

Mayday Healthcare Plc

Recently included as one of Richard Branson's Fast Track 100 companies, Mayday Healthcare Plc is one of Britain's fastest growing healthcare recruitment specialists.

The Task

To increase the number of client and candidate website enquiries. To increase brand awareness and reach.

The Solution

Research

Whilst working with key members of the Mayday Healthcare team, initial research of keywords and phrases was practiced before being integrated into the existing site content.

Content

The included phrases were both single and multi word (long tail) along with more broader and specific phrases designed to bring in qualified traffic to help maximise conversion rates. We review these keywords and phrases on a weekly basis as a part of our on-going SEO analysis, so that we can identify phrases that are both in demand and the least competitive and adjust the content as necessary.

Link Building & Social Media

We strategically bought links from relevant and reputable websites including www.nursing-agencies-list.com. Healthcare related articles were introduced to relevant websites and blogs, as well as the creation of Facebook and Twitter accounts, targeting a relevant audience with regularly updated 'dynamic information'.

The Result

75% Traffic from search engines

Client & candidate enquiries
250% increase

Traffic through keywords
250% increase



We have worked with Chris Curd Design for almost a decade now, and time after time he delivers a very reliable and beneficial service. We have seen exponential growth in both candidate and client enquiries on our website and are proud of its design and function.

Charles Safapour, Director
Mayday Healthcare Plc

