



EXECUTIVE SEARCH FIRM GETS FOUND

The field of executive staffing and recruitment is a very competitive one. Despite being one of the leading South Florida executive recruiting firms, our client, Steven Douglas Associates, knew that in order to stay current, they had to enhance their online presence. In fact, when he came to us, Chairman and CEO, Steve Sadaka, said, "We've been in the executive recruiting field in South Florida for 27 years, so we're really well known with local clients. We knew, however, that new clients and people coming from out of town would be searching Google; at the time we had basically no presence on Google."

Steven Douglas Associates' solution? Partner with Exults to establish a significant, complementary online presence. Sadaka wanted to attract new clients moving in from out of town and he also wanted to upgrade his website to reflect his company's professionalism and accomplishments. "Exults tailored their fee-structure and programs to our needs, rather than demanding an expensive retainer, up-front. Key for me was getting my site updated and pushed to the first page of Google. Eventually, we expanded [our services package] and Exults was able to start with what I needed and stay within our budget."



**STEVEN
DOUGLAS**
ASSOCIATES

Exults developed a campaign strategy which would give Steven Douglas Associates the visibility they were looking for and a custom-made website that better reflected the prestige of the Steven Douglas brand. We launched a strong back-linking push with relevant, keyword-rich blogs, articles and press releases. The Exults team added features which allowed potential clients in different industries to submit a form directly to the head of that division; making the process easier for users and saving Steven Douglas Associates valuable administrative time. The site was optimized in conjunction with the selected keywords and thriving back-linking campaign; causing its relevance in the eyes of Google to skyrocket. The result? An attractive, user-friendly website on the first page of Google.

Before long, Steven Sadaka began to see significant returns on his investment. The organic traffic on the Steven Douglas Associates website jumped an impressive 89% from January 1, 2011 to January 1, 2012. The dramatic increase in traffic brought with it qualified leads which converted largely into sales. Sadaka says, "We track our progress carefully. In the last four months, we've generated over \$100,000 in fees from clients who found us on the internet."

After being in business for nearly

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30 years, Steven Douglas Associates was already a major player in their industry; the company's online presence needed to reflect their existing prestige. A professionally designed, streamlined website and high position on the search engine results page provided the recruiting agency the boost they were looking for; almost doubling their internet traffic in just one year. Sadaka has since then expanded the list of services he receives from Exults and is pleased with his continued online momentum. Steven Douglas Associates continues its partnership with Exults; and we are both are looking forward to fresh levels of success in the coming year.

For more information about Exults, please call 866-999-4736 or visit www.exults.com.