



## Manpower case study

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable their clients to win in the changing world of work. A \$16 billion company, Manpower offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. France is Manpower's largest market, followed by United States and United Kingdom. Organised as a network of 1030 agencies, Manpower in France works for more than 90 000 clients (SME, large French companies and multinationals) whether that be in the industrial sector, in construction, transport and logistics or in the service industries. Certified ISO 9001:2000, Manpower in France and its subsidiaries employ 4 700 permanent staff.

The website [www.manpower.fr](http://www.manpower.fr) is the 10th employment site in France and the 1st within the temporary employment sector. It is visited each month by more than 1,5 million visitors.

### The Search Landscape

In the last couple of years search marketing has progressed from being a small niche media to an activity that is on every marketer's lips. The search environment can be divided into two different areas; natural search and paid search. To obtain a high placement in the natural search arena you can work with Search Engine Optimisation (SEO). SEO is the process of optimising a web site so that it is ranked as highly as possible in the natural listings of a search results page. The Paid Search is where the advertiser pays to appear within the major search engines under targeted words and terms. The payment model is Cost Per Click (CPC); you only pay when a consumer identifies your listing and clicks through to your site.

“ Thanks to Relevant Traffic and the InSite implementation the conversion rate for our search engine traffic has improved with 40%. Subsequently, this has improved the ROI for our search budget. Relevant Traffic InSite allows us to constantly leverage content such as it has been provided by one of our local Manpower agencies. Thanks to this optimized publication, Manpower is permanently visible in Search Engines when users search for jobs that are presently open. On top of these results, Relevant Traffic maintains a constant high level of service”

- Catherine Guichon, Internet Manager at Manpower France.

Relevant Traffic is a Pan European full service SearchEngine Marketing firm founded in 1995 with offices in France, Spain, and Sweden (HQ).

Relevant Traffic offers services in search engine optimisation and marketing with multilingual expertise. Clients range from large e-commerce, banks and travel companies to midsize B to B companies.

Relevant Traffic's mission is to maximise a client's ROI within the search market; including search engines, contextual environments and price comparison services. This is facilitated by using a proprietary technology platform and with staff speaking more than 11 European native languages. Relevant Traffic's technology; the SEM Toolbox; is third party audited.

Internet presence is crucial in the employment service industry. Much of the search for jobs and business opportunities is now been done on the web, which makes it of strategic importance for Manpower. Relevant Traffic have been helping Manpower France with their total full-service (both paid and natural search) search engine presence since September 2004. However, this case will focus on the natural search presence and the Relevant Traffic product; InSite.

#### Relevant Traffic InSite

Relevant Traffic InSite is a product of in-house R&D and was developed by the R&D department of Relevant Traffic France. It was launched successfully in the market late 2004. Many E-commerce and corporate websites are database-driven and use various dynamic features which provide great user experience. However, in many cases these websites have considerable difficulties getting found and properly indexed by the search engines. The unique InSite product takes care of that in an effective way.

- What the InSite does for Manpower:
  - Imports 5-6000 Job adverts from Manpower every morning
  - Organises the job adverts and publishes them into static pages
  - Re-publishes this content within the Manpower website
  - Wins high positions in the search engine indexes, which create qualitative traffic to the manpower site.

This process allows us to manage and optimise Manpower's content on the web and track everything (spidering, clicks and conversions).

#### Key business advantages:

- Make the dynamic database with all its content searchable in the search engines indexes.
- No major changes need to be implemented on the website
- Can deliver great volumes of web traffic at a low cost per click
- Fully accepted and within the Search engines SEO guidelines

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Sound interesting? Contact us at +46 (0)8 678 97 50 or [info@relevanttraffic.se](mailto:info@relevanttraffic.se) for more information.