



<https://www.peoplexcd.com/>

XCD is the only single solution HR & Payroll software available on the Salesforce platform.

With over 30,000 users across 35 countries benefiting from its range of Salesforce powered services, XCD is one of the UK's fastest-growing HRMS vendors. XCD removes the risks and wasted time associated with multiple systems, hard copy paper forms, manual processes, duplicate data entry and data transfer. XCD provides a single solution for HR and payroll processes, through an easily configured, online self-service solution.

Goals

- ✔ Increase Google rankings for key HR terms
- ✔ Compete more effectively against others in the industry
- ✔ Targeted content reaching the right audience

Success stats

-  Boosted keyword rankings on the first page from 85 to 152
-  264.4% increase in organic traffic
-  8.3% market share - increase from 2.5% based on 50 tracked keywords

Challenges

Although XCD were producing high quality content, they were having difficulties putting it in front of the right people, at the right time. After an in-depth audit with Viaduct Generation, they discovered that their content wasn't quite covering the correct keywords that their target personas were searching for - increasing their Google rankings for key HR terms was essential for their continued growth.

They also wanted to better distinguish themselves from other competitors and increase their market share.

Working with Viaduct Generation

"We made the decision to work with Viaduct Generation in order to fine tune our marketing strategy and planning, taking advantage of using organic search as a strategic channel. We're now consistently generating MQLs through form conversions that have been purely driven by SEO.

We love the team at VG - everyone is lovely and we enjoy our regular catch-ups and working closely with them to achieve our goals."

Joel Rowbottom, Digital Marketing Manager