

CASE STUDY

Services: Website, Paid and Organic Search

Rocket Fuel for Your Business



+ Trusted HR Solutions

The Client

Staff One is a leading Human Resources Managed Services firm with ESAC accreditation and multiple premium service offerings.

"Our goal is to help our clients focus on their core business, while we take care of the rest. This includes: HR administration, employee benefits, payroll and taxes, and workers' compensation."

Executive Summary

Staff One started with Globe Runner in March of 2015. They came to us because they felt like they had seen decent traffic in the past, but that their numbers had plateaued. With Globe Runner at their side, Staff One has seen gains in organic traffic and lead generation.



Challenges

The first challenge Globe Runner dealt with was the fact that there hadn't been a huge emphasis on digital marketing within the company prior to 2014, and therefore there wasn't a lot of data to play with and help with iteration. That meant that tracking was slower at first, but over time, analytics has showed significant increases in traffic compared to previous years.

How Globe Runner Helped

Globe Runner launched an updated website at staffone.com and added updated contact forms with optimized call to actions, all of which helped to push the needle on organic traffic.

On the paid side, Globe Runner has been tracking leads and compiling a list of leads generated through AdWords. As this is a more recent effort, an updated case study will be provided in the future that details our findings.

Conclusion

The results reported in this case study were through December 13, 2016. We fully expect growth to continue for Staff One. While Globe Runner conducted the research and laid out the strategy for success, our efforts would have been less successful were it not for the continued dedication and involvement of the Staff One team.

Their commitment to taking full advantage of all recommendations and seeing things through to completion has allowed their business to reap the full benefits of the strategy and ongoing guidance provided by Globe Runner.

Client Testimonial

"I love working with our Account Manager Katy and Globe Runner. Your efforts make a difference for us, and it's a joy to work with you! Your responsiveness to requests and efforts to educate yourselves have helped us stay ahead of the curve."

- Amy Hervey, Staff One Marketing Manager



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Organic Results

When comparing 2016 to 2015 (which was Staff One's first full year with Globe Runner), the results are impressive:

- 18% increase in organic traffic
- 50% increase in total goals tracked on the website.
- 379% increase in home page contact form conversions

When comparing November 2016 to the previous year, similarly impressive results follow:

- 40% increase in organic traffic
- 350% increase in home page contact form conversions

Globe Runner was able to drive great increases in organic traffic by updating the client's website and improving their messaging for contact forms and calls to action.

In conjunction with a healthy paid search process, these results have a measurable positive impact on our client's business.

To find out how Globe Runner can help you, call 972.538.0260 today.