



# Kaizen SEO Case Studies

Here is a selection of our recent case studies that demonstrate the impact of investing in SEO for greater exposure in the search ecosystem.

## Specialist Finance Recruitment Agency

### **Client Overview:**

A mid-sized finance recruitment agency operating across London and Manchester, specialising in transactional and qualified finance roles. The business had a strong consultant network but limited digital visibility and was heavily reliant on job boards for candidate flow.

### **Challenge:**

Despite a well-established brand offline, the agency's website struggled to rank for competitive finance hiring terms. Key service pages were buried in search results, schema was missing, and site structure made it difficult for Google to understand core offerings. Paid media spend was rising while organic applications remained static.

### **Strategy and Approach:**

Kaizen delivered a targeted SEO and AEO roadmap focused on improving site health, strengthening topical authority, and increasing visibility in AI search results. We rebuilt the site architecture around core service and role pages, implemented structured data to signal relevance, and optimised existing content for high-intent keywords aligned to finance recruitment.

### **Implementation Highlights:**



- Full technical audit and crawl optimisation to improve indexation
- Role and service page restructuring to align with search intent
- Schema deployment (Organization, Service, and FAQPage) for enhanced search clarity
- Content refresh with finance-specific expertise markers
- Early AI surfacing tracking to measure visibility in ChatGPT and Google SGE

### **Results:**

Within six months, organic traffic grew by 74%, featured snippet appearances doubled, and inbound client enquiries rose by 38%. The agency now ranks in the top three positions for multiple competitive finance and accounting keywords.

### **Outcome Summary:**

The agency reduced its dependency on job boards, established consistent visibility across both Google and AI-led search, and strengthened its position as a leading recruiter in the UK finance market.



# National Construction Recruitment Firm

## **Client Overview:**

A well-established construction recruitment company operating nationwide, specialising in white-collar and project management roles. The firm had strong consultant relationships and a loyal client base but struggled to replicate that dominance online.

## **Challenge:**

Despite a large website, visibility for core construction terms was weak. The site lacked topical authority, suffered from thin or duplicated content, and had minimal backlink strength. Organic leads were declining while competitors with smaller teams were outranking them across multiple markets.

## **Strategy and Approach:**

Kaizen deployed our flagship Dominate Retainer framework designed to enhance trust signals, fix structural weaknesses, and elevate high-value service pages. We carried out a keyword gap analysis, built new topic clusters, and launched a safe link-building campaign to boost domain authority and referral traffic.

## **Implementation Highlights:**

- Comprehensive content audit and pruning to remove low-value pages
- Creation of new location-based landing pages for priority regions
- Integration of FAQPage and HowTo schema for improved answer engine inclusion
- Ethical link-building campaign using niche edits and citations
- Deployment of the AI Visibility Tracker to measure SGE and People Also Ask performance

## **Results:**

Within eight months, organic leads increased by 60%, and average engagement time rose by 42%. The firm secured multiple People Also Ask inclusions and



appeared in AI Overviews for construction project management queries. Domain authority improved by 12 points, driving consistent ranking growth.

### **Outcome Summary:**

The business successfully transitioned from a reliance on outbound and job board channels to steady, qualified inbound leads. Its strengthened authority and content structure now position it as one of the most visible and trusted construction recruiters in the UK.



# Boutique Marketing Recruitment Agency

## **Client Overview:**

A small, founder-led marketing recruitment agency specialising in creative and digital roles. The business had grown steadily through word of mouth but was struggling to attract consistent inbound leads. The site ranked for very few branded terms and was missing essential SEO foundations.

## **Challenge:**

The agency's website suffered from crawl issues, missing schema, and unclear metadata. Key pages weren't indexed properly, and Google Business Profile visibility was inconsistent. With limited time and resources, the founder needed a light, low-cost retainer focused on fixing fundamentals to start generating results.

## **Strategy and Approach:**

Through the Advocate Retainer, Kaizen prioritised essential SEO health improvements. We resolved crawl and indexing barriers, implemented schema, and optimised on-page elements to help search engines understand and surface key service pages.

## **Implementation Highlights:**

- Fixed crawl errors and improved site indexing
- Validated schema across core pages for better search clarity
- Optimised metadata and headings for targeted recruitment terms
- Updated internal linking to strengthen page relationships
- Refreshed Google Business Profile and citation consistency

## **Results:**

Within three months, the site's index coverage reached 100%, impressions for service-related keywords doubled, and local GBP clicks increased by 52%. The agency also began ranking for "marketing recruitment London," its first competitive non-branded keyword.



## **Outcome Summary:**

By focusing on foundational SEO work, the Advocate Retainer gave the agency a clean, search-friendly setup. With no redesign or major spend, visibility and enquiries began to grow - laying the groundwork for future expansion into an Elevate Retainer.



# National Engineering Recruitment Firm

## **Client Overview:**

A national engineering recruiter with multiple offices and sector divisions, including manufacturing, energy, and design. The business had a large website but no cohesive SEO strategy or clear roadmap for growth. Marketing output was inconsistent, and decision-makers wanted data-driven direction before committing to a retainer.

## **Challenge:**

The firm's senior team needed a board-ready SEO strategy to justify future investment. The website suffered from duplicate content, fragmented site architecture, and poor keyword alignment across sectors. They needed clarity on where to focus resources, which pages to prioritise, and what return to expect.

## **Strategy and Approach:**

Through the Innovate Playbook, Kaizen delivered a complete 29-component SEO and AEO strategy designed to secure board sign-off and de-risk future investment. The playbook combined technical audits, keyword opportunity analysis, and a costed roadmap to guide 12 months of phased implementation.

## **Implementation Highlights:**

- Full technical audit and Foundations Overview to diagnose site health
- Keyword Gap and Opportunity Matrix across six engineering sub-sectors
- Architecture and Page Planning to rebuild hub and cluster relationships
- Topical Authority framework for sustainable AI visibility
- Costed deployment plan and RACI for accountability and budget control

## **Results:**

The Innovate Playbook revealed 182 untapped keyword opportunities and defined a 12-month roadmap with projected traffic growth of 120%. The firm secured board



approval for a national SEO rollout and moved into a Dominate Retainer to execute the plan.

**Outcome Summary:**

The Innovate Playbook provided the clarity and confidence the leadership team needed to invest strategically in SEO. With risks mitigated and actions prioritised, the company transitioned smoothly into implementation with a structured, evidence-based plan.