

sage

People

Keyword research for SEO powered by



There's more to my people

Transform the way you acquire, retain, manage and engage your workforce. Know your people, drive your business with Sage Business Cloud People.

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Marketplace

Sage People is a modern global HR and People system that transforms the way mid-size multinational and progressive organisations acquire, retain, manage and engage their workforce.

Sage People helps organisations connect to their workforce in a new way by increasing workforce visibility and compliance, boosting HR productivity, and providing great experiences across the entire workforce.

With multiple decision-makers and a long purchase cycle, there are many barriers to overcome. HR is experiencing a shift in approach from a pure admin function to a more people-centred role that takes responsibility for employee experiences that will drive business efficiencies and growth.

Audience

- HR Directors of businesses with between 200-5,000 employees operating globally in multiple territories.

Our Approach

We began by looking at the main motivations and challenges potential organisations were faced with when transitioning from a HR admin function (HCM) into an employee experience centred function (People). Once the motivations and challenges had been identified we then knew what behaviours organisations that may be interested in a product like Sage People would be demonstrating.

We used Focus to map out the keyword research to a granular level around each of the behaviours. We replicated this research to an in-market view where people were searching for these behaviours in the context of looking for a software solution to help them achieve their goal.

For Example Absence Management (traditional SEO terms) to 'mental health in the workplace' (new granular focus).

Results

- SEO traffic has seen growth of 99% during the 6 months since Focus was first utilised.
- Focus has enabled us to prioritise high-quality organic traffic with the conversion rate to Lead increasing by 111% in the same time frame.
- Sage People now has a full understanding of which behaviours and topics are the most important at each stage of the sales funnel.
- Sage People is now positioned as a thought leader around topics that are important to their potential clients.
- Sage People has visibility on keywords competitors are heavily involved with.

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