



Performance-focused workshop transforms internal processes for tradesman finder platform

Hands-on training day upskills PR team in core SEO skills

Builtvisible.



Client
Werkspot

Industry
Professional services

Services
Training

Founded in 2005, Dutch company Werkspot specialise in helping homeowners find the perfect tradesperson for jobs in and around the house.

Borne from a frustration that this process is often so time-consuming, Werkspot created a one-stop platform that allows users to find trusted professionals. The market leader in the Netherlands, they've placed more than two million jobs to-date.

The challenge

The team at Werkspot approached us with a common problem: a siloed internal team with a lack of cross-channel experience was missing out on key opportunities to have a powerful impact felt throughout the business.

In particular, the client's PR team was struggling to understand how their press campaigns and media outreach tied into the brand's organic search performance. They were looking to develop a solid grounding in modern SEO, which they could then use to refine their processes and ensure that all future campaigns contribute to organic growth.

The solution

Werkspot's previous training ventures had proven too theory-heavy or generic, providing little in the way of actionable advice. We set up an initial discovery session to better understand the internal team's workflows, goals and challenges before building a bespoke, hands-on and performance-focused workshop agenda.

Our full-day on-site workshop began with an introduction to SEO, covering how search engines work, how they rank websites and key search results page (SERP) features. We then offered insights into the importance of links, how to measure link value, what makes a link good or bad, and related a brief history of spammy link building tactics to be avoided.

With those fundamentals pinned down, we moved into looking at content, including examples of successful link building pieces in Werkspot's competitor landscape. We introduced the team to a variety of tools and processes for competitor research, ideation and content strategy, as well as discussing working with influencers.

Last, but certainly not least, we got onto the topic of prospecting and media outreach for link building. We outlined how to vet potential media targets, detailed ideal tactics for contacting publishers, debated the 'perfect' outreach email and discussed etiquette for following up on outreach emails.

Don't just take our word for It!

“My team and I needed a better understanding of SEO and media outreach, specifically to support our public relations work. The day we spent with Builtvisible was tailored to our needs and invaluable in advancing our collective skillset.


Our trainers delivered a performance-focused programme aimed at giving us actionable insights to take back to the office. We have since adopted new practices in-house and understand the importance of SEO within the wider marketing context.”

Elize Brolsma, International PR & Communication Specialist

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