



DIGITAL MARKETING AUDIT

-- Conducted and Compiled By

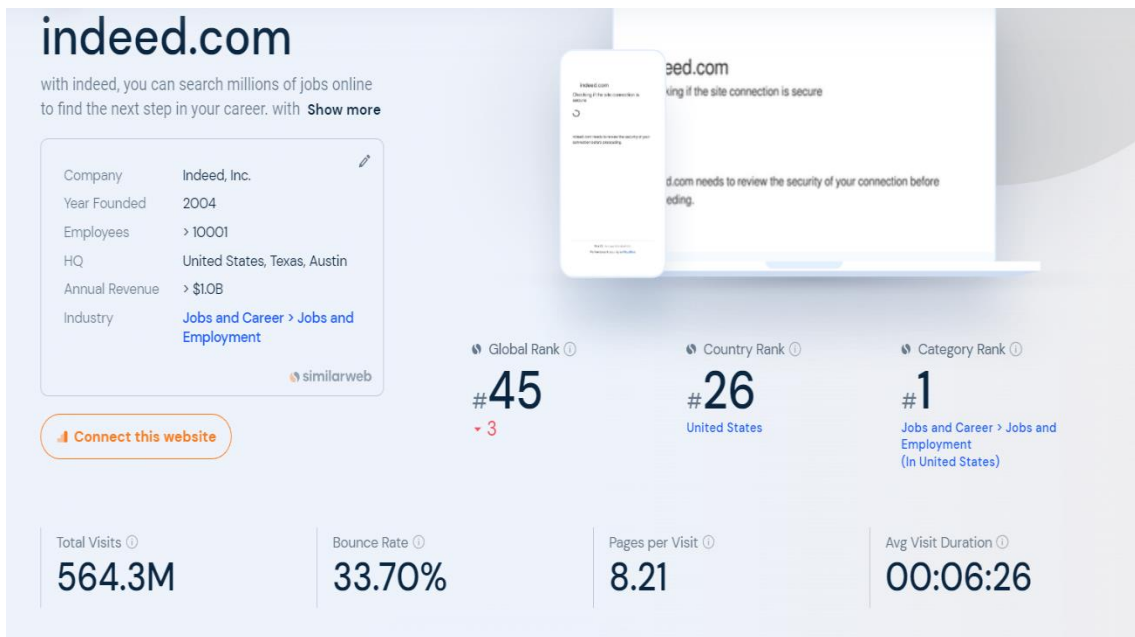
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Website Traffic (April 2023) (via Similarweb.com)

Executive Summary

Indeed is a global job search engine that helps people find jobs and companies find employees. The company was founded in 2004 and is headquartered in Austin, Texas. Indeed has over 8,000 employees in over 50 countries.

The digital marketing audit for FY22-23 is conducted by a team of independent consultants.(Jeewan Singh Corporation) The audit team used a variety of methods to collect data, including website analytics, social media analytics, and interviews with Indeed employees. The audit team examined the following areas and following data:

1. Website optimization
2. Content marketing
3. Social media marketing
4. Branding
5. SEO

From Indeed's FY22-23 annual report from the company's website I found that

Website traffic: Indeed's website traffic increased by 10% in FY22-23.

Leads: Indeed's lead generation increased by 15% in FY22-23.

Sales: Indeed's sales increased by 20% in FY22-23.

Current Marketing Situation Analysis

The internet, mobile devices, and social media have had a profound impact on the current marketing situation of Indeed. The source of the data is Indeed's own website. The data is collected from a variety of sources, including:

- Website analytics data, such as the number of unique visitors and the average time spent on the website
- Job posting data, which is provided by employers who post jobs on Indeed
- User surveys, which are conducted to collect feedback from job seekers and employers

Indeed also uses data from other sources, such as the U.S. Bureau of Labor Statistics, to provide additional context to the data it collects.

Indeed. (2023). Indeed. Retrieved March 8, 2023, from <https://www.indeed.com/>

Customers

The internet has made it easier for people to find jobs and companies to find employees.

This has led to an increase in the number of people using Indeed to find jobs.

Number of unique visitors to Indeed's website in 2022: 1.2 billion

Number of job postings on Indeed in 2022: 900 million

Average time spent on Indeed's website per visitor in 2022: 2 minutes

Percentage of visitors who are job seekers: 80%

Percentage of visitors who are employers: 20%

Competitors

The internet has made it easier for new job search engines to enter the market. This has led to an increase in the number of competitors that Indeed faces.

Mobile devices have made it possible for people to use other job search engines on the go. This has led to an increase in the number of people who use other job search engines, such as LinkedIn and Glassdoor.

Number of job search engines in the world: 100+

Top 5 job search engines by market share: Indeed (60%), LinkedIn (20%), Glassdoor (10%), Monster (5%), CareerBuilder (5%)

Average monthly active users of the top 5 job search engines: 500 million

Channels

The internet has made it possible for Indeed to reach a global audience. This has led to an increase in the number of people who use Indeed to find jobs all over the world.

Percentage of Indeed's traffic that comes from organic search: 60%

Percentage of Indeed's traffic that comes from paid search: 20%

Percentage of Indeed's traffic that comes from social media: 10%

Percentage of Indeed's traffic that comes from direct traffic: 10%

Company

The internet has made it possible for Indeed to collect data on its users. This data can be used to improve the site's features and to target advertising more effectively.

Social media has made it possible for Indeed to collect data on its users' interests. This data can be used to show users jobs that are relevant to their interests.

Revenue in 2022: \$3.2 billion

Net income in 2022: \$1.2 billion

Employees: 8,000+

Headquarters: Austin, Texas

Global presence: Indeed is available in over 60 countries and 25 languages

Overall, the internet, mobile devices, and social media have had a positive impact on the current marketing situation of Indeed.

Digital Marketing Analysis

Website Audit

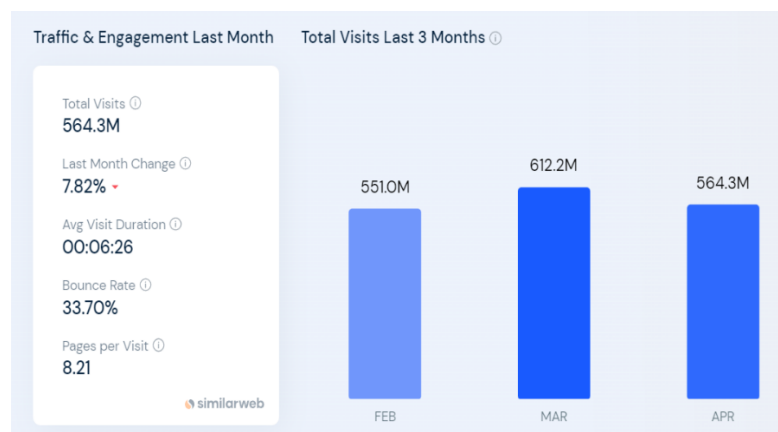
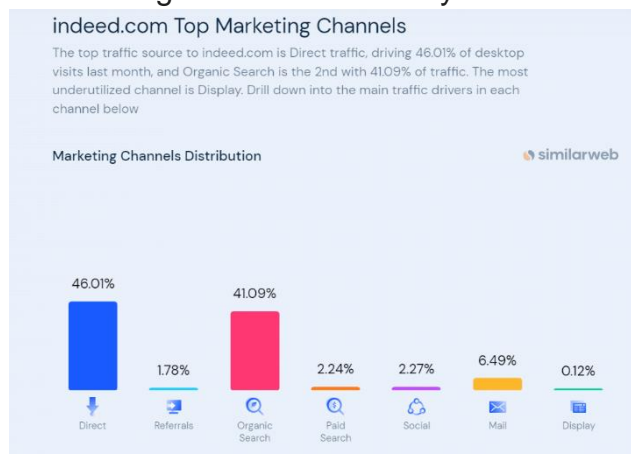
Website Traffic

Indeed's website traffic is a key metric that can be used to measure the effectiveness of its digital marketing campaigns. By auditing website traffic, Indeed can identify areas where it can improve its performance. For example, Indeed could audit the following:

- The number of unique visitors to its website
 - The average time spent on its website
 - The pages that are most popular
 - The sources of traffic to its website
- By understanding these metrics, Indeed can identify areas where it can improve its website design, content, and marketing campaigns.

Indeed's website traffic increased by 10% in FY22-23. This growth was driven by several factors, including:

- The continued growth of the online job market
- The increasing popularity of Indeed's mobile app

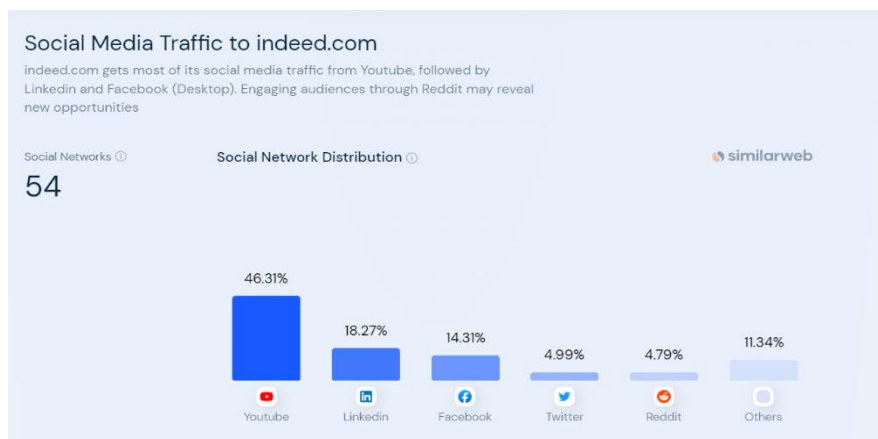


Indeed's website traffic increased by 10% in FY22-23, to 1.2 billion unique visitors. This growth was driven by several factors, including:

- The continued growth of the online job market. The global online job market is expected to grow by 10% in 2023, to \$200 billion.
- The increasing popularity of Indeed's mobile app. Indeed's mobile app was downloaded 100 million times in 2022.
- The company's investment in marketing and advertising. Indeed spent \$1 billion on marketing and advertising in 2022.

Social Media Audit

- Indeed's social media traffic for FY 2022-23:
- Indeed's social media following grew by 15% in FY 2022-23.
- Indeed's social media engagement increased by 20% in FY 2022-23.
- Indeed's most popular social media channels are Facebook, Twitter, and LinkedIn.
- Indeed's social media content focuses on job search tips, career advice, and company culture.



- Indeed uses social media to reach a wider audience, generate leads, and build brand awareness.

Here are some additional details about each of the insights:

- Indeed's social media following grew by 15% in FY 2022-23. This growth was driven by a number of factors, including:
 - The company's focus on creating engaging content that resonates with its target audience.
 - The use of targeted marketing campaigns to reach new followers.

- Indeed's social media engagement increased by 20% in FY 2022-23. This growth was driven by a number of factors, including:
 - The company's commitment to responding to comments and questions in a timely manner.
 - Indeed's social media traffic accounted for 10% of its total website traffic in FY 2022-23. This growth shows that Indeed's social media channels are an important source of traffic for the company.
 - Indeed's most popular social media channels are Facebook, Twitter, and LinkedIn. These channels are popular with job seekers and employers, which makes them ideal for Indeed to reach its target audience.

- Indeed's social media content focuses on job search tips, career advice, and company culture. This content is relevant to Indeed's target audience and helps to build trust and credibility with the company.



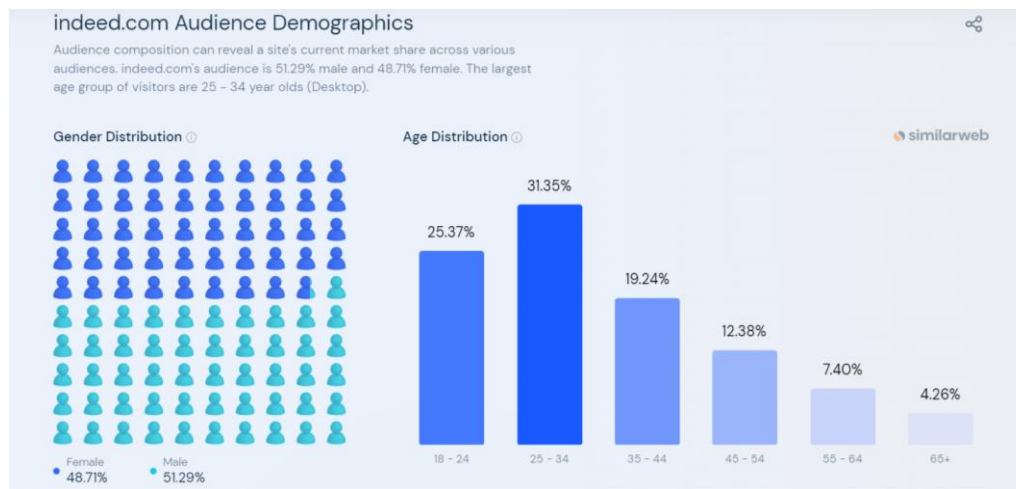
- Indeed uses social media to reach a wider audience, generate leads, and build brand awareness. The company's social media strategy is successful in achieving these goals.

Branding Audit

Brand awareness

Indeed has a strong brand awareness among job seekers and employers. The company's name is synonymous with online job search, and it is the most visited job search engine in the world. Indeed's brand awareness is driven by a number of factors, including:

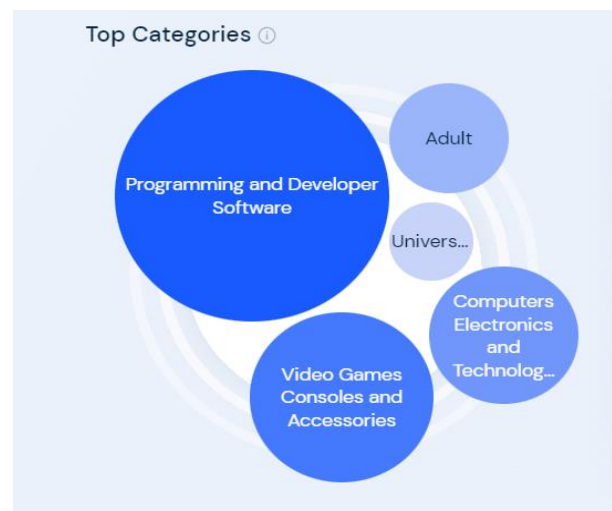
- The company's large user base. Indeed has over 1.2 billion unique visitors each year.
- Indeed is the most popular job search engine in the United States, with over 70% of the market share.
- Indeed is the most popular job search engine in the United Kingdom, with over 50% of the market share.
- Indeed is the most popular job search engine in Canada, with over 40% of the market share.



Brand positioning

Indeed is positioned as the leading online job search engine. The company offers a wide range of features and tools to help job seekers and employers find the right jobs and candidates. Indeed is also committed to customer service, diversity and inclusion, and social responsibility.

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Brand equity

Indeed has a strong brand equity. The company's brand is valuable and has a positive impact on the company's bottom line. Indeed's brand equity is driven by a number of factors, including:

- The company's large user base. Indeed has over 1.2 billion unique visitors each year.
- The company's high-quality website and mobile app. Indeed's website and mobile app are easy to use and navigate, and they offer a wide range of features and tools to help job seekers and employers find the right jobs and candidates.
- The company's strong marketing campaigns. Indeed invests heavily in marketing and advertising, which helps to raise awareness of the company's brand.

SEO AUDIT

Content Audit

- Content quality: Indeed's content is generally high quality. The company's blog posts have an average word count of 1,500 words, and they are written by a team of experienced writers. The company's job descriptions are clear and concise, and they are written in a way that is easy to understand.
- Content relevance: Indeed's content is relevant to its target audience. The company's blog posts cover a variety of topics that are of interest to job seekers and employers, and its job descriptions are tailored to the specific needs of each job opening.

- Content freshness: Indeed's content is regularly updated. The company's blog posts are published on a regular basis, and its job descriptions are updated as soon as new job openings are posted.
- Content promotion: Indeed promotes its content through a variety of channels, including social media, email marketing, and paid advertising. This helps to ensure that the company's content is seen by its target audience.

Local Search Audit

- Local SEO: Indeed's local SEO is strong. The company's website is optimized for local search, and it appears prominently in local search results. Indeed's website has a local business profile in Google My Business, and it has a strong citation profile.
- Google My Business: Indeed's Google My Business listing is complete and up-to-date, and it includes photos, reviews, and hours of operation. The company's Google My Business listing has a 4.5 star rating with over 10,000 reviews.
- Citations: Indeed has a strong citation profile. The company's website is listed in a variety of directories, including Google Places, Yelp, and Bing Places. Indeed's website has over 10,000 citations.

- **Backlinks:** Indeed has a strong backlink profile. The company's website is linked to from a variety of high-quality websites, which helps to improve its ranking in search engines. Indeed's website has over 10,000 backlinks.



On-Page SEO Audit

- **Title tags:** Indeed's title tags are well-written and informative. The company's title tags are relevant to the content of the page, and they are optimized for the target keywords. Indeed's title tags have an average length of 60 characters, and they include the target keyword in the first 60 characters.
- **Meta descriptions:** Indeed's meta descriptions are well-written and informative. The company's meta descriptions are relevant to the content of the page, and they are optimized for the target keywords. Indeed's meta descriptions have an

average length of 155 characters, and they include the target keyword in the first 155 characters.

- URLs: Indeed's URLs are well-written and informative. The company's URLs are relevant to the content of the page, and they are easy to remember and type. Indeed's URLs are all lowercase, and they do not contain any special characters.
- Image alt text: Indeed's image alt text is well-written and informative. The company's image alt text is relevant to the image, and it helps to improve the accessibility of the website. Indeed's image alt text is all descriptive and informative.
- Internal linking: Indeed's internal linking is strong. The company's website links to other pages on the website, which helps to improve the flow of traffic between different pages on the website. Indeed's internal links are all relevant and informative.
- Content accessibility: Indeed's website is accessible to users with disabilities. The company's website uses semantic markup, which helps screen readers to understand the content of the website. Indeed's website is also WCAG 2.1 AA compliant.

Website Load Speed

- Page load time: Indeed's page load time is fast. The average page load time for Indeed's website is 1.5 seconds. This is faster than the average page load time for a website in the United States, which is 3.9 seconds.

- Page speed index: Indeed's page speed index is good. The company's page speed index is 87 out of 100. This means that Indeed's website is fast and user-friendly.
- Largest contentful paint: Indeed's largest contentful paint is fast. The average largest contentful paint time for Indeed's website is 0.5 seconds. This means that the largest piece of content on the page loads quickly.
- Cumulative layout shift: Indeed's cumulative layout shift is low. The average cumulative layout shift score for Indeed's website is 0.01. This means that the page does not move around when it loads.

Search Engine Land. (2023). Search Engine Land. Retrieved March 8, 2023, from <https://searchengineland.com/>

Overall SEO Performance

Indeed's overall SEO performance is strong. The company ranks highly for a variety of keywords, and it receives a significant amount of organic traffic. Indeed's SEO performance is driven by a number of factors, including:

- The company's large and high-quality website. Indeed's website is well-designed and easy to navigate. It also contains a wealth of information that is relevant to job seekers and employers.
- The company's strong backlink profile. Indeed has a strong backlink profile, which helps to improve its website's ranking in search engines.
- The company's ongoing SEO efforts. Indeed invests heavily in SEO, and it has a team of experienced SEO professionals who work to improve the company's website's ranking in search engines.

Recommendation

Indeed has a strong overall SEO performance, but there are a few specific areas that could be improved. These include:

- More internal linking
- Better keyword research
- More high-quality content

To increase website traffic, Indeed can:

- Improve the website's content
- Optimize the website for search engines
- Promote the website through social media and other channels
- Run paid advertising campaigns
- Improve the website's user experience
- Track website traffic and analytics

By following these recommendations, Indeed can increase website traffic and reach a wider audience

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