

CASE STUDY

Worldwide Employment Website Content Creation in 16 languages

The Challenge

Headquartered in the United States, this worldwide employment website for job listings had the following challenges:

- An aggressive growth target, both in organic sessions and conversions
- Needed help to quickly scale production of SEO-optimized articles on their website for 16 locales
- Did not have internal SEO specialists or writers to do keyword research and copywrite the articles in each language

Expectations and Goals

13,000
articles in 2021

28,000
articles in 2022



Find the best performing keywords



Copywrite engaging content focusing on the target audience

They wanted to build a partnership with Argos to produce high volumes of keywords and content. Our work is subject to strict criteria for both SEO and content creation::

- Above a set search volume
- Search intent related to their target audience
- SERP includes associated articles targeting the similar audience
- Avoiding duplication and cannibalization of existing keywords
- Content is engaging and informative, and it focuses on the job seeker journey
- Focus on the usage of diverse and inclusive language, core values of our customer

The Solution

185
writers

45
QA specialists

16
SEO specialists

The Argos team produced the following solution:



Built a continuous and high-scale production workflow of keywords and articles



Scale within three months with 185 writers, 45 QA specialists, and 16 SEO specialists



An in-house team of 15 people for project management, quality management, supply chain, SEO, and technology

The Result

50-200 Keywords

per week, per market

+500 Articles

weekly

With a team of SEO specialists and writers dedicated to the client, knowledge about the client, brand voice/tone etc. were built over time and perfected.

Argos was built a dedicated SEO team with international SEO specialists and quality resources for each language that oversaw the research and selecting of keywords on a weekly basis, from volumes of 50 – 200 varying per target demographic.

Based on the approved keywords, a team of over 185 writers create new articles (+500 per week) on a variety of HR topics. The team of writers is highly specialized in writing SEO-optimized content and is trained by Argos on customer-specific guidelines and instructions, diverse and inclusive language, and market regulations.

Once the articles have gone through our QA process, they are sent to the client for pre-publishing and publishing workflows.

Markets covered:

Belgium (Dutch)	Mexico (Spanish)
Belgium (French)	Netherlands (Dutch)
Brazil (Portuguese)	Poland (Polish)
Canada (French)	Spain (Spanish)
France (French)	Sweden (Swedish)
Germany (German)	Switzerland (French)
Hong Kong (Chinese)	Switzerland (German)
Italy (Italian)	United States (Spanish)

Technology



We built a custom content platform that integrates seamlessly with the client's Content Management Systems (CMS): WordPress, Strapi, and Contentful.



The Argos team also built a keyword management tool, for better data management. It includes a real-time view of keywords and identifies where they fall in the process workflow.

What They Say

"Argos has been a strategic partner for us and an extension of our internal team, helping us set up a brand new SEO and copywriting workflow in record times. Their account team is also extremely committed to helping us achieve our company goals, always willing to participate in new tests and pilots aimed at exploring new localization approaches and improving our localized content."