



RADX

[place pig-in-goggles RADX logo]

CASE STUDY · PRECISION SEO

The Industrial Recruiter: Organic Talent Acquisition

How a \$7M machine shop solved its skilled-labor crisis through strategic SEO — no recruiters, no ad spend, just measurable results.

Growth Stalled by the Talent Gap



A precision machine shop generating \$7M annually faced a critical bottleneck: they couldn't find skilled CNC and laser operators fast enough to meet demand. Traditional recruiting methods — headhunters, job boards, paid ads — delivered minimal results at premium costs.

The skilled-trades shortage wasn't just slowing growth. It was threatening their ability to fulfill existing contracts and pursue larger opportunities in aerospace and medical-device manufacturing.

HR-First SEO Architecture

Technical Job Schema

Implemented structured-data markup to push job listings directly into Google's Jobs feature, bypassing expensive aggregators and reaching active job seekers at the moment of search.

Recruitment Site Architecture

Redesigned career pages with location-specific landing pages, skills-based content, and streamlined application flows optimized for mobile manufacturing talent.

Organic Visibility Strategy

Built authority around high-intent keywords like 'CNC machinist jobs [city]' and 'laser operator careers' to capture qualified candidates without paid spend.

The ROI of Zero Ad Spend

Cost Per Hire by Method



Value Shock

If just 3 of those 406 clicks converted to hires, the company saved **\$45,000** compared to traditional recruiting fees — while building a permanent talent pipeline that keeps delivering candidates month after month.

Results That Speak for Themselves

406

Direct Job-Seeker Clicks

Qualified candidates landing on career pages in just 5 months

\$0

Paid Ad Spend

100% organic traffic with zero cost per click

133K+

Global Impressions

Brand visibility across search and jobs platforms

These metrics represent a fundamental shift: from competing for talent on expensive platforms to becoming the destination skilled workers discover organically when they're ready to make a move.



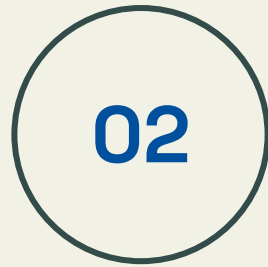
The Multiplier Effect

Beyond immediate hires, organic recruitment SEO builds compounding value. Every optimized job listing, every career page ranking for local searches, every positive candidate experience — these assets continue working 24/7, attracting talent without ongoing ad spend or recruiter fees.

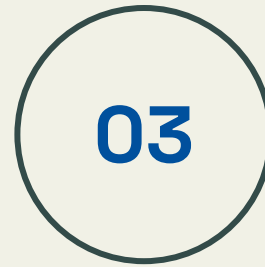
How the Strategy Works



Technical Setup



Content Optimization



Local Targeting



Continuous Refinement

This systematic approach transforms your careers section into a high-performance talent magnet. Each component reinforces the others, creating a recruitment engine that scales with your growth.

Traditional vs. Organic Recruiting

Traditional Methods

- High cost per hire (\$4,500–\$15,000)
- Dependent on third-party platforms
- Short-term campaign mindset
- Competing in crowded job boards
- Limited employer-brand control

Organic SEO Strategy

- Zero ongoing ad spend
- Owned recruitment pipeline
- Builds long-term asset value
- Captures high-intent job seekers
- Full control of candidate experience

Why This Matters for Manufacturing



Chronic Skilled-Labor Shortage

The manufacturing sector faces a projected shortfall of 2.1 million workers by 2030. Organic recruitment SEO provides a sustainable competitive advantage.



Quality Over Volume

Unlike spray-and-pray job boards, organic search attracts candidates actively seeking your specific roles, location, and company culture — dramatically improving hire quality.



Long-Term Pipeline Building

Each optimization compounds over time. Your careers site becomes a 24/7 recruiting asset that keeps delivering candidates as your reputation and search visibility grow.

The Path Forward

01

Audit Current State

Evaluate existing careers pages and job-listing visibility.

02

Implement Technical Foundation

Deploy job schema and structured data.

03

Optimize Content

Build location and skills-based recruitment pages.

04

Measure and Refine

Track clicks, applications, and cost savings.

Transform Hiring from Cost Center to Strategic Asset

The industrial labor crisis demands new solutions. This case study proves that with the right technical approach, manufacturers can build sustainable talent pipelines that deliver qualified candidates without the crushing costs of traditional recruiting.

The question isn't whether to optimize for organic recruitment — it's how quickly you can implement it before your competitors do.

The same job schema and structured data that filled this pipeline is also what surfaces a manufacturer's roles in AI answer engines like ChatGPT and Google's AI Overviews — where candidates increasingly start their search.

Every engagement starts with a free 10-minute audit. No pitch deck. No pressure — just an honest look at where you stand.

[Book Your Free Audit →](#)

RADX Case Study by RADX — Empowering Manufacturing through Digital Credibility

Figures sourced from Google Search Console, GA4, and client reporting.