



Oliver George Consulting, a Bristol based, market leading recruitment-to-recruitment consultancy engaged with JobFruit in March 2014.

The Challenge

- Strengthen OGC's brand position as a market leader in their sector
- Register candidates ahead of any competitors - maximise market share of applications
- Become the online R2R consultancy of choice in the Bristol recruitment market

With numerous Recruitment to Recruitment consultants in Bristol, OGC needed something to help them stand out from their competitors, to make them more visible to new clients, and to drive candidate traffic to their business.

The Solution

We found that Bristol recruiters - when searching online for a new opportunity - search Google for 'Bristol Recruitment Jobs' and 'Recruitment Jobs in Bristol'.

JobFruit proposed and implemented a mobile responsive job board using the URL www.BristolRecruitmentJobs.co.uk and integrated this with OGC's Twitter and LinkedIn profiles for maximum exposure. We also worked with OGC to produce initial blogs and other SEO elements to ensure their job board ranked highly in Google.

The Result

Following a two month period of SEO work, Bristol Recruitment Jobs currently ranks 3rd in Google for the search term "Bristol Recruitment Jobs".

Paul Sherlock, Director of Oliver George, said: *'The team at JobFruit were a pleasure to work with and clearly know their stuff. Bristol Recruitment Jobs has made us much more visible to the online audience. It is providing us with unique applications and has led to several enquiries from new clients.'*

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