

CASE STUDY



www.legalpeople.com.au

ABOUT LEGAL PEOPLE

Priding themselves on decades spent earning their reputation for premium service among clients and industry-peers alike, in 2013 Legal People felt it was time to ensure their digital footprint did their legacy justice. The firm's partner, Sharon Henderson joined the dots and acknowledged that to bring their boutique offering to a wider market, a digital overhaul was key. She approached the undertaking with the philosophy, "If we were going to do it, we were going to do it right."

Enter JXT.

SOLUTIONS

Legal People engaged JXT to:

- Build a website that both met benchmark digital standards and recruitment-oriented features;
- Provide a site incorporating our SaaS technology meaning it would keep pace with industry and technological advancements;
- Provide social media integration;
- Provide a fully responsive site to interact with users on mobile and tablet devices;
- Design the best possible user experience with clear calls-to-actions to capture greater numbers of candidate applications;
- Deliver a site with clear user journeys for greater client engagement.

CHALLENGES

- Previous website was antiquated;
- Needed the ability to interact with candidates on smart phone whilst on the move;
- Wanted a solution with greater security as previous website had been hacked.

**FOUNDED 42
YEARS AGO,
LEGAL PEOPLE
WAS ONE OF
THE FIRST
ESTABLISHED
LEGAL
SPECIALIST
RECRUITMENT
AGENCIES IN
AUSTRALIA.**

JXT

“JXT listened to what we wanted and I am so Proud of what JXT have helped us achieve.”

Sharon Henderson
Partner, Legal People



“THE RESULTS SPEAK FOR THEMSELVES.”

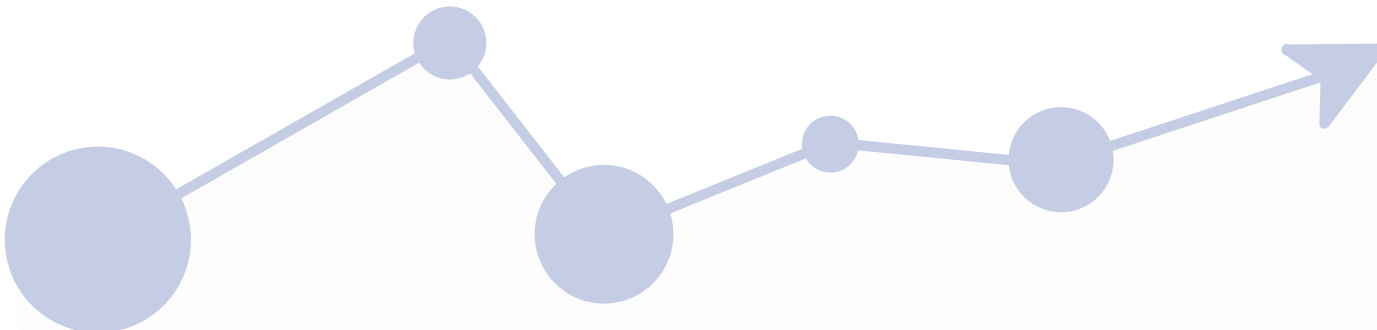
OUTCOME

- Utilising JXT's SaaS job board technology Legal People's jobs sit on their own URL which means the roles are highly optimised for search engines;
- Better SEO of roles, means greater exposure to both clients and quality candidates; Legal People can now be found on the top of page 1 of Google organic results;
- Application on site has increased from 0% to over 29%;
- Improved Search Engine Optimisation (SEO) means candidates are able to more effectively find the right jobs for them and apply;
- Google recently announced that over 40% of jobseekers use mobile to search for jobs: Legal People can now capitalise on this search behaviour;
- Over 30% of Legal People's candidates are now procured via a tablet/mobile device;
- Legal People's hiring process is now optimised for social media: another critical environment to capture the attention of existing industry employees, and newcomers to the legal industry;
- Unlike open source sites the JXT platform is much more secure to resist security breaches;
- Legal People is now the most followed Australian legal recruiter on LinkedIn (from 200 to 1,638 followers)

STATISTICS SINCE LAUNCHING

Google Analytics Statistics (October 2013 – January 2015)

- Sessions have increased by 33.47% from 2408 to 3214
- Users on the site have increased by 40.58% from 1799 to 2529



“The whole process was just seamless...it all just happened.”