

**Eliassen Group Transforms Website, Boosts Effectiveness**  
**With an easy-to-use platform, the marketing team was empowered to focus on content creation, SEO, and boosting conversions.**



For 25 years, Eliassen Group has been staffing and consulting leaders, perfectly matching capable and talented people with successful companies. Unfortunately, their website hadn't kept up with their evolving business. An aging and inflexible technology foundation made changes difficult to implement and resulted in stale content that didn't relate the great story they had to tell.

"We struggled for a number of years with a platform that was very rigid and extremely inflexible. If we had known how easy the switch to Percussion was going to be, we would have made the change much sooner. The benefits were almost immediate."

**Tom Hart, CMO, Eliassen Group**

**Easy Content Updates Aligned to Personas**

Eliassen Group serves two primary markets—consultants and clients, and their content needs are very different. The website needed to constantly guide visitors to content they would find relevant and valuable.

**Painless Migration—Coach to Live**

Getting the marketing team fully enabled on Percussion's key capabilities was an important milestone for Eliassen Group who had been using their previous system for many years.

"Changing your content publishing tool can be a little scary. We kept asking ourselves internally 'Is Percussion's 90-day coaching program enough?' It turned out we didn't need anywhere near the 90-day coaching window. The coaches were so responsive and the tool so intuitive we were independent much sooner than we ever thought possible. "

**Kristen Perry, Director of Marketing, Eliassen Group**



**About Eliassen Group**

Eliassen Group has been driving the success of our clients, consultants, and employees within Technology Staffing Services and Consulting Services since 1989. For 25 years, we have been at the forefront of innovation by uniting talented people and quality solutions within successful companies to help them attain their business objectives. Our solution oriented approach to understanding your needs ensures that we identify and represent the best possible talent available in the market, personally selected and matched to your requirements by our highly-tenured, extraordinarily capable recruitment services team.

### Responsive Design Catapults Conversion

Before Eliassen Group's website was optimized for mobile, visitors didn't have many choices. They could suffer through multiple clicks to slowly find what they needed on their phones, or they could give up and maybe try back later from their office computer. Conversions and bounce rates were suffering as a result. The new, responsive design ensures visitors have an excellent experience no matter what device is used.

"We were aware that our abandonment rates were way too high, and we were losing large numbers of job applicants due to website inefficiencies. We resolved to ourselves that this needed to change ASAP. Enter Percussion!"

Kristen Perry

### Marketing Empowerment

With Eliassen Group's old tool, publishing updates required a significant amount of technical expertise. Getting IT to prioritize marketing work when they had their own deliverables certainly wasn't the solution, as both marketing and IT interpreted the challenge as a "lose lose" proposition. Marketing had to wait, and IT just got distracted from completing strategic tasks. Percussion changed all that.

"Our IT team is really responsive but they have a ton of high priority work. With Percussion's software, managing and introducing change is now 100% with the marketing team and that feels great. "

Tom Hart

And IT independence wasn't the only way marketing has been empowered. With Percussion's Page Optimizer, Eliassen Group has put the power of search engine optimization in the hands of all content contributors. With an easy to follow interface, marketing is confident they have the right keywords, Meta tags and search best practices embedded in new content—without having to be SEO experts.

### Outcomes at a Glance

- 25% increase in website visits thanks to improved SEO
- 40% increase in session duration as a result of better information architecture and content
- Bounce rate reduced by a staggering 87% due to improved relevance and paths for each persona

### About Percussion

Percussion CMS helps marketers create, publish, and share website content that drives online traffic, engages visitors, and looks great on any device. Percussion powers websites in business, higher education, government, and financial services, helping them measure content impact, improve SEO, and grow business.



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