

DIGITAL DATA & INSIGHTS

Humanising data to **improve results.**

EXPERIENCES THAT CONNECT



Digital Data & Insights

At Electric Circus, we help HR leaders make the most of their digital assets at every touchpoint of the entire talent lifecycle. Whether you're at the start of your digital transformation journey or part-way through a programme of improvements, we use incisive insight to help you ensure your digital tools are doing what you want them to.

We don't just capture and report on the numbers, we provide meaningful insight that tells you how people use your digital tools, if anything is standing in their way, and what they think of the experience. It's essential, because without it, you'll never really know if your careers site, app or other digital platform is performing as well as it could.

Our clients come to us for a variety of reasons, including:



When they want to know if their **learning platform** is working as well as it should be.



When they're considering a careers site **redesign**.



When they need to **attract** more people: applications, event registrations or talent pool sign-ups.



How our **expertise** can help you

We can help you make your digital assets perform better, get more people to use them, and improve your audience's experience. We can help you answer important questions and take the appropriate actions to solve your challenges and achieve the results you need.

Questions you may be **asking**:

Optimising for Traffic

- What are users searching for when they find you?
- Who else are they visiting?
- Who are your competitors?
- What keywords should we be optimising the site for?

Maximising Performance

- How is your site performing?
- What are users doing on your site?
- Are users doing what you want them to do?
- What's stopping users?
- Are they seeing the content you want them to see?
- Can they find what they are looking for?
- Would users respond differently to different content?

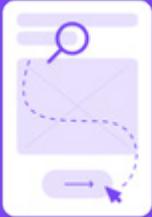
Improving User Journeys

- What journey are they going on before they do an action?
- Do users arriving from different sources behave differently?
Do they convert better?
- Where are users leaving your site?
- Where are users leaving your application process? What fields are causing a problem?
- Are users returning and does a return visit look different?



Our services at a glance

Here's an overview of the services we offer. Keep reading or use the links to find out more about each one.



1. Site Performance Audit

A comprehensive performance review of your digital asset.

[How's your site performing?](#)



2. Search Engine Audit, Keyword Research and Optimisation Review

Identifying what your audience is searching for and how well you're reaching them.

[Is your audience finding your site?](#)



3. User Testing

Pulling together a user testing panel to investigate the efficacy of your site.

[Have you tested if your site really works?](#)



4. Content Optimisation / Personalisation

Trial potential changes to your website and measure the impact.

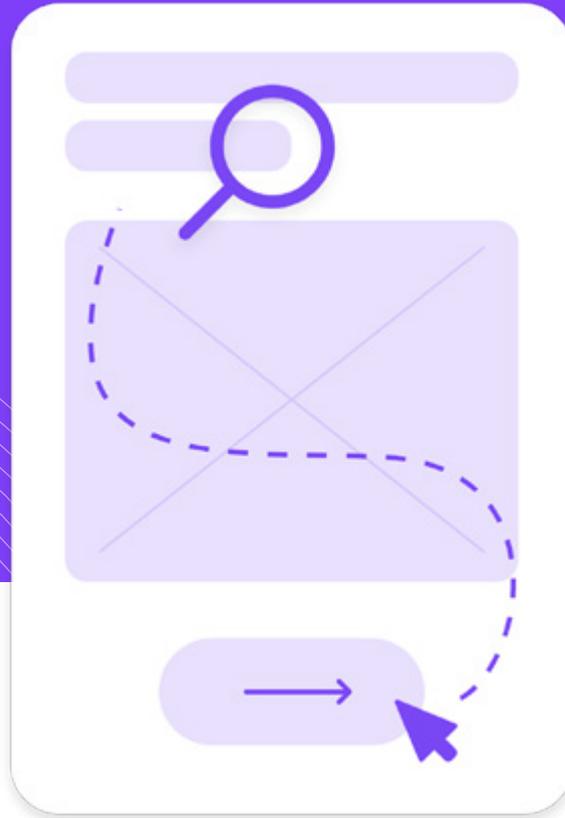
[Is your content as engaging as you think?](#)



5. Site Performance Analysis & Data Dashboards

We can set-up your site analytics to measure key data for achieving your goals.

[Are you measuring how your site is performing?](#)



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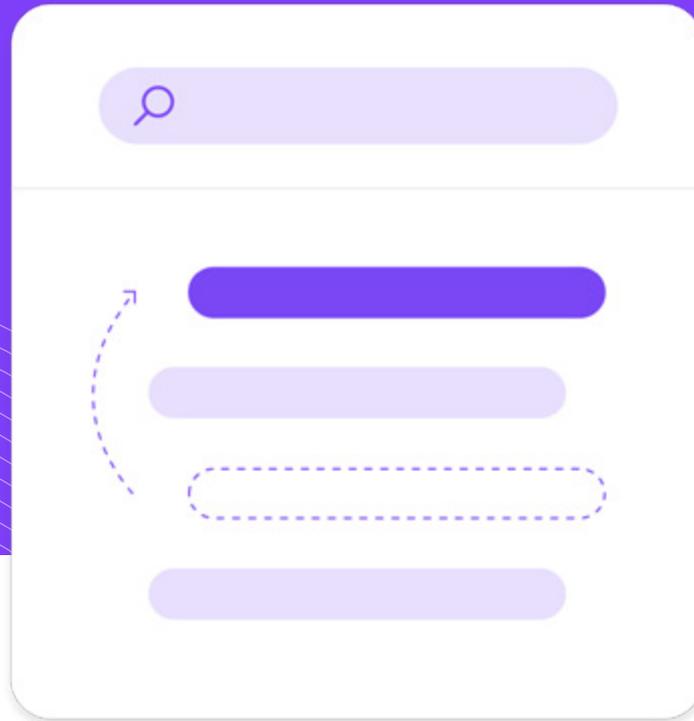
Site Performance Audit

A complete audit of your careers site. We look at everything from user journeys and conversion rates, to traffic analysis, keyword optimisation and content effectiveness. You might be considering making wholesale changes or a complete redesign of your careers site. You could be spending thousands on attraction campaigns only to find people aren't applying for your roles.

Or you might want to make sure your site is at the top of its game. Whatever your objective, we'll use a combination of digital and people-centred research tools to review your site's overall performance and make recommendations for improvements.

You could gain an understanding of:

- What people do on your site, what they look at and where they leave.
- How people interact with your content and what's blocking them.
- How they arrived at your site and where they go when you leave.
- How you can improve your site's performance and success.
- Who your competitors are.



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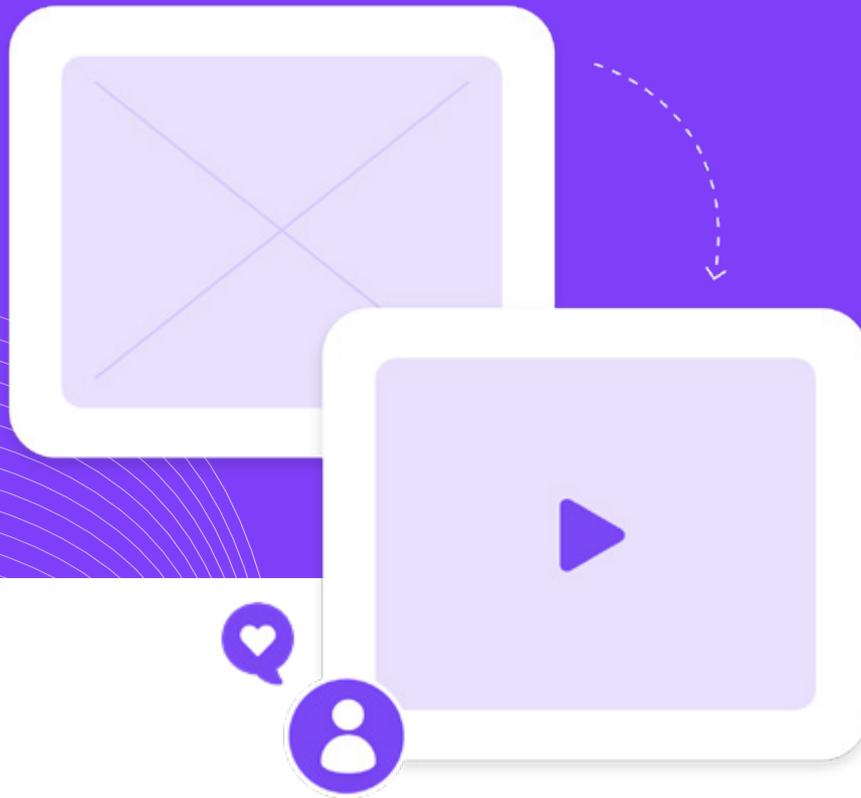
Search Engine Audit, Keyword Research & Optimisation Review

Getting and staying in front of the talent you're looking for means being more relevant for your users' searches than your competition. Our search engine audit is designed to help you identify what your audience is searching for, review how well you are reaching them, and how you compare to your competitors. We'll also assess whether your site is optimised well for your target keywords and whether you need to focus on new ones.

All we need to get started is an overview of your primary target audiences and any specific competitors you'd like us to compare to. Our digital insights team will do the rest, providing you with results and recommendations you can either action yourself or with our help.

You could gain an understanding of:

- Whether your site is optimised for your target audience.
- Whether your chosen keywords are the right ones.
- Where your site is ranking against your talent competitors.



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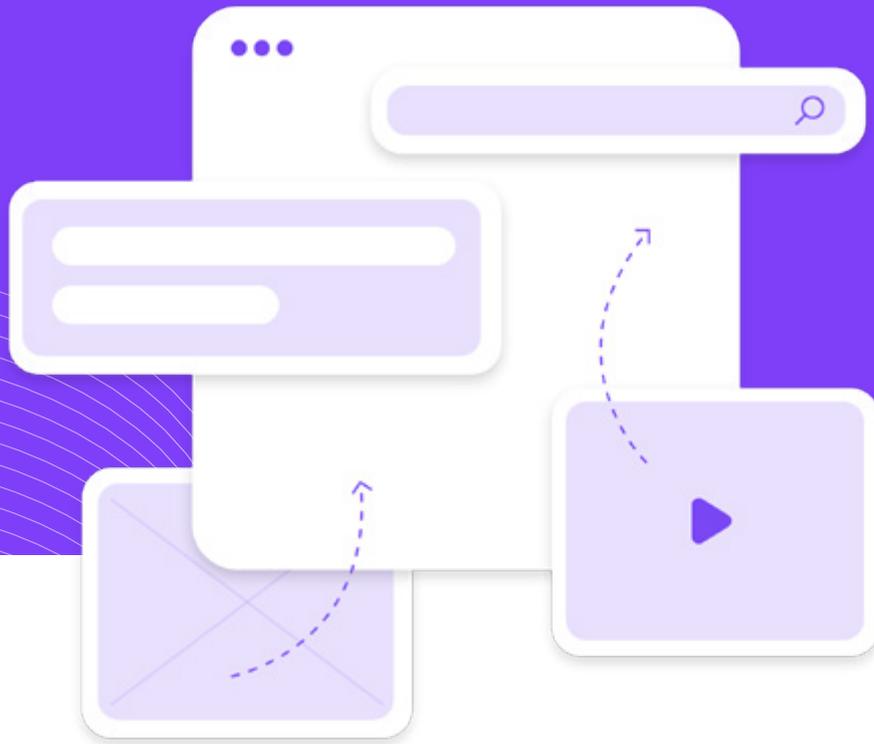
User Experience Review (UX)

When people land on your site, you want to make sure it's working for everyone. And that includes you - whether you want people to apply for a role, register to attend an event, or join your talent pool. If you're unsure whether your content is working, whether users can find what they're looking for, or if certain fields are making life difficult and causing people to leave, a user experience review will help clarify your concerns.

Once we've pulled together a testing panel matching your user profiles, we'll design a number of exercises to thoroughly investigate. We'll also apply our experience in design, development and insight to analyse what is working on your site and what is causing problems for your users. The result - a clear improvement plan to get better results.

You could gain an understanding of:

- How people navigate your site.
- Whether they can easily find information.
- If there are any blockers that stop people taking an action.
- How your brand message is being received and what people think of your content.
- The comparisons of your site to any competitors.



OUR SERVICES

Content Optimisation / Personalisation

Imagine being able to trial changes to your website and measure the impact they might have on your user experience and conversion rates, before you commit to making them permanent. That's what we do here. We take a test and refine approach to website design optimisation, measuring the effectiveness of proposed changes before you deploy them across your site.

Using the same technology, we can also tailor your user experience related to how they came to your site, or based on other data such as the time of day, search terms they used or their demographics.

You could gain an understanding of:

- Whether different design, layout, content or features would perform better before making changes across your site.
- If showing users different content is more successful based on different parameters e.g. tailored landing pages for advertising campaigns, or based on the time of day, search terms or referral source.



OUR SERVICES

Site Performance Analysis & Data Reporting

The nature of the digital world is that it's always evolving, growing, changing. Your website lives in a dynamic ecosystem where user behaviour is constantly moving. So making sure your website is always tracking their activity and meeting their expectations is really important. As is having clearly defined goals to make sure your website is doing what you want it to; then tracking progress to improve performance and making sure you're squeezing every ounce of value out of your site.

We can work with you to set-up your site analytics in a way that measures the most important factors when it comes to your goals, highlighting key user journeys and recording relevant conversion events. We can analyse the data for you, or give you access to a custom dashboard with data and agreed reports you can access at any time.

You could gain an understanding of:

- How your core metrics are performing at a glance, updated in real-time and accessible whenever you need them.
- Where the areas of your site need to be improved and what the priorities are for optimisation.



Need help?

Understanding how your digital asset is performing is the first step to maximising its capabilities so you can achieve your goals. At Electric Circus, we're an experience-led team of digital experts who can help you gain that understanding.

Our expertise blends creativity, digital solutions and communications strategy to develop experiences that engage and connect with job seekers, candidates and employees at every phase of the talent lifecycle. Get in touch to find out how we can help boost your digital performance and solve your HR challenges.

www.electriccircus.co.uk



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