



## A WORD-right Case Study

# Copywriting was Just the Job for 123 Recruitment



### 123 Recruitment Ltd

123 Recruitment Ltd is a new employment agency recently launched in Bicester, Oxfordshire. Directors Miranda Gibbs and Steve Pattison have a track record in placing people in new jobs, particularly those who have previously experienced difficulties gaining employment. Their objective is to provide a comprehensive employment service to the town, specialising in open lines of communication and good old fashioned service.

### A New Website

Part of 123 Recruitment's marketing campaign involved the construction of a new website to promote the service. This will also act as an advertising portal for their vacancies. Miranda and Steve opted to use IRUN Solutions' WebBuild Pro Package and successfully constructed their own site online.

However, when it came to writing the copy for the website, both Steve and Miranda were struggling. They recognised copywriting was a skill they didn't possess. Miranda and Steve didn't know what to write or how to go about it.

### Calling in the Copywriters

Oxfordshire copywriting company WORD-right, was recommended to 123 Recruitment by their website providers, IRUN Solutions. Miranda and Steve instructed WORD-right's professional writers to create the copy for the new website.

### What Happened Next

Joy McCarthy, WORD-right's principal writer, conducted a telephone interview with Miranda Gibbs. During the conversation, all the relevant information was identified and the page structure was devised. To ensure all the information was captured, WORD-right recorded the telephone interview to an MP3 file. This meant Miranda and Steve could continue to focus on their company launch without interruption.

### The Copywriting Process

Based on the recorded telephone brief, WORD-right investigated the recruitment market. The relevant keywords, essential to the site's performance, were researched, and the completed copy was delivered just a couple of weeks after the telephone interview. Each page was clearly laid out and contained instructions for

hyperlinking and navigation. As well as writing the main website copy, WORD-right also prepared a company launch Press Release. This served two functions: it provided the copy for the 'News' page of the website, and was ready formatted for delivery to the local media.

### The Result?

123 Recruitment's web site is now live and attracting visitors at:

*"When we were setting up 123 Recruitment, the website was an important part of our marketing campaign. Because we didn't have the skills or the time to write the copy ourselves, we knew we needed the help of a professional writer. We were amazed at how simple it was. Joy took the brief over the phone which saved us a lot of time. She also helped us decide which pages we needed to make the website work properly. We were delighted with the result."*

**Miranda Gibbs, Director,  
123 Recruitment Ltd, Bicester**

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