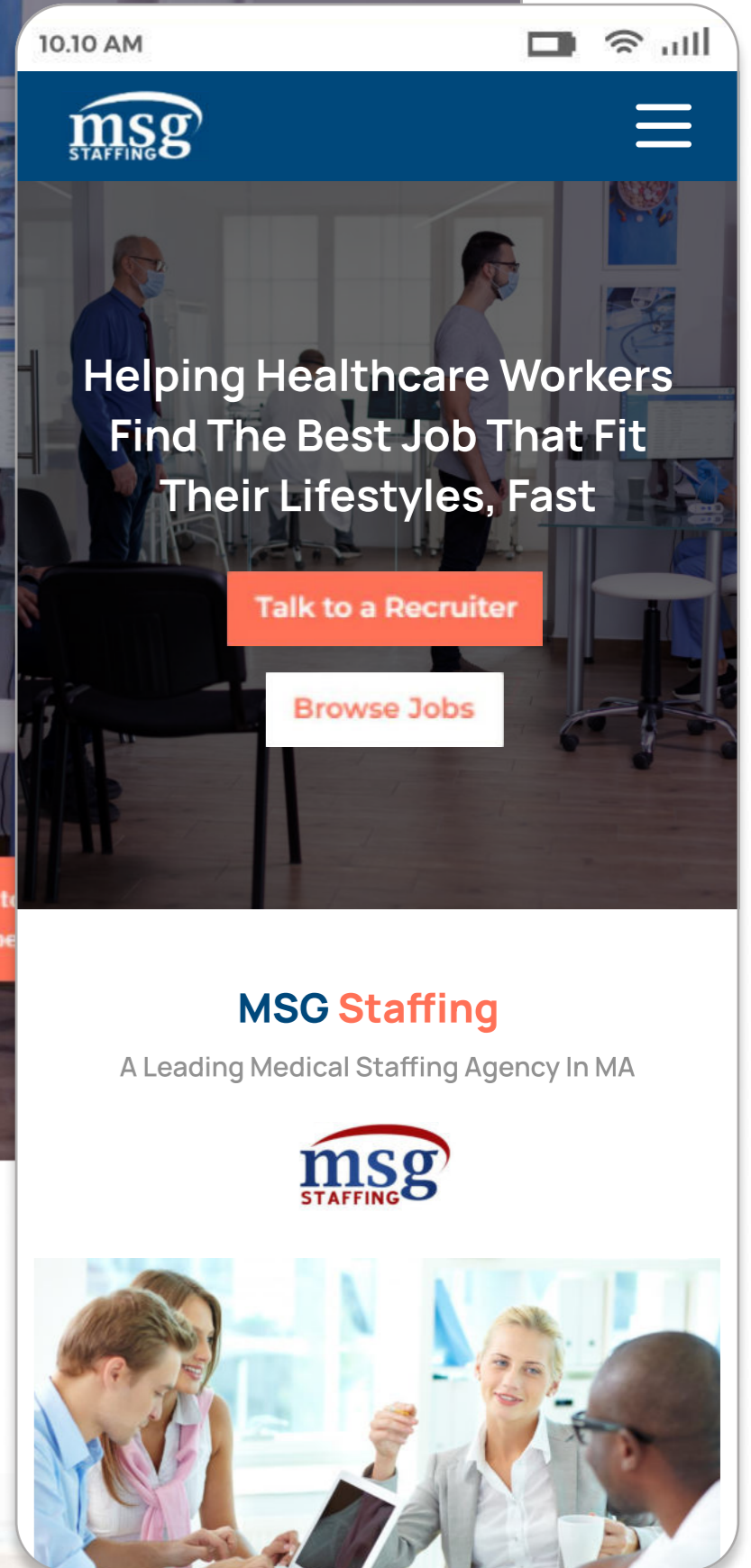


**MSG STAFFING
CASE STUDY**

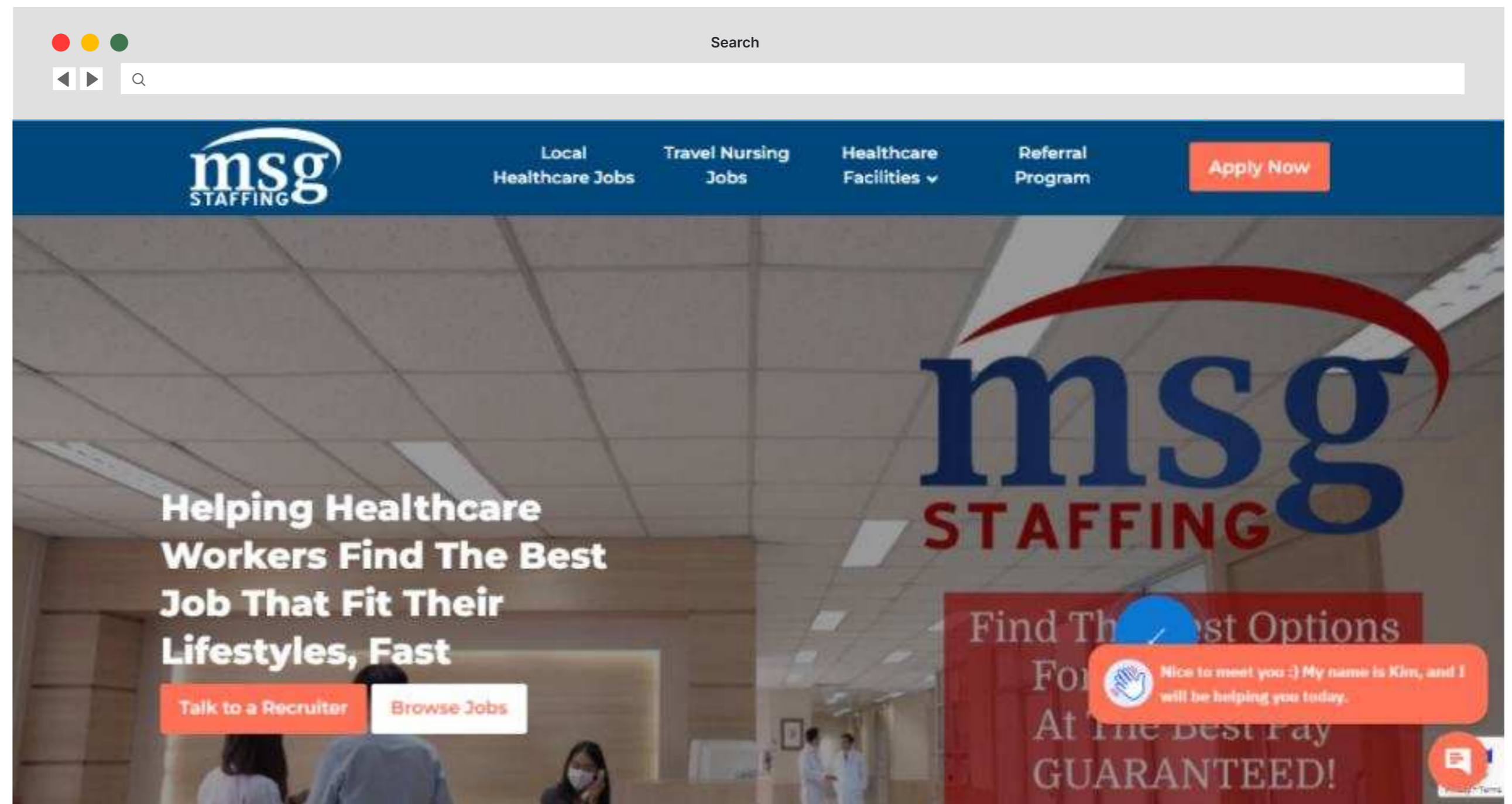
MSG Staffing

A Leading Medical Staffing Agency In MA



Business Overview

MSG Staffing is a medical staffing agency in Massachusetts that intended an individual approach to placing professional healthcare personnel in the right place. MSG Staffing offers candidates the best resources and support in career placement for travel, per diem and 24\7 assignments. The vast experience gives the agency an edge in providing quality placement services in nursing care and allied health positions.



Challenge

When we spoke with Jamal, the owner of MSG Staffing, he shared two goals for growing his business. First, he wanted to increase the local online visibility of his firm. Second, he wanted to generate organic search leads targeting candidates looking for medical jobs. With the goals set, we went to work.

Solution

1

Audit Report

The first step was to analyze the current status of the website. The report consists of all the metrics in terms of on-page, off-page and technical SEO. After conducting a thorough analysis of the website, we concluded that we have to start from scratch. After using various SEO tools like Ahref, SEMrush and screaming frog, we were able to find the exact loopholes that were holding back the ranking of the website on the search engines.

3

On-Page Optimization

With target keywords selected, we implemented the on-page optimization strategy across target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.

2

Keyword Research & Mapping

Focusing on the Massachusetts area, we researched nearly 300 keywords and narrowed the list down to a potential 25. We then had the client select 9 keywords from our recommendations. Within one year, results were so strong that 3 more target keywords, focused on the national level, were added.

4

Content Creation/Link Building

To attract links in the natural, organic way that Google recommends, we engaged in content placement and provided monthly blog posts along with a link building campaign.

RESULT

Increased organic traffic visits by **288%**

18k

visits in Jan 2019 vs.

52k

in Jan 2022

● Sessions

50K

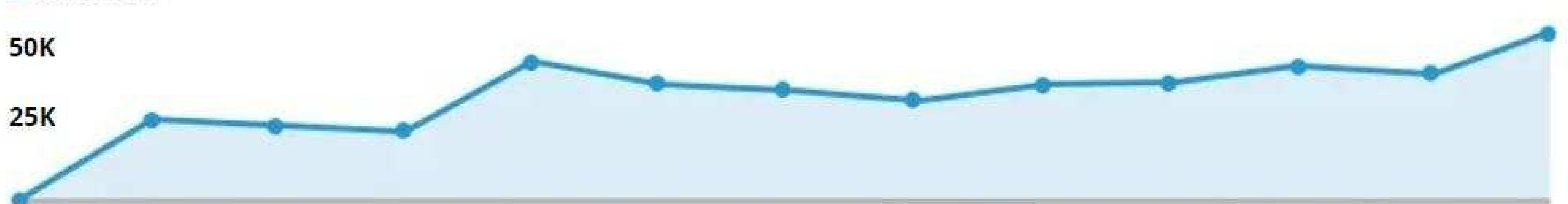
25K

Jan 2019

Jan 2020

Jan 2021

Jan 2022



RESULT

Rise in lead conversions from the website. Opened up a completely new lead channel.

100%

11

out of

12

target keywords
now ranking ,

9

out of

Page 1

of which are on



KEYWORDS

RANKINGS

- Medical Staffing Massachusetts 01
- Healthcare Staffing Massachusetts 01
- Medical Staffing Agency MA 01
- Per Diem Jobs Massachusetts 08
- Per Diem Nursing Jobs In MA 07
- Per Diem Jobs MA 07
- Travel Nurse Agency Massachusetts 07
- Healthcare Facility In Massachusetts 09
- Healthcare Staffing Companies In
Massachusetts 02



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