance to update any initially underperforming pages
- > Linking all 68 geo-pages to the nearest Hire Dynamics local office page (one of 13 offices)
- > Building hyperlocal links for geographies farther outside the local office area— giving greater authority to the geo-specific page than the main office page





THE EXPECTATIONS

Initially, Hire Dynamics and The ABM Agency looked for this strategy to drive a 20% increase in traffic and a 20% increase in conversions (or staffing requests). The initial keyword research showed Hire Dynamics might see this increase in locally-driven traffic while analytics data suggested a similar increase in overall conversions. In reality... the results for this campaign far exceeded the outlined goals. In fact, they blew them sky-high.



THE RESULTS

Hire Dynamics saw huge, growth-driving gains in traffic, staffing requests, actual employees placed, revenue, and enough new business to support office expansion beyond state lines.

Let's break down the success by numbers. After working with The ABM Agency, Hire Dynamics saw...

- > **212%** Increase in Traffic
- > **183%** Increase in Conversions
- > **30%** Increase in Revenue
- > **80%** of Geo Pages in Top 5 Google Organic Results
- > Added **35** New Internal Staff That Year
- > Placed **600** More Temps Per Day YoY
- > Won **277** New Clients That Year
- > Opened in **2** New Major Markets: Charlotte and Nashville
- > Processed **141** More Staffing Requests YoY


ABOUT THE ABM AGENCY

A top B2B marketing agency, The ABM Agency is made up of account-based marketing and lead generation specialists who utilize their combined skill sets to develop impactful, holistic marketing programs. With experience solving problems for B2B companies across a variety of industries—manufacturing, healthcare, transportation, higher education, and more—the team consistently executes campaigns that excel across platforms.



Interested in Learning More About ABM?

Contact us with questions about what a full-stack marketing agency can do for you.

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