



# hueman™

## Partner Success Story

### At a glance

Hueman identified application structure and workflow issues with Indeed syndication. Works with client ATS and Indeed to identify, address, and resolve the disconnect.

### OUR PARTNER

Academic Medical Center who has an international reputation for quality medical care and research.

### THE CHALLENGE

When our client expanded a new division, Indeed flagged the XML feed changes for violating Indeed rules. This caused the client to lose all organic visibility, traffic, and applications. The client did not know they had been flagged nor that they lost this avenue for reaching candidates.

### OUR SOLUTION

Hueman audited the ATS set-up and identified that the client was not receiving Indeed organic results. Hueman worked with the client's ATS contacts to update the naming conventions and XML feed to be compliant. Hueman then worked with the Indeed aggregation team to clarify the corrected structure and petition for organic visibility to be reinstated for all jobs. This update was approved and all jobs were granted organic status.

### OUR RESULTS

Based on Indeed analytics. Results are based on analytics prior to and after Hueman partnership services.

Prior: August - December 2019

After: January - May 2020



**594%**

increase in total impressions



**570%**

increase in total clicks



**12.8%**

increase in total client applications



**11%**

maintained click through rate to ensure quality of engagement

### About us

Hueman focuses on building partnerships through culture-based recruitment. These solutions help meet the financial needs of our partners while improving employee engagement and reducing turnover.

To learn more about Hueman's culture-based recruitment programs, visit us at [huemanRPO.com](http://huemanRPO.com) or email us at [info@huemanrpo.com](mailto:info@huemanrpo.com).