

# Star Staffing

## Business Background

[Star Staffing](#) offers comprehensive staffing solutions. A leading staffing company in Northern California, Star Staffing acts as a bridge between employers and job seekers. Their professionals go beyond the call of duty to help recruiters find the right talent and job seekers find companies they'll love working for. Star Staffing has filled more than 100k jobs locally over the last 22 years. The Star Staffing team consists of seasoned recruiters. They have the skills required to develop customized staffing strategies. Their expertise gives them an edge over other players in the local staffing industry. Every pro on the Star Staffing team loves what they do and has no trouble staying focused at work. Star Staffing has their clients' best interests at heart. Over the years, Star Staffing has helped several businesses build and diversify their talent pool.

## Market Competition

Some of the client's competitors include Executive Search Firm, Kavaliro, Nelson Santa Rosa and Snelling Staffing Services.

## Challenges

- The website did not work on mobile devices
- The website's conversion rate was nosediving creating panic
- The website's high bounce rate was a cause of concern
- Dreadful design mistakes ruined the client's SEO

## Tasks

- The design team created an intuitive navigation focused on making it easier for website visitors to find the information they're looking for
- We identified the design elements that were dragging the website down and got rid of them. Our focus was on building a minimalist, yet impactful web design

- We came up with a strategy to make the website mobile friendly. We got rid of intrusive and annoying pop-ups. Our team got rid of flash, changed button size and placement and made images and CSS as light as possible
- Our content team addressed the client's target audience's most pressing points through impactful content. We updated content, ensuring that it packed a punch

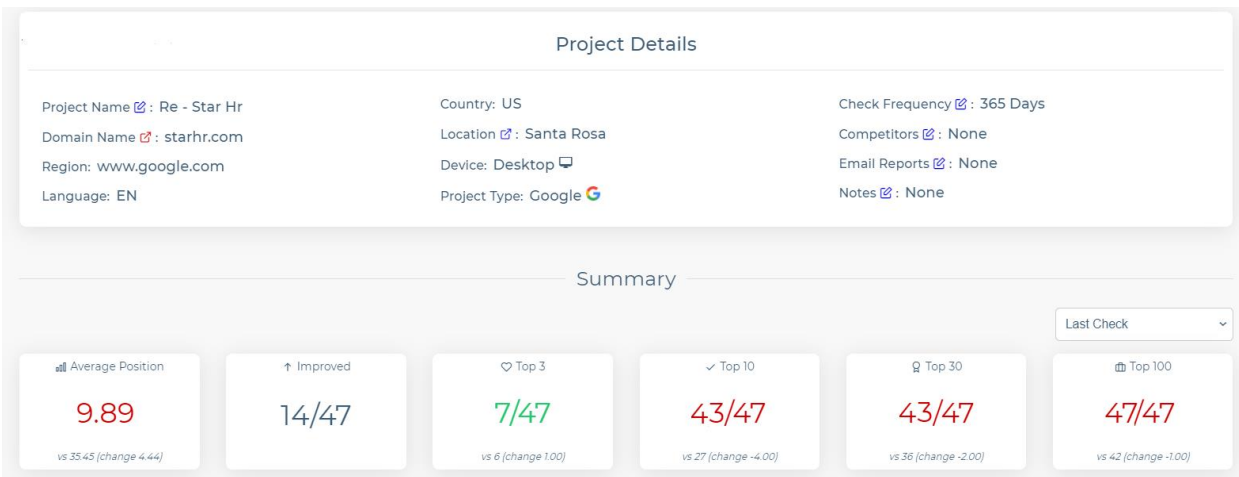
## Actions

We made the website more user-friendly. Our design team de-cluttered the website. The SEO team developed and implemented an effective SEO strategy. The PPC team came up with a strategy to supercharge PPC campaigns.

## Time Frame

## Project Goal

Our goal was to simplify navigation and design so visitors have an enjoyable experience.



# Conclusion

We were successful in reducing website bounce rate. Our strategy worked and website traffic increased slowly but surely.

<b>Authority Score</b> <b>41</b> Semrush Domain... 326.66K ↓	<b>Organic Search Traffic</b> <b>7.2K</b> -1.9% Keywords <b>4.85K</b> ↓	<b>Paid Search Traffic</b> Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. <a href="#">Go to Position Tracking</a>	<b>Backlinks</b> <b>7.6K</b> Referring Domains <b>780</b>	<b>Display Advertising</b> <b>75</b> Publishers <b>82</b>
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Organic | Paid
Export

### Distribution by Country

Countries	Traffic Share	Traffic	Keywords
<b>Worldwide</b>	100%	7.2K	4.9K
US	73%	5.2K	2.9K
IN	8.3%	593	249
CA	4.5%	323	320
UK	3.1%	221	231
Other	11%	808	1.2K

[Compare](#)

### Organic Traffic 7,153/month

Organic Traffic  Paid Traffic

Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022

### Organic Keywords 4,854

Top 3  4-10  11-20  21-50  51-100

Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022

### SERP Features US