

**Company:**  
Bullhorn Inc.

**Industry:**  
Recruitment & Staffing  
Software

**Headquarters:**  
Boston, MA

**Testimonial:**

*"In addition to restoring our SEO rankings and traffic and helping us run paid search profitably for the first time, the Synapse SEM team is great to work with. They're extremely responsive and provide the level of insight, analysis and strategic direction we've been looking for in an SEM partner. I highly recommend them."*

*-Doug Ellinger, Sr. Director  
Marketing, Bullhorn*

## Bullhorn Dominates SEO and Achieves Paid Search Profitability through Partnership with Synapse SEM

### SEO Overview:

Bullhorn is the #1 recruitment software company in the world, handling over one billion transactions each month and over \$100 billion in revenue to date. Despite their size and credibility in the industry, Bullhorn had limited organic visibility on non-branded high priority keyword phrases, often ranking on the third page of search results or worse in its three top markets: the US, the UK and Australia. Bullhorn was missing a significant opportunity to drive leads and acquire new customers through SEO and paid search advertising.

### SEO Solutions:

- **Keyword Set:** Synapse overhauled the client's targeted SEO keyword set and identified terms that were likely to maximize lead volume based on relevance, search volume, and historical paid search conversion data.
- **Content and On-Page Factors:** Synapse performed a content gap analysis to ensure that all high priority terms were represented with relevant inner pages on a 1:1 basis. Content and on-page recommendations were delivered for each of these pages.
- **Technical Health:** A full technical review of the site was performed which identified a temporary redirect on the homepage, duplicate content issues, site load time issues, and numerous broken links. Synapse collaborated with the Bullhorn technical team to ensure these issues were resolved correctly and promptly.
- **Link Profile:** Synapse examined Bullhorn's linking profile and determined that previous SEO efforts had led to an abundance of disreputable back links. Based on this analysis it was determined that Bullhorn's site was likely subject to manual linking penalties. Synapse launched an effort to review all of Bullhorn's backlinks to identify any links that violated Google Webmaster Guidelines. Synapse worked with Bullhorn to cleanse its linking profile by requesting problematic links be removed and by utilizing Google's link disavow tool.



**Synapse SEM:**

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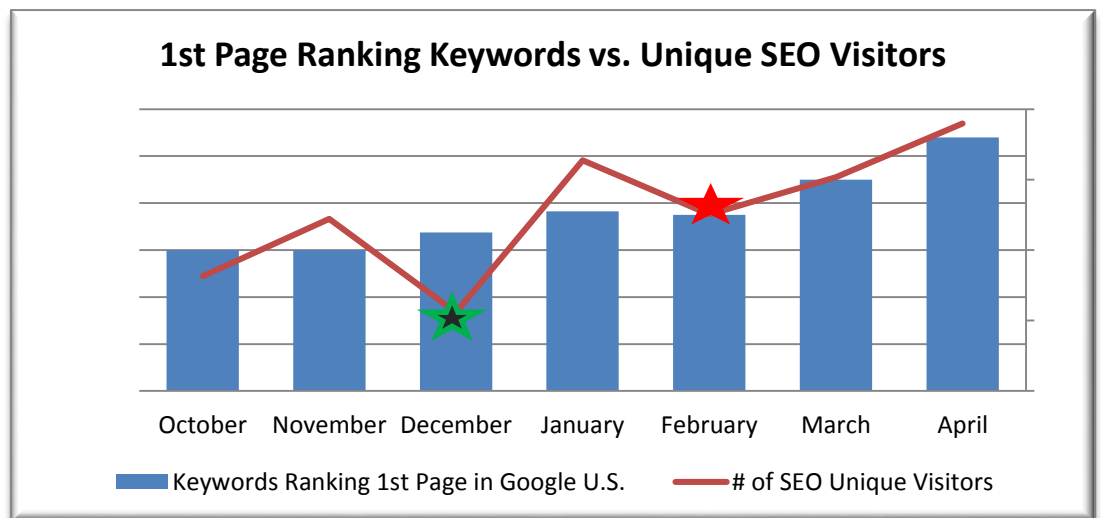
Boston, MA



[www.synapsesem.com](http://www.synapsesem.com)

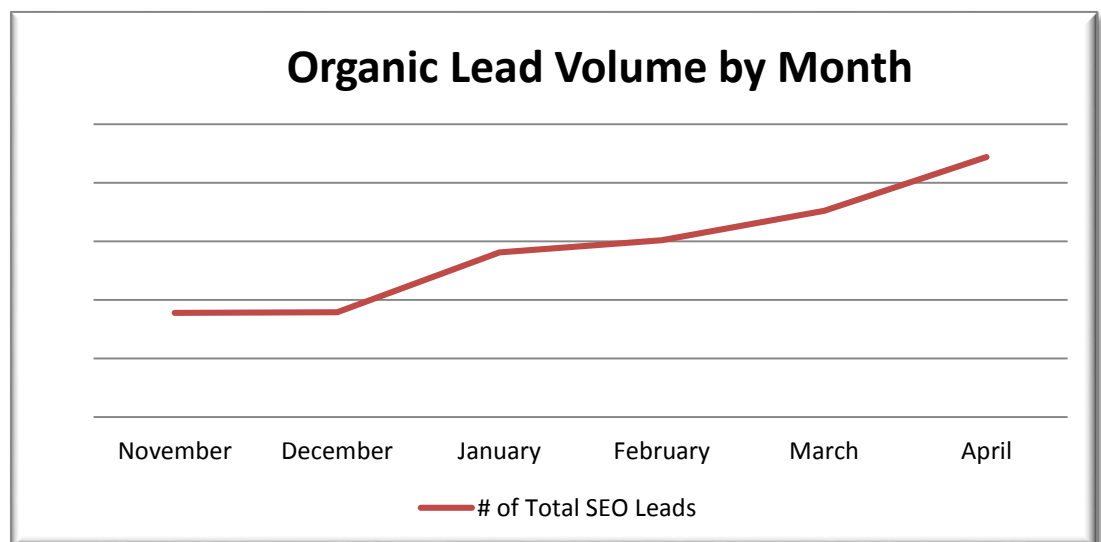
**SEO Results:**

Following the completion of our on-page, technical, and link profile optimizations, Bullhorn’s results improved significantly in the following areas:

- **Rankings:**
  - The percentage of targeted keywords ranking on the first page of Google increased by 80%, 53%, and 56% across the US, UK, and Australia, respectively.
  - 100% of the client’s top ten highest priority keywords achieved first page visibility across Google, Yahoo! and Bing.
- **Traffic:** Unique SEO visitors increased by 40%
- **Leads:** Organic lead volume increased by 134%



-  Implementation of Google link disavow Import
-  Impact of Holidays



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[www.synapsesem.com](http://www.synapsesem.com)**Paid Search Overview:**

After running several unprofitable attempts at paid search advertising over the last several years, Bullhorn recruited Synapse to restructure and manage their PPC campaigns. Synapse had three months to prove the effort was ROI positive.

**Paid Search Solutions:**

- *Keyword Set:* The keyword set was scrubbed to include only top performers based on historical data.
- *Ad Copy:* Ad copy was optimized to better qualify traffic based on target market (client only sells to recruiting firms and not corporate recruiters). Ads were also differentiated by focusing on key product benefits.
- *Targeting:* Campaigns were opted out of Partner Networks on Google and Bing due to poor performance. Ads were also suspended on mobile devices based on poor past results.
- *Landing Pages:* Custom landing pages were designed to improve conversion rate and Quality Score and better funnel users into completing either a demo request or content download.

**Paid Search Results:**

Upon restructuring the paid search campaigns and optimizing the account for three months, Bullhorn saw the following improvements:

- **Lead Volume:**
  - Leads increased 81% over the first 3 months of our program, and by 125% over the first 6 months of our program.
- **CPL:**
  - CPL fell 58% over the first three months of our program.
- **ROI**
  - Based on Bullhorn's 3 month evaluation, the program proved to yield a strongly positive ROI.
  - Long Term: Based on the positive results of the program, budget was doubled to maximize visibility and leads. While doubling budget, Synapse was able to maintain CPL.

Synapse SEM:

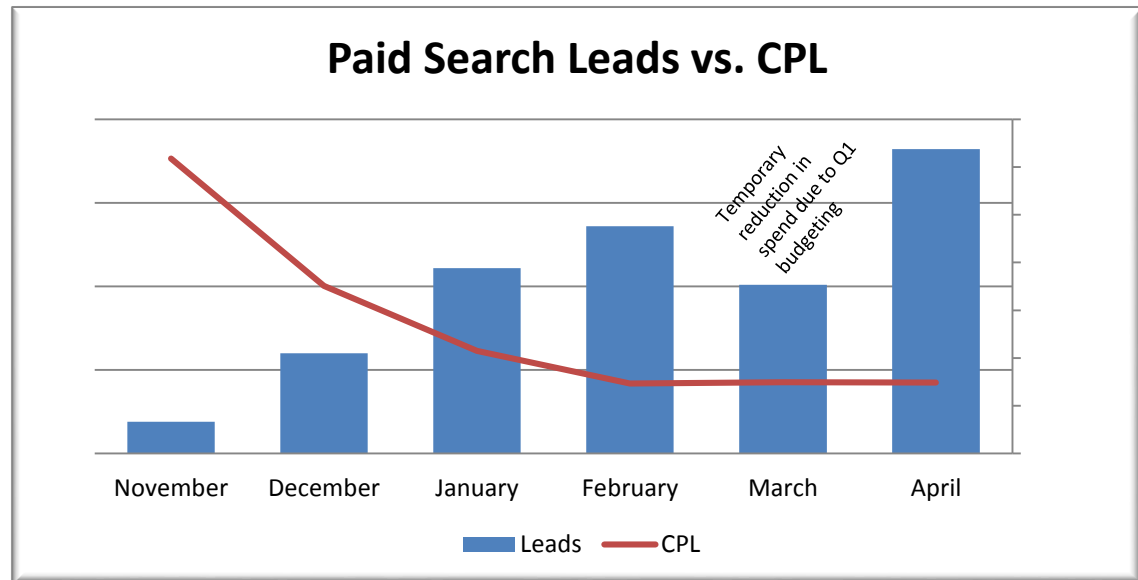
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### About Synapse SEM, LLC

Synapse SEM is a full service online marketing firm that leverages robust data analysis and statistics to provide its clients with deeper insights and uncover otherwise overlooked opportunities. With core competencies in paid search advertising, search engine optimization, content marketing and conversion optimization, the company develops, implements, and executes online marketing strategies focused on maximizing its clients' ROI. Leveraging proprietary data analysis techniques and experienced subject matter experts, the agency is committed to achieving unparalleled results and providing the highest quality of service to its clients.