



TECHNICAL SEO CASE STUDY · CLIENT CONFIDENTIAL

Getting a New Job Platform Found

How Imerex took over a newly launched job search site that a previous agency could not get indexed, rebuilt its technical foundation for organic growth, and handed it cleanly to the client's own in-house SEO hire.

Client	Newly launched online job search platform (name withheld)
Category	Online job board / careers marketplace (early-stage platform)
Engagement	2023 to 2025 (active program through 2024, with follow-up into 2025)
Services	Technical SEO, crawl and indexing remediation, structured data, Core Web Vitals, programmatic page SEO, in-house team enablement
Model	SEO only. Organic search was the platform's primary channel for user acquisition and activity.

~2 Mo to measurable organic visibility gains	Re-Indexed a site search engines had ignored	At Scale technical SEO across thousands of job pages	Handed Off trained the client's in-house SEO hire
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The Challenge

The client launched into one of the most competitive categories on the web, where established players dominate the results for almost every query. A previous three-month engagement with another agency had produced limited traction, and the deeper problem was technical: the site carried errors that kept Google from crawling and indexing it properly, so even good content could not earn visibility. For a platform whose entire user-acquisition model depended on organic search, that was an existential problem, not a cosmetic one.

The Approach

- Cleared the crawl and indexing blockers first. A prior engagement had left the site with technical errors that kept Google from properly crawling and indexing it. Imerex resolved duplicate and conflicting canonical tags, removed an indexing exclusion that was hiding key job pages, and reconciled mismatches between Search Console and Analytics so the site could finally be seen and measured accurately.
- Resolved a Google JobPosting structured-data policy violation and rebuilt the job schema, the markup that lets listings qualify for Google's enhanced job-search results, so the platform's core content could compete on its own terms.
- Adopted modern indexing tooling at job-board scale: the Google Indexing API and IndexNow to get new and updated job pages discovered quickly, with safeguards built in for Google's spam-detection behavior.
- Fixed and validated Core Web Vitals so page experience stopped working against the site's rankings.
- Built the SEO foundation for programmatic job pages (role and location templates) so the platform could scale to thousands of pages without generating thin or duplicate content.

- Worked hand in hand with the client's development team: Imerex specified each change, reviewed the implementation, and re-tested, so technical recommendations actually shipped and held up.

The Results

With the technical blockers cleared, the site became fully crawlable and indexable, and organic search visibility improved measurably within roughly two months. From that foundation, organic traffic grew steadily and became a key driver of platform activity and new-user acquisition. The work was not a one-time cleanup: as the platform shipped new programmatic content, Imerex kept catching and correcting execution issues so Google continued to interpret the new pages correctly.

Just as important as the lift was the diagnosis. Imerex separated what was a content problem from what was a technical problem, something the prior agency had not done, and gave the client a clear, data-grounded picture of where organic growth could realistically come from and what it would take to get there.

Client identity withheld. Results are described qualitatively; specific traffic and business metrics are held confidential at the client's request.

A Clean Handoff

Imerex's goal was never to make the client dependent on an outside agency. As the platform matured, the founder decided to build SEO in-house, and Imerex helped vet and interview the candidates, then advised the new hire as they came up to speed. When the engagement wound down at the end of 2024, the in-house lead was running the program confidently and the founder's parting note was simply thanks for the help, and Imerex still checked in months later to share ideas. That is what owner-run service looks like: build the capability, then make yourself replaceable, on good terms.

A site Google could not see, turned into an organic channel the business could build on.

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