

# A new career site boosts traffic by 400%

ACTIVATE®

Creating a new career site powered by our ACTIVATE recruitment marketing platform, NAS helped a healthcare organization gain a major organic increase in traffic and more completed applications.



## CHALLENGE

Bethesda Health Group, a provider of senior living, care and services in the St. Louis area, had its career site content on their marketing site. The pages received limited search engine exposure, and the jobs were hidden behind their ATS, which resulted in low candidate traffic and fewer applications than needed to fill critical roles.

## SOLUTION

NAS partnered with Bethesda to create a new career site using the ACTIVATE recruitment marketing platform and technology, our cloud-based SaaS solution designed to deliver a superior candidate experience.

1

We wrote and designed a branded multi-page career site that includes pages about culture and benefits, as well as job family pages for Bethesda's most frequently hired roles.

2

We implemented ACTIVATE functionality, including an interactive map, search jobs links across the site and featured jobs. The platform also includes events, job alerts and a talent network/CRM.

3

We brought their jobs from behind the ATS firewall, exposing them to search engines to drive organic traffic and decrease reliance on paid media.

BEFORE NAS **1,400** monthly visitors **AFTER NAS (9 MONTHS)** **6,042** monthly visitors

**400% increase in traffic**  
**5,000-6,000 visits per month**  
**300-400 completed applications per month**

## RESULTS

Bethesda experienced a significant boost in candidate visits and completed applications with the new career site platform. With just organic traffic, our results within the first nine months have been impressive, exceeding the client's expectations and making a positive impact on hiring objectives.

Ready to see your career site traffic and applicants rise with ACTIVATE?