



PRESS RELEASE - 01/05/2007

THC Recruitment appoint Pagefix for SEO

THC Recruitment has announced that they will be working with Pagefix on a rolling contract for Search Engine Optimisation (SEO) and general Internet Marketing consultancy as part of a wider strategy to improve their rankings in the Search Engine Results Pages (SERPs).

The initial strategy is to improve visibility for THC Recruitment for their financial service keywords, in particular: leasing, vendor finance, motor finance, consumer finance and asset finance.

Julie Ramsay, Director, THC Recruitment Limited, commented: "Our latest expansion has been into Consumer Finance. THC is now a preferred supplier to the UK's largest Personal finance company; we will continue to grow our expertise to add value to both our candidate and client base and working with Pagefix to promote this expansion online is seen as a crucial element in our marketing strategy.

Chris Terry, CEO, Pagefix Limited, added: "We are delighted that THC Recruitment have appointed us and are confident that our proven processes will enable us to deliver excellent results. In fact, early improvements are already being seen as a result of the initial [on-page optimisation](#) undertaken."

ENDS

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Notes to editors:

THC Recruitment is a specialist recruitment company working with clients and candidates across the whole range of Financial Services including: Finance House, Vendor, Sales Aid, Captive, Contract Hire, Consumer, Invoice Discounting and Factoring.

Pagefix offer professional Internet Marketing, Search Engine Marketing, Search Engine Optimisation, Social Media Marketing, Website Consultancy and Website Management Services.