

## CASE STUDY: VISITOR TRACKING & ANALYSIS

CLIENT: RAIL PERSONNEL

Type of work: **Retainer-Based Services**

Business objective: **Optimisation of Website Content & Functionality**

Client location: **Hong Kong**

Audience: **International**

Language: **English**



### The Web Guru Factor

RailPersonnel are currently enjoying record numbers of site visits and page views.

### The Challenge

RailPersonnel is an international recruitment business specialising in matching people and jobs in the rail industry around the world. Central to their operation is a database-driven website that enables employers to post their vacancies and job-seekers to find the right position.

RailPersonnel engaged Web Guru Asia to provide monthly analysis and reporting of visitor activity, and to make specific recommendations for website enhancements based on our findings.

### The Solution

Our monthly reports contain detailed reporting on how visitors interact with the RailPersonnel website. Among other things, they cover number of visits, number of unique visitors, number of page views (overall, and by page), number of referrals from search engines and number of referrals from other websites.

We analyse these results, identifying trends, and suggest enhancements and additions to the website to improve usability and optimise functionality and content.

### The Results

RailPersonnel are currently enjoying record numbers of page views and site visits, in part due to a Search Engine Marketing campaign designed and implemented by Web Guru Asia and in part due to enhancements and additions suggested by Web Guru Asia.