



Jobsite extend their audience reach through the Google Content Network

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Christian Menniss
Jobsite’s Search Engine Marketing Executive

www.jobsite.co.uk

Jobsite, the pioneering recruitment website, entered the online job search market in 1995 to make recruitment as simple, fast and effective as possible. Today, they are a leader in the UK recruitment industry with over 3.4M registered candidates.

Jobsite was one of the early adopters of AdWords as part of its diversified marketing strategy, combining direct marketing, print and online to generate leads. According to Christian Menniss, Jobsite’s Search Engine Marketing Executive, “AdWords leads are very important... it’s a strategic way for us to target who we want, when we want and control how they arrive on our site – the perfect way of bringing instant, targeted traffic”.



Reaching a wider audience

Jobsite has consolidated its position as an expert platform for both job-seekers and recruiters through portfolio expansion and the acquisition of specialist niche sites. Alongside the use of the search network to generate traffic, contextual advertising has become an essential part of Jobsite’s online strategy to attract qualified leads and increase brand exposure.

Targeted reach through contextual advertising

As one of the UK’s largest internet properties with 3.8B page views a month, reaching over 75% of all internet users, Google’s Content Network is the simplest way to reach millions of high-quality news pages, topic-specific websites and blogs that web users visit each day. Contextual advertising allows Jobsite to display ads on a broad range of industry-specific sites with relevant themes, including niche specialist sectors. As Content websites make up 95% of all internet page views, contextual advertising is central to Jobsite’s ability to place real-time ads and reach an engaged audience.



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Content consistently generating high-quality leads

Jobsite particularly rates contextual advertising as a cost-effective marketing tool suited for both direct response and branding. Christian describes it as a “low cost way to reach out to numerous people whilst promoting our brand”. The low average Cost-per-Click combined with strong conversion rates, make contextual advertising a particularly attractive solution. “The quality of traffic is very good with really strong, high-quality conversions”, says Christian.

ABOUT THE GOOGLE CONTENT NETWORK

The Google Content Network consists of thousands of sites that you can advertise on. Content targeting places your ads on relevant pages. This Network combined with Google's sites, means advertisers can reach 85% of all Internet users in the UK.

Content produced high conversion rates

Indeed, in terms of Registrations (a key metric for Jobsite) their conversion rate for May was higher on Content than on Search. Running distinct content campaigns with separate bidding provides an easier way to fine tune efforts and delivers “really relevant marketing results for each targeted audience”, explains Menniss.

Jobsite also benefits from the new Performance Placement Report, which offers increased transparency into Jobsite's performance on the content network and allows dynamic adjustments, such as excluding undesirable content sites.

Google's Content Network helps to build the Jobsite brand

Through this strategy, Jobsite have built a powerful online marketing position. Whilst search drives high traffic volumes, the content network further extends their outreach, increasing registrations and enhancing the brand. “The content network provides us with high-quality conversions and great brand exposure”, says Christian.

