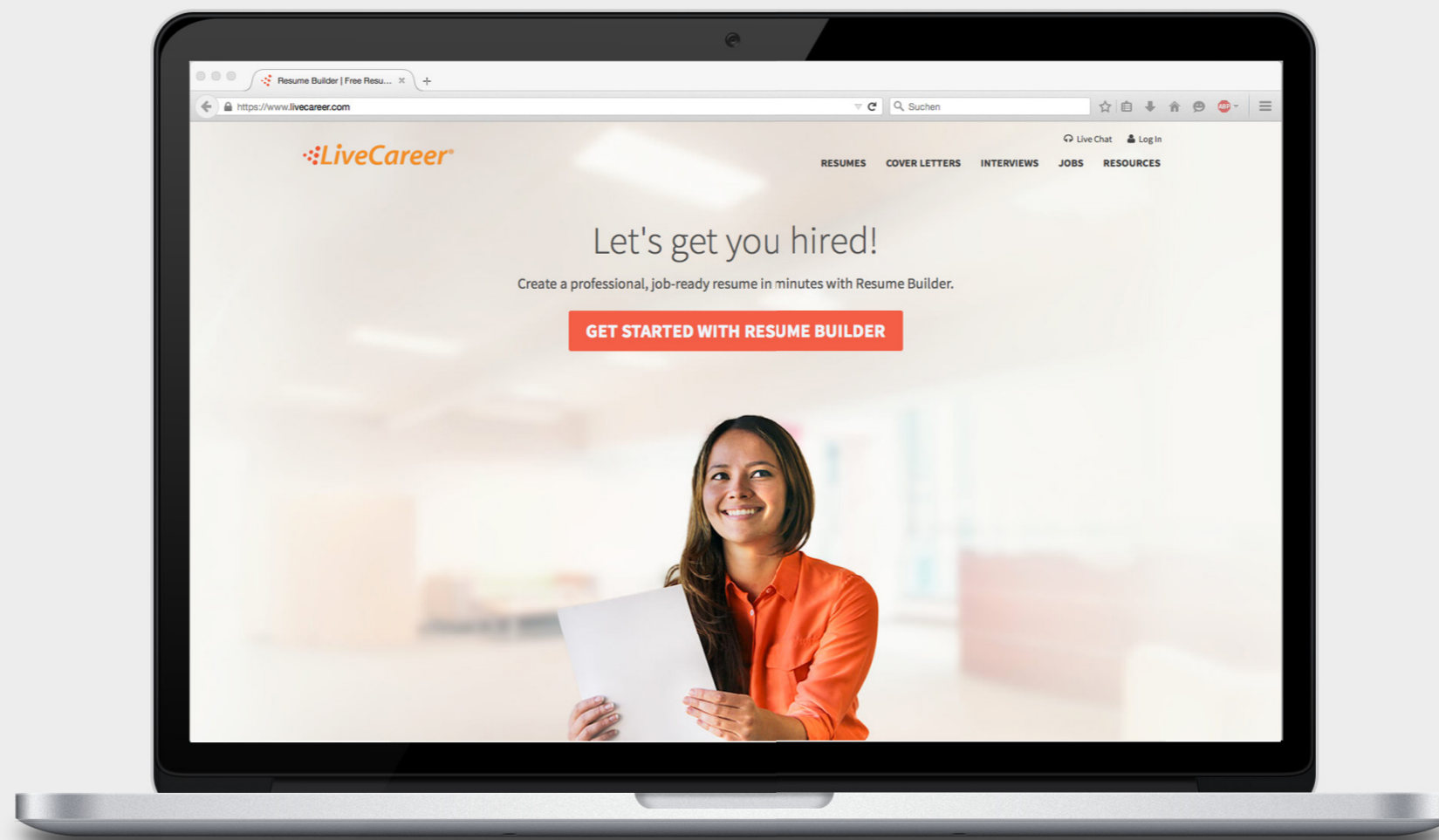


# Case Study:

## How LiveCareer Increased Traffic and Revenue by 200 Percent Using Textbroker



## About the Company:

LiveCareer is a career development company. They have helped more than 10,000,000 people from all over America (and beyond!) discover their career path, build stronger resumes, interview with confidence and boost their chances of finding the right job in less time.



**They are all about giving you the tools you need to land the job you want.**

Their team includes career development experts, certified resume writers, recruitment specialists and a wide range of passionate professionals, all laser-focused on helping you get hired.

## The Challenge:

Content marketing is essential to LiveCareer's **organic new client acquisition** and **reaching jobseekers** in need.

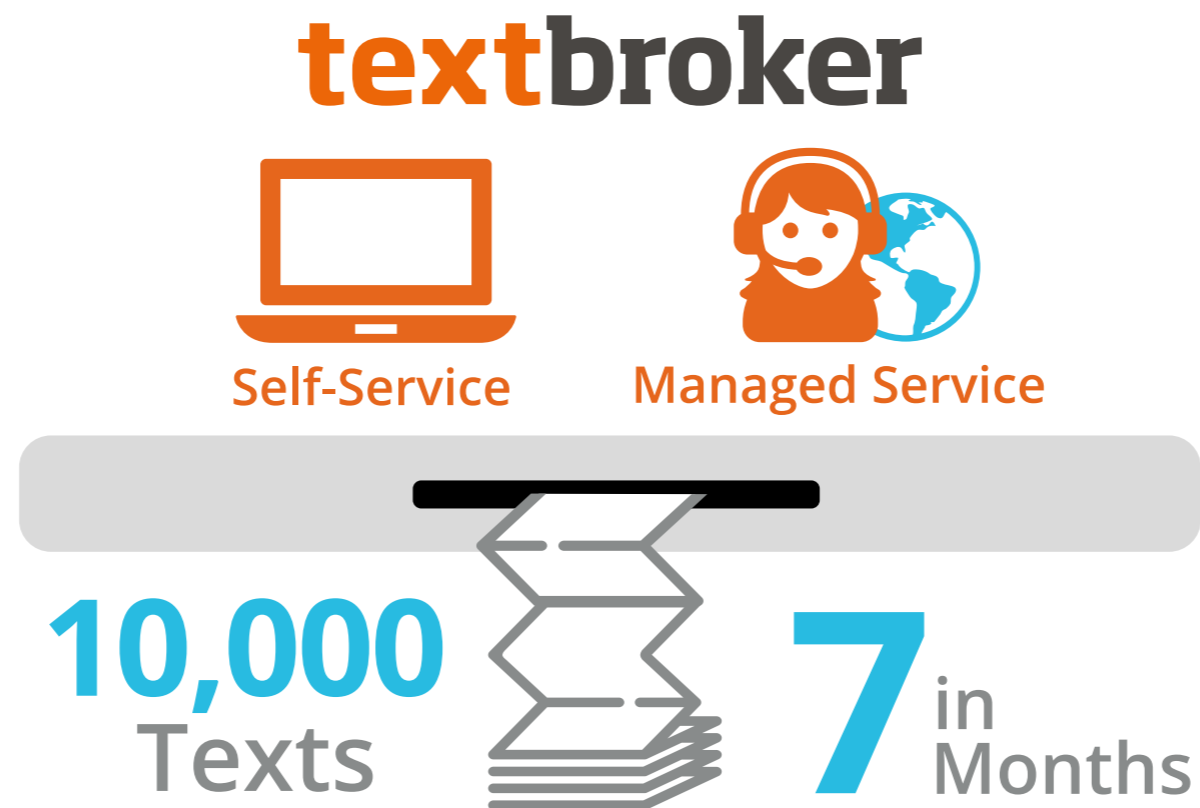
Their 2 main goals:

- ✓ **Drive organic traffic by providing professional, instructional career materials** for potential clients throughout the world.
- ✓ **Gain key organic ranking in the SERPS** for **selected high-volume keywords**.

Previously relying on freelance writers and in-house team members for content creation, LiveCareer needed a new **large-scale and efficient solution that would result in high-quality content in multiple languages**. This included **creating resume and cover letter content for 8 countries** in order to reach their global audience.

## The Solution:

LiveCareer started using Textbroker in January 2014 in order to meet their **huge content targets** and **demanding deadlines**.



Within 7 months, they produced **more than 10,000 pieces of content including resume and cover letter templates, targeted intra-company letters, press releases and blog posts** using Textbroker.

# Textbroker Self-Service



In order to create high-quality content that would be useful to jobseekers and easy for search engines to understand, LiveCareer **started using Textbroker Self-Service** for their English content. They set up teams of **4- and 5-star authors** relying on Textbroker's vast network of writers. Using Textbroker's **SEO features**, they chose 2-3 percent **keyword density** with **optimized headers**.

## Textbroker Managed Service



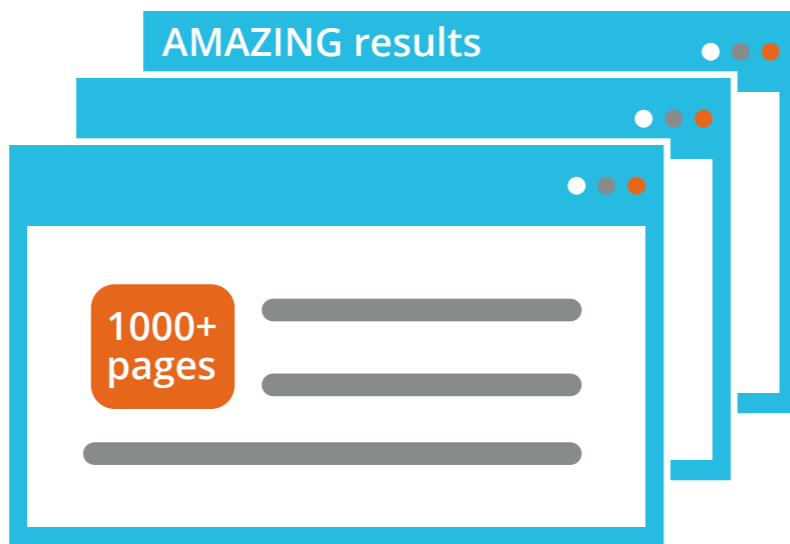
With their initial success in the US, LiveCareer expanded their use of Textbroker to their international portals – including Germany, France, Italy, Spain, Portugal, Poland and the United Kingdom.

**The Textbroker Managed Service project** began with originals in English that needed to be translated appropriately for the different countries. This involved making **format and location changes** for each.

Throughout the entire project, LiveCareer relied heavily on project managers from **various international platforms** who crafted **top-notch teams of authors** to meet the huge content targets.

## The Results:

By using Textbroker, LiveCareer produced **thousands of pages** of content for their global audience. These led to **amazing results** and **increased budgets for content marketing internationally**. Textbroker has allowed LiveCareer to produce **diverse, high-quality** content **shockingly fast**:



Textbroker's Managed Service even **beat expectations** by 2 months as the project was concluded within only 7 months instead of the requested 9. By using Textbroker for content production, LiveCareer could **increase traffic, registrations and revenue**.

## What the Numbers Say:

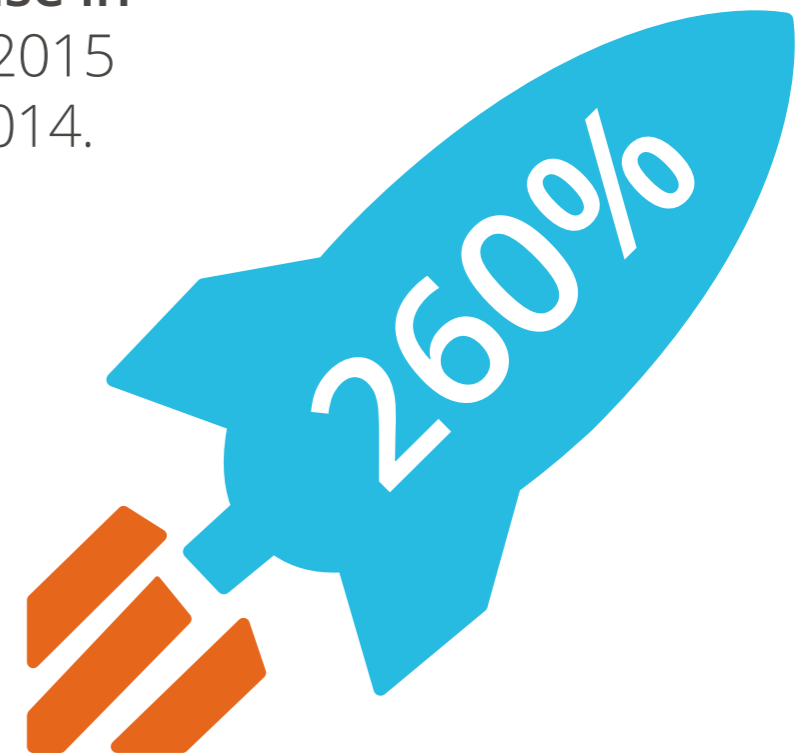
### Increase of Traffic:

The increased use of content has led to a **boost in traffic for each of LiveCareer's sites.**

LiveCareer saw an increase in traffic by an average of **500 percent on international sites** and **260 percent on US sites.**

### Increase in Revenue:

A similar increase in revenue: LiveCareer is on track to see a **260 percent increase in revenue** from 2015 compared to 2014.





## Conclusion Drawn by LiveCareer:

- ✓ "For us, Textbroker's winning features include the vast database of eager, enthusiastic, committed, on-demand writers and the broad range of languages and locales."
- ✓ "**Self-Service** was great for our English content to **control costs**. But the **Managed Service** was essential for our 2015 success. **International projects** would not have been possible without Textbroker Managed Service," said Sean Fitzpatrick from LiveCareer.
- ✓ "We intend to continue using Self-Service. Also, we strongly recommend Textbroker Managed Service for US-based companies that need content in other languages!"

»Textbroker is the partner you need to achieve the next level in content marketing success.«

Sean Fitzpatrick, SEO Director, LiveCareer