



SEO demand rockets as online marketing spend is squeezed

Digital marketing recruitment rush spurs creation of new SEO arm for recruitment agency

10 November 2008. In response to a marked increase in demand for SEO marketing expertise, Xcede Recruitment Solutions has created a specialist Search Engine Optimisation recruitment team.

The team has been formed in response to huge customer demand, both from digital marketing agencies and in-house, for increasingly valued SEO skills. Xcede has seen a steady increase in demand, over the past six months, for the full spectrum of online marketing roles to create online strategies, draw visitors to websites, lock customers in and analyse effectiveness of campaigns. This need for online marketing expertise has had a knock on effect for SEO professionals across the board. In spite of challenging market conditions, average salary expectations for SEO jobs are continuing to rise.

With many marketing budgets frozen or cut, companies are realising the true value of website ranking on major search engines. Additionally, businesses looking to maximise online revenue are often drawn to SEO as it increases website visibility and therefore helps to attract more visitors.

Xcede Recruitment Solutions has built up an enviable reputation in the digital marketing recruitment sector and sees this move as vital for the future.

“The rise in demand for good SEO people is due to a number of factors,” said Jeremy Bogush, Director of Xcede Recruitment Solutions. “Marketing departments have realised just how effective SEO spend can be when compared to other channels (notably PPC), and this demand has buoyed the sector. Experienced SEO professionals have always been a scarce resource, and we predict this situation will continue. The creation of a new SEO team perfectly complements our existing expertise in: business and consumer intelligence, which covers data analytics and web analytics jobs, and web development and web design”

The team will focus on providing both full-time and contract SEO roles. Currently the demand is outstripping supply at all levels, especially as many digital marketing agencies now have an SEO offering.

William Jacques, Director of Xcede Recruitment Solutions, believes that the breadth of his company's offering is important to clients: "Our clients often need a range of skillsets, from the ability to analyse raw data on customer intelligence, build relevant user applications, promote sites and retain traffic to targeted and sophisticated digital campaign management."

He continued: "The new team also reflects our specialty in placing high-quality candidates who have a background that combines marketing and technical or analytical expertise."

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About Xcede Recruitment Solutions

Xcede Recruitment Solutions was founded in 2003 and specialises in providing quality permanent and contract personnel within business and customer intelligence and new media. Specific areas covered included marketing analytics, web analytics, SEO, web design, SEO and web development.

Xcede's client list ranges from major blue-chip companies to fully integrated marketing agencies. Job roles that Xcede recruits for include marketing analysts, data analysts, flash developers, SAS programmers, creative directors, credit risk analysts, web analysts, SEO specialists, web designers, art directors, copywriters, front end web developers and back end web developers.

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