



## Jobvite

### Case Study

# How Jobvite uses DQM to deliver 55% SEO growth and quantifiable business value

While you may know Jobvite from its early days as an ATS provider, the company has been on a multi-year journey to build a single unified talent acquisition suite for enterprise organizations. Jobvite's Evolve Talent Acquisition Suite is purpose-built for large and high-growth companies to create exceptional experiences, increase recruiting capacity, and deliver results at scale from a single solution.

## Challenges: Accelerating content production

Jobvite provides Software-as-a-Service (SaaS), AI-supported recruiting solutions to help companies target the right talent and build the best teams. As a SaaS provider, Jobvite's web presence is core to its success. In addition to providing information about the company's products and services, the website includes 600+ published blog posts and hundreds of landing pages the company uses to support their marketing demand generation campaigns.

Jobvite's web team is responsible for updating product and informational pages, but multiple teams throughout the company contribute content weekly to support their blogs and campaign pages – all of which must be quality assured and optimized for search engines.

### Overview

#### Goals

- Ensuring quality of all content across the website
- Remain responsive to the market by accelerating content production

#### Challenges

- Pressure on small teams
- Keeping up with the rapid changes on the site

#### Solution

- Crownpeak DQM
- Aggregating SEO, accessibility and quality assurance

#### Results

- 55% increase in organic search traffic
- 25% reduction in bounce rate
- Optimized compliance
- Increased efficiency and website performance

“We have a lot of individuals from different departments creating new content on a regular basis,” says Regan Norton, Marketing Web Developer at Jobvite. “As a company we need to remain responsive to the market, so we tend to go through production at speed. However, this puts pressure on our small team, as we are also responsible for managing SEO and accessibility compliance across a very dynamic content base.”

In order to keep up with the rapid cadence of additions and changes on the site, Regan and his team needed a solution that would help them accelerate QA and search engine optimization and alert them to potential risks and issues across their web presence.

## Solution:

### Crownpeak DQM to streamline content quality

Jobvite selected Crownpeak DQM for its enterprise-grade combination of SEO, accessibility, and quality assurance capabilities, but it quickly became an indispensable tool for prioritizing workload from managing QA across so much dynamic content and campaign pages.

“One of the most valuable aspects of Crownpeak DQM is that it aggregates everything we need to worry about in terms of SEO, accessibility, and quality assurance,” explains Regan. “The platform scans all our newly published pages and spotlights the issues we need to address, even highlighting the specific content or code on each page that’s problematic. It helps us determine which changes are the most critical so that we can focus on what’s most timely and important, and we’re able to get a clear view of which changes our team can make versus when we need to go back to content creators to make updates.”

“I would recommend Crownpeak DQM to anyone managing the content and build of a large website. With such a rapid flow-through of content – all of which needs to be checked and optimized – we’ve come to rely on DQM every day to help us prioritize our work. It’s easy to use and intuitive because it takes a rapid and hugely complicated workstream for our team and breaks it down into digestible chunks.”

Regan Norton, Marketing Web Developer, Jobvite

## Results:

### How Jobvite achieved incredible results with Crownpeak DQM

Crownpeak DQM has helped Jobvite optimize its SEO, ensure accessibility, and eradicate errors and broken links, enabling the marketing team to achieve rapid, measurable results:

**55% increase in organic search traffic:** Driving increased visitor traffic is a key objective for Jobvite’s marketing team. “With DQM’s reporting dashboard we’ve been able to visibly demonstrate a reduction in the number of issues affecting SEO,” says Regan. “This correlates with data that shows how we’re driving 26% more sessions on the site and have gained a 55% increase in people finding us through organic search. It’s a big win.”

**25% reduction in bounce rate:** “At Jobvite, we’re all about metrics and with DQM we’re able to see quantifiable results immediately in terms of the performance of our sites. With DQM the UX of our web presence had improved, and we’ve realized a 25% reduction in bounce rate and 18% longer session duration as a result”.

**Optimized WCAG compliance and inclusivity:** “Our aim, as a company, is to be accessible to all users, and for me personally that’s a very important metric. DQM has been incredibly useful in helping us improve the inclusivity of our web presence - we can be confident we’re surfacing any potential WCAG accessibility issues and address them right away,” explains Regan.

**Increased efficiency and website performance:** With dashboards and reports that help Regan and his team manage, prioritize, and address the most important red-flag issues first, Crownpeak DQM helps the team work smarter and more efficiently while delivering clean, error-free, search engine optimized content. “The way DQM not only highlights issues but provides context and explanation to help us address them is fantastic,” says Regan. “I’m not used to tools that get that granular with finding issues, and it makes it so much faster to make changes and improvements quickly.”

**Quantified business value:** “We’ve found a huge benefit in the reporting DQM provides,” says Regan. “The dashboard is very straightforward and far easier to use than other types of dashboards I’ve experienced. It has helped our team gather and report metrics that soundly demonstrate the business value of the SEO work we’re doing. And that’s important to everyone, from marketing to the C-suite.”



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