

How to become market leader in the Hungarian online job market by integrating a national and 20 local job boards

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The Problem

- Inform Media had two national job portals in the market, with cvonline.hu and topjob.hu
- With two national portals Inform Media couldn't challenge the dominant player on the market
- Heavy national competition with 6 players in a small market
- One dominant number one with 10 years experience



(acquired in 2010)



(founded in 2008)

- 12 years in the Hungarian market
- Number 2 position with focus on capital Budapest
- Outdated, 10 years technology with huge SEO problems
- Countryside not covered
- cvonline.hu was not integrated in the topjob.hu platform

- Only 2 years on the market
- Number 3 position with focus on eastern Hungary
- New, scalable technology with high SEO ratings
- Local sales force
- No regional portals existed

Integrate cvonline.hu in
topjob.hu platform

topjob.hu goes local

The Strategy

- Migrate topjob.hu into 20 regional portals
- Integrate cvonline.hu into the same platform
- One SaaS platform hosts all portals
- Develop a clever SEO strategy (avoid duplicate content and smart indexing of content)
- Develop a sophisticated content sharing strategy between local-, national- and category levels
- Develop a clear sales strategy for regional portals and the national cvonline.hu



Topjob.hu goes local



- Budapest
- Bács-Kiskun
- Baranya
- Békés
- Borsod-Abaúj-Zemplén
- Csongrád
- Fejér
- Győr-Moson-Sopron
- Hajdú-Bihar
- Heves
- Jász-Nagykun-Szolnok
- Komárom-Esztergom
- Nógrád
- Pest
- Somogy
- Szabolcs-Szatmár-Bereg
- Tolna
- Vas
- Veszprém
- Zala

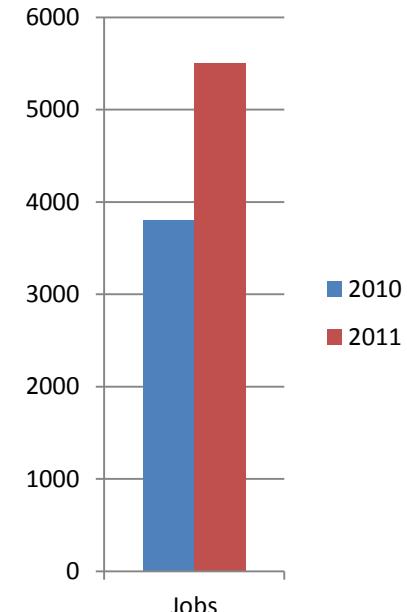
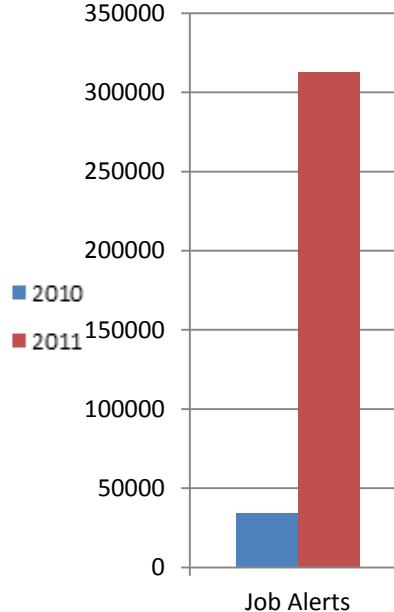
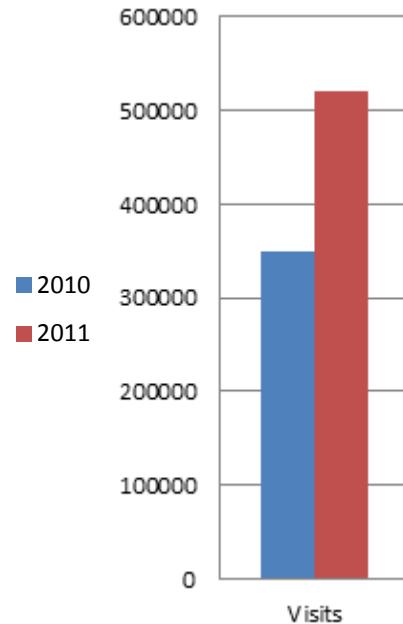
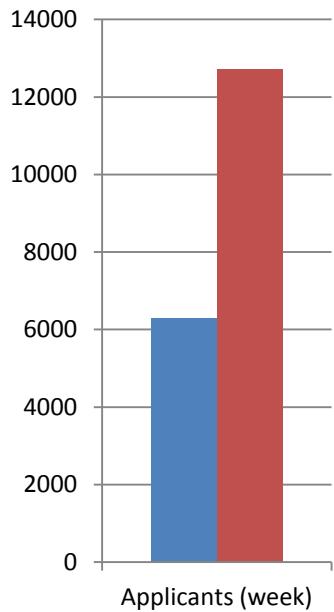


The Solution

- SEO and Content Solution
 - A Content Strategy which is avoiding duplicate content
 - A Carefully handled indexation of content within the portals
 - A Smart client- and job synchronization between the national cvonline.hu and the regional topjob.hu portals
- Sales and Marketing Solution
 - One national sales team for cvonline.hu, selling national and regional portals
 - Sales teams on regional level, selling only local branded niche portals
 - Selling from national to local level is obligatory
 - Selling from local to national is not allowed
 - Cvonline.hu as national brand is powered by 20 local job niche portals
- Technology Solution
 - All regional domains and the national portal is hosted in one SaaS platform technology
 - A scalable technology to easily rollout regional portals with a view clicks
 - accounts and data synchronization within the portals
 - A flexible HTML structure on the frontend to support SEO strategy

The Results

- The job network is now the number One marketplace for jobs in Hungary → Market leader
- The number of applicants on a weekly basis doubled
- Traffic increased by 49% in the first year
- The number of job alerts grew 800%
- The number of registrations increased 20%
- Revenue grew by 20%



Is this innovative?

Yes because:

We challenge the competition

- We tried something new with a local and national ultra niches considering SEO, Content, Technology and sales – that's **novelty**.
- The concept how we manage SEO, content, technology and sales was quite hard work, that's **creativity**
- All important numbers went up within 8 months and the customers appreciate the response we deliver – that are **results**
- Sustainability is guaranteed as we see that jobs are fragmented markets which demand niches that's **sustainability**