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Job Title



The Challenge

Cowan International is a mining and construction recruitment company based in Canada that was not appearing on Page 1 of Google from any of their selected keywords.

When the client was first assigned to me, they were not even appearing under a search of their own name 'Cowan International'.

The client's aim was to get on page 1 of Google, which was fairly ambitious considering their low profile



My Solution

My strategy involved the following:

- **Creating SEO website copy and blogs**
- **Creating a site structure document to plan keywords for every webpage**
- **Implementing keywords for meta description, image alt tags, title tags**
- **Using MOZ and search console to track the success of an SEO strategy**
- **Generating backlinks**
- **Registering in reputable, online directories**



Keyword Categories

Cowan International provided services to different types of businesses across the recruitment sector. There many of the keywords they were targeting. Could be grouped under different categories, such as:

- **Recruitment**
- **Mining**
- **Building**
- **Career coaching**
- **Renewable Energy**

My role was therefore to highlight the most popular, low-volume and relevant keywords for all of their different categories.



Audience targeting: Demographics

There were 2 main types of customers I would target

- **The first was businessmen who were running the companies that Cowan International was trying to target**
- **The second was jobseekers who were searching for careers within the mining or construction industry.**

For the first audience, I targeted businessmen aged between 35 and 65. I targeted men between the ages of 18 and 50 for the second audience.

So as part of my SEO strategy, I would create a list of keywords that were commonly searched for by those in the above category. I would use the Adwords platform and MOZ to link demographic data to keyword searches.



Keyword **Implementation**

The next step was to implement the suggested keywords onto the backend of the client's website.

The sections I paid particular attention to were:

- Title tags
- Meta description
- Image alt tags
- Keyword section

These keyword sections were implemented on every section of the website. I also ensured the keywords were incorporated in any blogs and web copy.



Quality content

A key part of helping a website to rank higher in Google is to consistently create high quality content that is relevant to the target audience.

Generally, many of the blogs I wrote were between 300-500 words long, which is the ideal length in terms of engaging readers and providing enough valuable information.

I would also ensure that high quality content was included throughout the website.



Backlinks

Generating backlinks were a key part of helping to improve SEO for my clients. For Cowan International, I'd do the following:

- **Pitching to journalists and bloggers**
- **Building internal links**
- **Guest blogging**
- **Linking to other websites in the industry**
- **Producing infographics**
- **Repairing broken backlinks**



Results

8 months later, the client, Cowan International now ranks on the 1st page of Google for 9/12 of their selected keywords.

The high-quality content has also been successful in generating new enquiries and leads for the client.

I started 3 new blog sections on the Cowan International, which has proven to be popular among their clientbase.

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Nichaya, also known as Att, joined Cowan International in July ...

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