

Mcginley

McGinley Support Services is one of the UK's largest specialist recruitment businesses providing the Infrastructure sector of the construction industry with permanent, contract & temporary staff at all levels.

The Task

To increase long term candidate and client enquiries. To increase brand awareness and reach.

The Solution

Research

One of the main challenges for this project was researching the 11 niche areas that McGinley recruit for in the Infrastructure sector. This provided the basis for our SEO strategy.

Content

The website contains scrolling menus, ideal for including more keywords without compromising the homepage design. With Google now recognising the content of these features, this technique has become a powerful SEO tool.

Link Building & Social Media

A regularly updated blog from Business Support Director Sean McGinley and an online news feed were implemented, helping connect the company to its target audience. Both are accessible via the homepage.

The Result

Client & candidate enquiries
100% increase

Traffic through keywords
100% increase

