

MILHOUSE ENGINEERING &  
CONSTRUCTION INC.



HIRING QUALIFIED APPLICANTS

## OVERVIEW

About Milhouse

Milhouse Engineering and Construction Inc. is the largest African-American owned full-service engineering firm offering expertise in **civil, mechanical, electrical, structural, and environmental engineering, as well as construction and program management**. Based in Chicago, they have expanded to eight other states with ten offices with plans to expand further.

They deliver creative solutions to complex problems around the globe and driven by their diverse perspectives, they challenge the status quo to pursue a brighter future for the communities we serve.

Milhouse is a unique, Chicago-based firm whose collective passion, vision, and expertise have led to phenomenal growth and been named a **'Best & Brightest Companies to Work For'** for 17 years in a row!

20

years in business

3000+

projects

450+

clients

500+

team members

\$1M

invested in community  
organizations

# CHALLENGE

Website was not generating any Leads / Applications for qualified candidates.

- It Was Difficult & Time Consuming to Update Their Website
- No Story & Lack of Client Messaging
- Lot's of Content Overlap
- No CRM (Customer Relationship Management) Integration
- Minimal Leads Coming Through the Website Resulting in The Sales Team Doing Cold Outreach

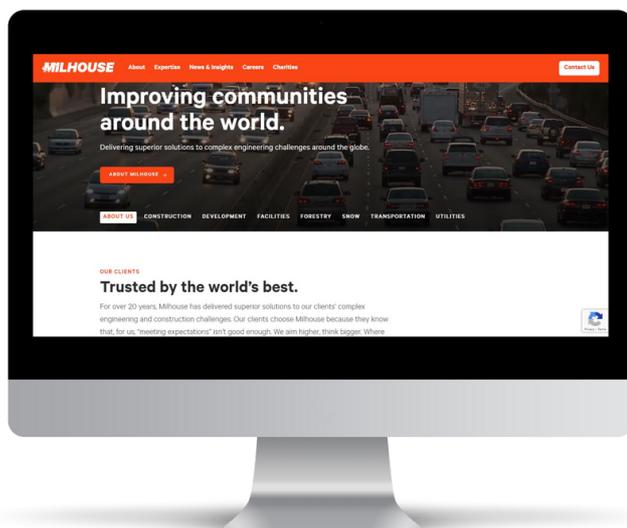
# SOLUTION

Custom WordPress Website Design, Personas & SEO (Search Engine Optimization)

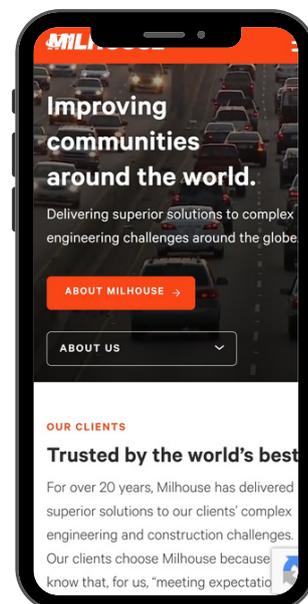
In this project, The Best Media identified gaps in their website design and search strategy and created a Customized Website Design, Personas and SEO Solution, which focused in part on an enhanced careers section.

- **Developed an Industry Leading Careers Section** dedicated to showcasing all the various benefits of joining the Milhouse Team
- **Personas Research & Development** provided deep insights into what their audience is expecting to see on their website
- Created a **Custom SEO campaign** to drive search traffic to the site the focuses on the services that Milhouse provides, rather than just search terms focusing on their name. This has resulted in a 20% increase in site traffic since June 2022

Actual Screenshots



[www.milhouseinc.com](http://www.milhouseinc.com)



# RESULTS

- **20% Increase In Organic Traffic**  
in the 6th month of the SEO Campaign

20%

- **Better Recruitment**

website started receiving applications after the new website launch as shown below

Major emphasis on their **culture & employees** to enhance recruiting



\*\*Summary of **Applications Received** Over 8 Months Time in 2022

<b>May 2022</b>	<b>0</b>
<b>Jun 2022</b>	<b>0</b>
<b>July 2022</b>	<b>0</b>
<b>Aug 2022</b>	<b>0</b>

## NEW Website Launched

<b>Sept 2022</b>	<b>10</b>
<b>Oct 2022</b>	<b>19</b>
<b>Nov 2022</b>	<b>18</b>
<b>Dec 2022</b>	<b>15</b>

- **Total of 62 Qualified Applications Received In Just 4 Months Time!**