



# CASE STUDY: REO Group

## How REO Group adopted an SEO strategy that boosted Google rankings in just 3 months'



### OBJECTIVE:

To increase REO Recruitment Group's Google rankings via Search Engine Optimisation.

There's a saying in marketing agency-land that if you want to hide a body, do it on page two of Google! Being on page one of online search results is a must if you want to build a strong presence and increase conversions.

REO Recruitment Group, an agency specialising in finance recruitment were finding it increasingly more difficult to rank on page one of Google for keyword searches performed by their target audiences - jobseekers and employers looking to hire finance talent.

After being invited to pitch our digital services and capabilities to REO with a focus on search engine optimisation we were selected by the board to undertake and deliver an initial six-month SEO project.

### GDR'S CHALLENGE

REO's objectives from the outset were very clear - they wanted to understand more about their current online visibility and how this compared to their key competitors.

In addition to this they wanted a robust SEO roadmap and strategy developed to increase and improve their Google rankings.

### THE SOLUTION

Having been granted access to REO Group's Google Analytics, Search Console and the businesses AdWords account, the team at GDR undertook an in-depth SEO audit of the client's website. This audit followed our well documented, tried and tested model, enabling us to complete a deep technical audit of the website including; Competitor analysis, keyword research (aka Search Intent), visibility in terms of rankings, other Google local services, and onsite optimisation recommendations.

From our initial audit, we developed a rolling three-month SEO roadmap which addressed all the items uncovered during the audit phase of the project, as well as actions needed to further improve REO's online presence and visibility moving forward, including structural changes to their current website, an in-depth content review and content development recommendaitons.

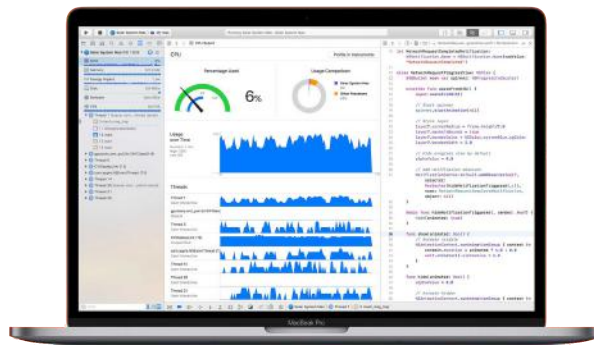
### THE RESULTS:

After a strong first three-months, the team at GDR Group had successfully delivered a technical SEO audit with key findings

and recommendations to the REO management team as well as implementing the roadmap recommendations.

Throughout the course of the campaign and with ongoing monitoring and optimisation, REO Group started to see significant improvements in all their focus keyword rankings. On average these

improvements saw 16 out of 20 keywords ranking primarily on page 1 of Google within 12 weeks of the project commencing.





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### LETS TALK:

At GDR Group we combine passionate storytelling with local area marketing know-how to unleash your brand's growth potential. We provide affordable, best-in-class marketing and digital services for businesses across Australia, including:

- Marketing Strategy & Planning
- Search Engine Optimisation
- Social Media Marketing
- Graphic Design
- Web and Digital
- Paid Search
- Video Production
- Print and Flyer Distribution

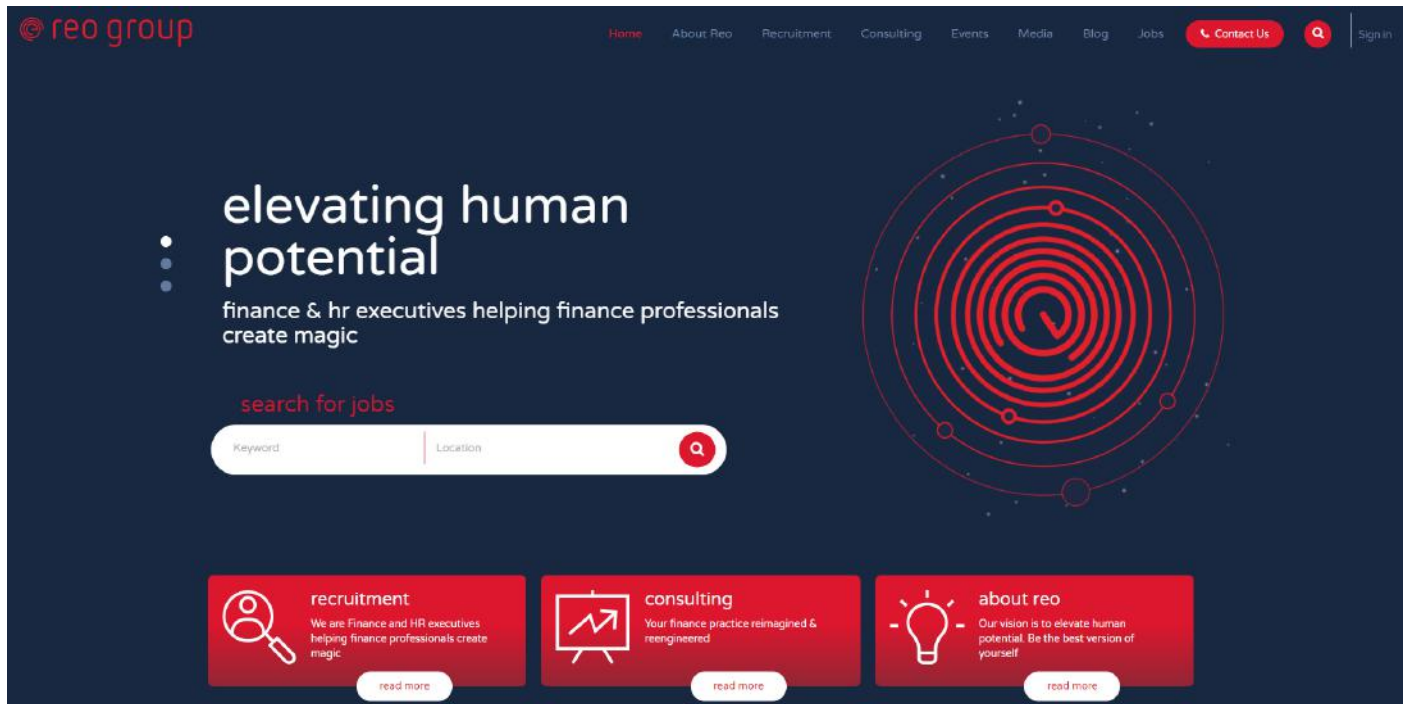
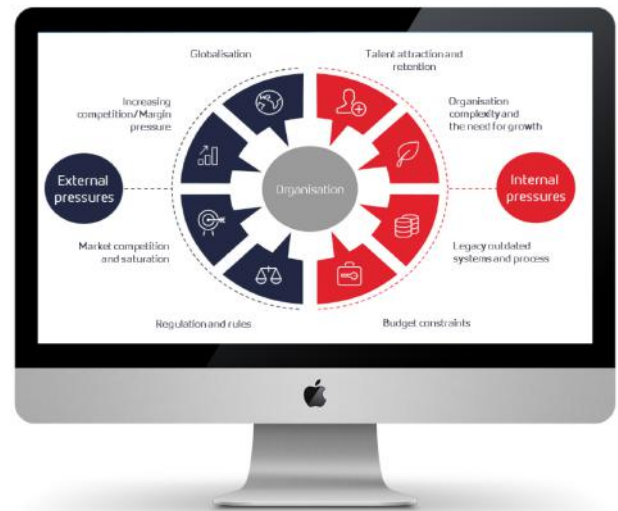
Through our personal, collaborative and unrelenting effort, we guarantee to always go above and beyond your expectations to deliver outstanding work.

Give one of our locally based experts a call today to find out more.

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