

Case Study

About the Client:

Name of Client: RIG Energy

Client Industry: Recruitment

RIG Energy already had an SEO package in place with another company. However, the company was unresponsive and yielded low results. We started with RIG Energy providing them with SEO. We then moved onto RIG Auto, and Manage their SEO and also their PPC campaign. Social media was something they were looking into, and asked myself and one other company to quote. Again, that company was unresponsive, they did not even bother to quote, and have subsequently gone into receivership. As WSI were the only people left they knew who could do Social Media, I was asked to meet with RIG Vets, and have subsequently done a number of bespoke training courses around the UK for their staff. Since then, I have met with their Group Chairman and CEO, who asked me to advise at a strategy meeting in July 2010 as “the company’s preferred supplier on Social Media” and we have a few more training courses in the pipeline, and it is planned to be part of their induction course for new starts (they are averaging 2 inductions a month at the moment, they employ over 100 new staff members every year).

The website was not converting and lead generation was a struggle. As a part of our SEO package, we also advised certain changes to their websites to make them convert more. Social Media is also proving effective in their lead generation, but is also helping with organic searches.

The main aim for RIG Energy is to obtain candidates to fill the jobs. RIG is growing very quickly, and they have no problem in obtaining the clients, they failed dismally at gaining candidates. However, the use of Facebook, twitter and blogging has really helped this.

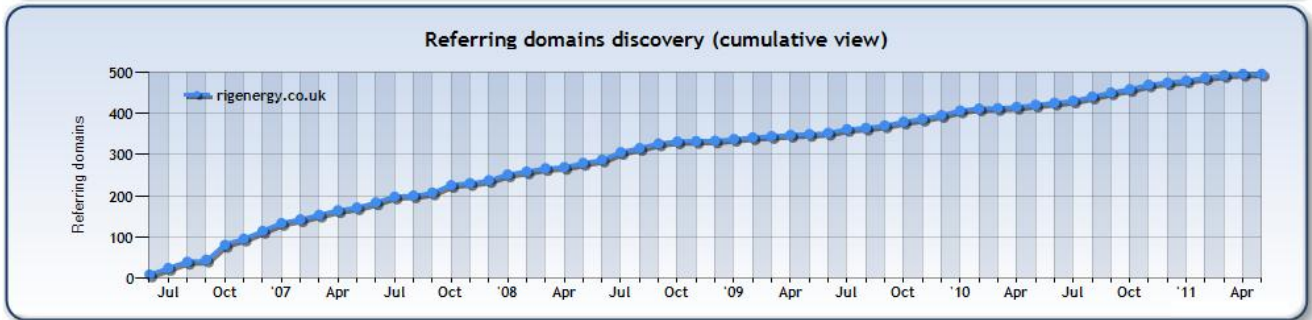
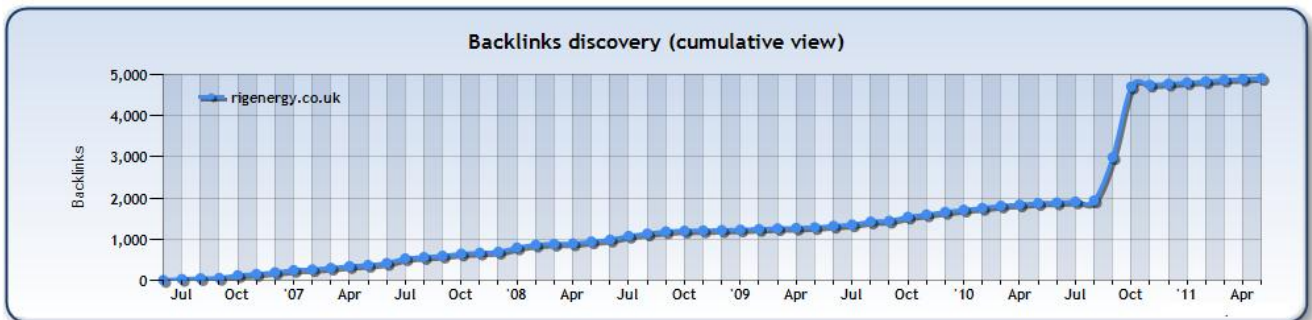
The Solution:

We started with an SEO campaign for RIG Energy (Recruitment for the utilities industry). Their previous two companies had tied them into 12 month agreements, and the results were not being shown to them, and both companies were unresponsive, never offered advice and never met face to face. Our aim is always to build a great relationship and exceed any expectations. We started with a 3 monthly trial, and have been working with them for over four years now (July 2011). RIG Energy then recommended our services to RIG Auto (recruitment for the automotive industry), and the campaign started for them at the start of 2010. They were delighted with our results too. RIG Energy also discussed Social Media with us and we delivered a full days training on Social media.

Benefits to the Client:

The clients WSI work with on SEO have all seen an increase in visits to their website and candidate numbers. They also are very happy with the added value they receive by way of recommendations and consultative visits. Those who have also started to use Social media and embrace it have seen a distinct increase in visits to their websites, and have found Linked In to be invaluable in gaining clients and Facebook really great to engage with prospective candidates. They also know that blogging is increasing the trust in their company, and their brand awareness. In addition, this has helped them achieve greater SEO results.

Below are the results so far (July 2011). As you can see, the growth of backlinks for this company is impressive. Backlinks are effectively votes for a website. In SEO terms, Votes mean Prizes!





**Digital
Marketing**

Client Testimonial :

"I would not hesitate to recommend her to anyone looking to embrace online social media."

James Roadnight – RIG Animal Health

"Her assistance has been of great value for us over the last few years and we very much expect her contribution to be of greatly increased benefit in the forthcoming years. Many thanks for all of your assistance Tracy."

Andrew Langley – Managing Director - RIG Energy & RIG Automotive.

"I would recommend Tracy to anyone wanting to increase their company's brand awareness across the internet."

Ben Walton – RIG Animal Health

"I would have no hesitation in recommending WSI and Tracy's services to any business who are looking to add value."

Lee Styler – RIG Vets