

Connect4
RECRUITMENT

CONNECT 4 RECRUITMENT



domaindesign.agency

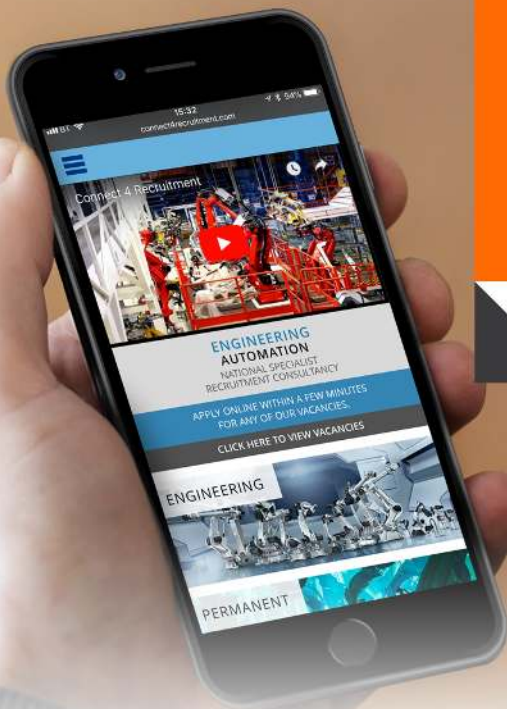
Create new high end recruitment re-branding and website.

New website for recruitment industry leader

23.02.2018 / completed by Domain Design Agency

CASE STUDY

Project deadline: 3 months



THE PROBLEM

Connect 4 Recruitment required more than just a new website. They have been a client of ours since 2011 and this would be the latest update to a number of websites we manage for them. They are a recognised brand within the recruitment industry.

With this **major re-branding to their main recruitment website**, they wanted to lift their brand to a higher level. The feel of the website had to instill a sense of confidence that you are dealing with the market leader within the engineering industry.

We have seen this happen many times with clients, where their existing branding and website doesn't match the new company outlook anymore. When they are out selling the company they felt they had moved on from the image the old website portrayed.

The client was looking to improve their search engine positions. Specialist keywords within the recruitment industry were key to this phase of SEO work on the new site.

So these were the two key problems they were facing, their existing website was out of date and the overall brand image was not in line with what the company now wanted. Secondary to this, was the requirement to get the website higher Google positions for searches within their specialist recruitment industry.

THE SOLUTION

After researching the new feel they wanted from their website. The guys at Connect 4 Recruitment wanted a website that sits along side the more luxury brands like Land Rover and Burberry.

We got started working on the new design concepts for the website, with our Graphic Designers creative juices flowing it never took long for the first draft to be ready for the client's initial thoughts on the new look, **they loved it!** After the home page was signed off this allowed designs to start for all the inner page layouts.

The new website would be built on the latest Wordpress platform with custom php for the recruitment sections of the website. Our Web Developers were just waiting on final client approval of all visuals, and then they could get started on the new coding.



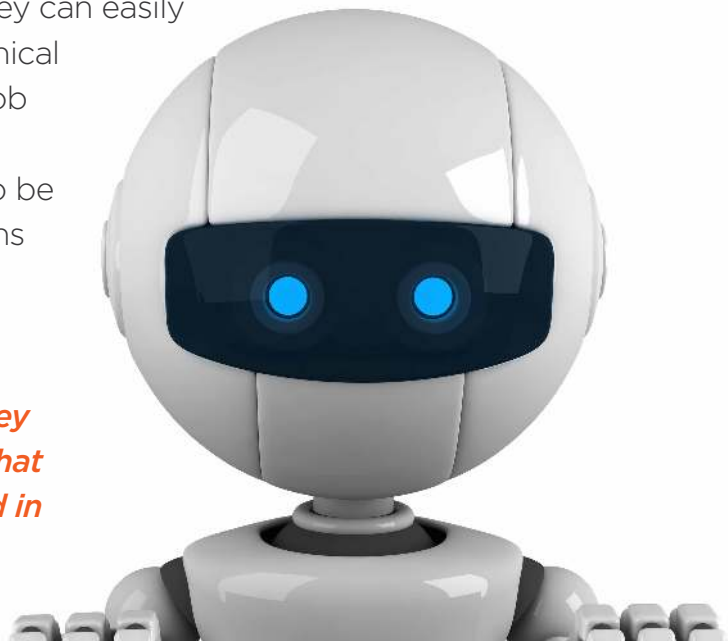
NEW WEBSITE

As you can see above on the right, the initial new home page design is much more in line with the feel the client wanted. Their old website on the left is now a much more older looking website which was OK a few years ago, but outdated now for today's marketplace. You should ideally be looking to revamp your website every 2-3 years to keep looking after your brand image.

The branding uses a nice friendly character robot which is used throughout the website in many different ways to highlight different key parts to the viewers.

The home page now includes a full width video which is engaging for the website viewers when they visit the site. They can easily search for any jobs within the technical engineering specialist market, for job type, job location, or job contract length. They can submit their CV to be considered for any suitable positions that become available.

The new website brand image has hit the mark with the client and they feel they have a modern website that will aid take their business forward in the coming years.





While carrying out our quality checks on UX and the system, we ensure the new website is fully checked across many of the most popular devices and platforms.

Once all content is populated, and we have fully checked everything, then training was provided to the client on how to edit the website. This lets them update the website easily and quickly anytime they want, with new jobs, page edits and updates to their what's on section. Our web care plans cover all updates for maintenance and security to the website keeping you online and safe, which is a must in today's world.



RECRUITMENT WEBSITE - WHAT CAN IT DO

So, let's give you an overview of the website and it's features:

- ✓ CMS system for client to update any part of the website easily and quickly.
- ✓ Website includes job listings, Introduction, Applicants page, Client page, three main sections for Engineering/Automation, Permanent and Temp/Contract work, it has a Testimonials page and a referrals page to add more applicants via the website, a what's on section and contact page.
- ✓ Jobs can be added easily and quickly via the admin panel.
- ✓ Job listing pages, linked to dedicated job detail pages.
- ✓ Applicants can find a new job fast.
- ✓ Applicants can register and upload their CV.
- ✓ Applicants can apply for a job via the website direct.
- ✓ Modern high-end brand image created from the website.
- ✓ LinkedIn social media connection which shows the amount of people following.
- ✓ On page chat bot feature.
- ✓ Simple and clear focused website to give the viewer the information they want quick and easy to find.
- ✓ Brochure Download.
- ✓ Join the conversation via Facebook, Twitter, Youtube and Google+.
- ✓ SEO to boost search engine rankings and get higher position for main keywords.
- ✓ Fully mobile responsive for desktop, laptop, tablet and smart phone.

Website stats for the first 3 months for mobile devices on the new website. Before the new website for these users, the company overall image was not great - **NOT NOW!**

mobiles
iphones and smart phones usage

UP 610%



tablets
ipads and other tablets usage

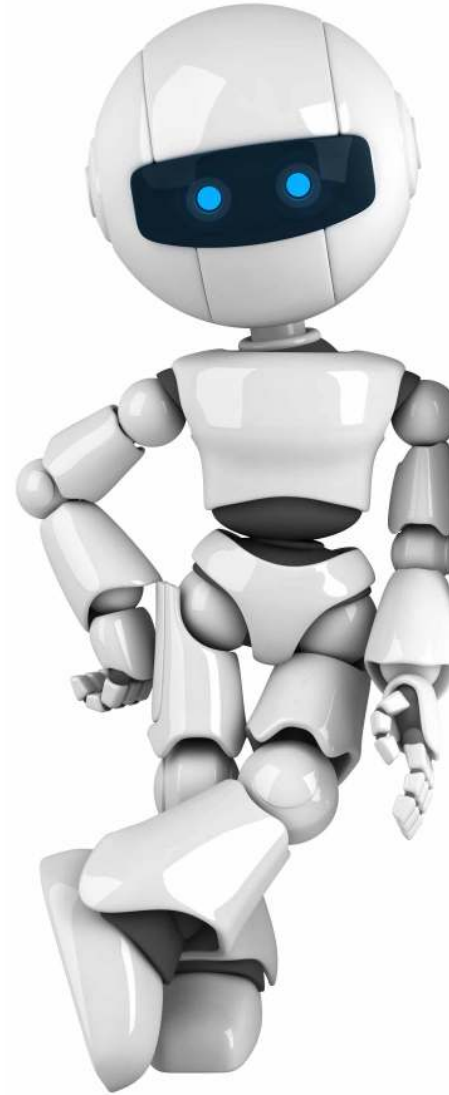
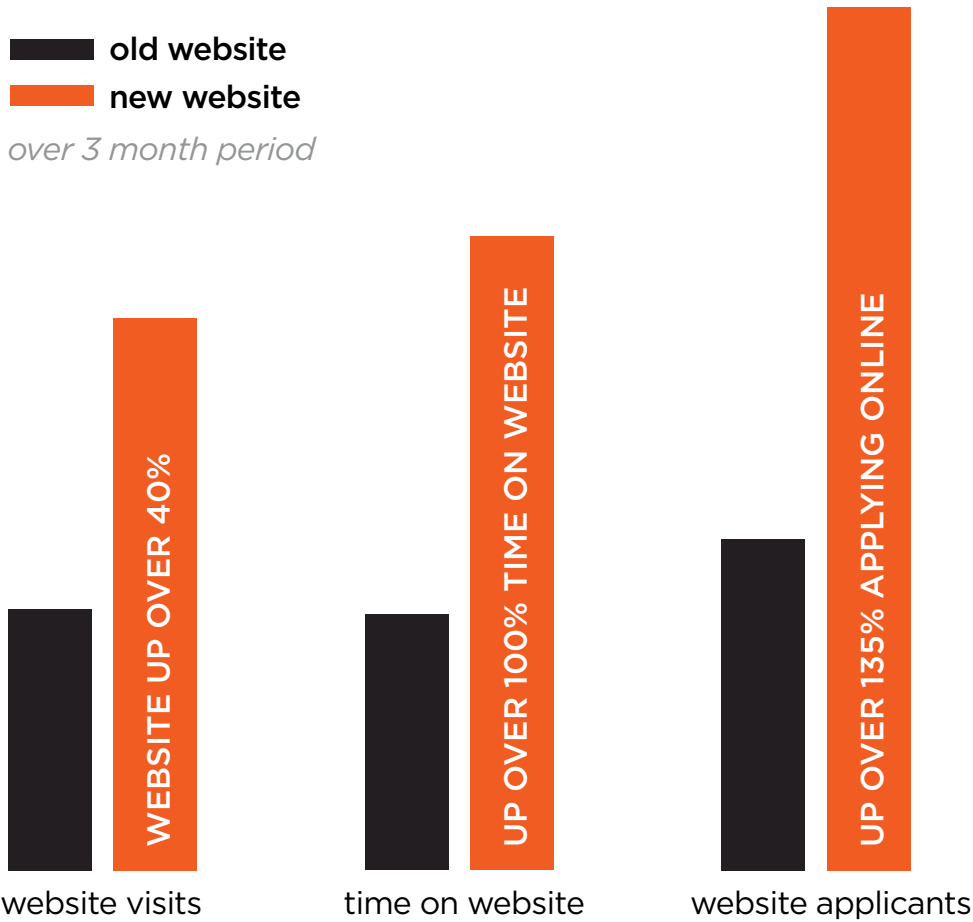
UP 460%



applicants
on phones & tablets

UP 90%

What we also noticed on the new website overall was visitors were staying on the website for a much longer period of time. First three months of new website results:



We were delighted to have been part of this project and to make an existing client happy again! ***We know we have the skills, experience and management to ensure the project is completed on time.***

We have come to the aid of many new clients, after they have had a bad experience with a previous web designer/developer. We enjoy our job too much and have too much respect for our clients, to give them back anything that doesn't work 100% as it should. That's why we are saddened, when we hear news like this, BUT are only to happy to be ***the agency that is able to put a smile back on client's faces!***

CLIENT TESTIMONIAL

Since the new website has been launched our client is really happy with the outcome of the live website. It met all the pre-project requirements and helped get them to where they want to be within their marketplace.



“
...they came back with some
fantastic, creative ideas. I have
been blown away by the level
of service and attention...
”

“Domain Design were the only agency that when looking for a web designer delivered a complete service. **They took an interest in what I wanted** and came back with some fantastic, creative ideas. I have been blown away by the level of service and attention they have given myself and my staff. **I have recommended them** to many colleagues and will continue to do so.”

Tim Day

Connect 4 Recruitment

CONNECT 4 RECRUITMENT PROMOTIONAL MATERIAL

Having your brand image portrayed across all mediums in a professional way helps get across your message to your client/customer. We have created and produced in addition to the company branding and multiple websites:

- ✓ Exhibition stand
- ✓ Pop up banners
- ✓ Gloss Laminated Folders
- ✓ Powerpoint Presentations
- ✓ Adverts
- ✓ Branded clothing
- ✓ Office frontage and signs
- ✓ Christmas Cards
- ✓ Email Campaigns
- ✓ Business Stationary



CONNECT 4 RECRUITMENT PROMOTIONAL MATERIAL





Visit this project online at:
www.connect4recruitment.com



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