



Case Study

Jobvite Partners with Propecta for Long-Term SEO Growth



Propecta

SEO Results Partner

Jobvite

Jobvite is the industry leader in best-of-breed recruiting software

for thousands of customers in 160 countries around the world. Jobvite leads their industry, in part, because of their commitment to innovation, so when they decided to partner with a digital marketing agency to help them rise above the noise made by other recruiting software providers, they chose Propecta.

"The Applicant Tracking Software (ATS) space is very crowded, but we knew that we had the opportunity to organically own the most common keywords that Recruiters and

Directors of Talent Acquisition use when interested in purchasing new recruiting software. We turned to Propecta to help us develop powerful content that is not only informative and represents our brand, but also increases our ranking in search results."

- Amanda Van Nuys, Sr. Director, Marketing Communications and Customer Marketing

Propecta and Jobvite got to work in 2014, and Jobvite quickly realized that the team at Propecta could deliver-and that they could do more than Jobvite initially realized. **Three years later, content produced by Propecta continues to rank among the top content on Jobvite's website.**



"We view Propecta as our secret SEO weapon that continues to deliver the business results we expect. We look forward to continuing to build on our successful partnership for many years to come."

Amanda Van Nuys, Sr. Director, Marketing Communications and Customer Marketing

Long-Term Partnership: Flexible and Results-Driven

What began as a limited-term project has since become a long-term partnership. The Jobvite team regularly calls upon Propecta's expertise in SEO—both technical and engagement/content—to fill in in projects and strategies where their own experience wanes.

A series of individual contracts and statements of work creates a flexible working relationship, so Jobvite can increase productivity and capacity, or scale down, as needed.

Propecta has helped Jobvite with a variety of SEO projects including:

Keyword Strategy - Content gap analysis and keyword strategy development for head keyword terms and composite groups.

Content Production - Creation of key landing pages and high-quality, evergreen content resources to fill gaps in the existing resource library.

Technical Assistance - Identifying priority technical issues surrounding a new site launch, and helping Jobvite's internal team make corrections.

Content Reviews - Reviewing existing blog posts and ebooks for SEO optimization and presenting prioritized recommendations for

improvement.

Metrics and Analytics - Monitoring and reporting of SEO progress and metrics via progress reports, metrics reports, and link analysis reports.

SEO Training - Detailing SEO best practices and helping internal teams apply them to their own work.

Off-Page SEO - Review and optimization of page titles and meta descriptions that represent content in organic search results.

International SEO - Providing assistance to optimize content for the UK site.

Jobvite initially started working with Propecta to help drive brand awareness and earn authentic links to their site. They needed unique, effective strategies to improve their digital footprint. Propecta did just that.

After their first project with Propecta, Jobvite's backlink profile improved dramatically. During the project, the Jobvite team quickly realized that our SEO expertise-in both technical SEO and content-could help Jobvite fill other gaps in their experience and marketing needs.

"In addition to quality work and the strong results, we really appreciate Propecta's willingness to work with us as needed, without the obligation of an annual contract. They have proven to be flexible, strategic, and responsive to changes in our business and the industry we're in."

Amanda Van Nuys, Sr. Director, Marketing Communications and Customer Marketing



Jobvite's Top Dog, Pancake

The Future: Earning More Links and Building Content

Propecta and Jobvite are still working together to improve organic rankings and traffic by increasing Jobvite's SEO authority.

Propecta's content marketing team of editors and writers continues to build great content for Jobvite's audience. We keep keyword and user intent research updated, and use those unique insights to design and create the content that Jobvite's buyers are searching for at every stage of the buyer's journey.

Outreach efforts also continue to network with key influencers in Jobvite's digital space. The Propecta team builds relationships on Jobvite's behalf and uses strategic content to support everyone's marketing goals.

Each project and unique statement of work remains tied to Jobvite's overall business goals, and each strategy is designed to ultimately drive revenue. Propecta's flexibility and reliability have made us the perfect partner for Jobvite's fluctuating needs.

Meet the Team



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Propecta is a results-oriented SEO agency trusted by forward-thinking companies and some of the world's largest B2B and technology brands. With proven people, processes, and tools, Propecta builds holistic, high-impact SEO strategies. We then support and train internal teams or execute full-service, resulting in a strong organic search presence that generates significant revenue.



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