

Helping a Global Manufacturer Reach More Job Seekers Through AI Search

Expanding career content helped more job seekers find the company and apply for jobs



Overview

More job seekers are using AI tools like ChatGPT, Gemini and Claude to research employers before they visit a company's website. While this global manufacturer already had a strong presence in traditional search for their brand name, it needed to improve its visibility for non-branded career searches and make it easier for AI platforms to understand and recommend its opportunities. If job seekers don't already know a company's name, they need another way to find them.

Simplified Marketing's goal was to expand the company's online footprint beyond branded searches, making it easier for search engines and AI platforms to recommend the company when candidates searched for career opportunities.

The Challenges

-  The client was **only showing up for branded searches (company name)**, which is great, but only if people already know the company.
-  **Limited content** showcasing nearby manufacturing plants and career opportunities available at each location.
-  **The website pages didn't answer many of the questions applicants** were asking AI platforms.
-  **Manufacturing continues to face skilled labor shortages**, making it more important to reach qualified job seekers.

The Shift

-  **Expanded career content around high-demand** job roles, plant locations and employer-brand topics.
-  **Added FAQs and supporting content** that answered the questions job seekers were asking AI tools.
-  **Improved the website experience** through stronger calls to action, making it easier for job seekers to explore opportunities and apply.
-  **Implemented advanced reporting** that gave the client visibility into career page traffic, job applications, and candidate engagement.

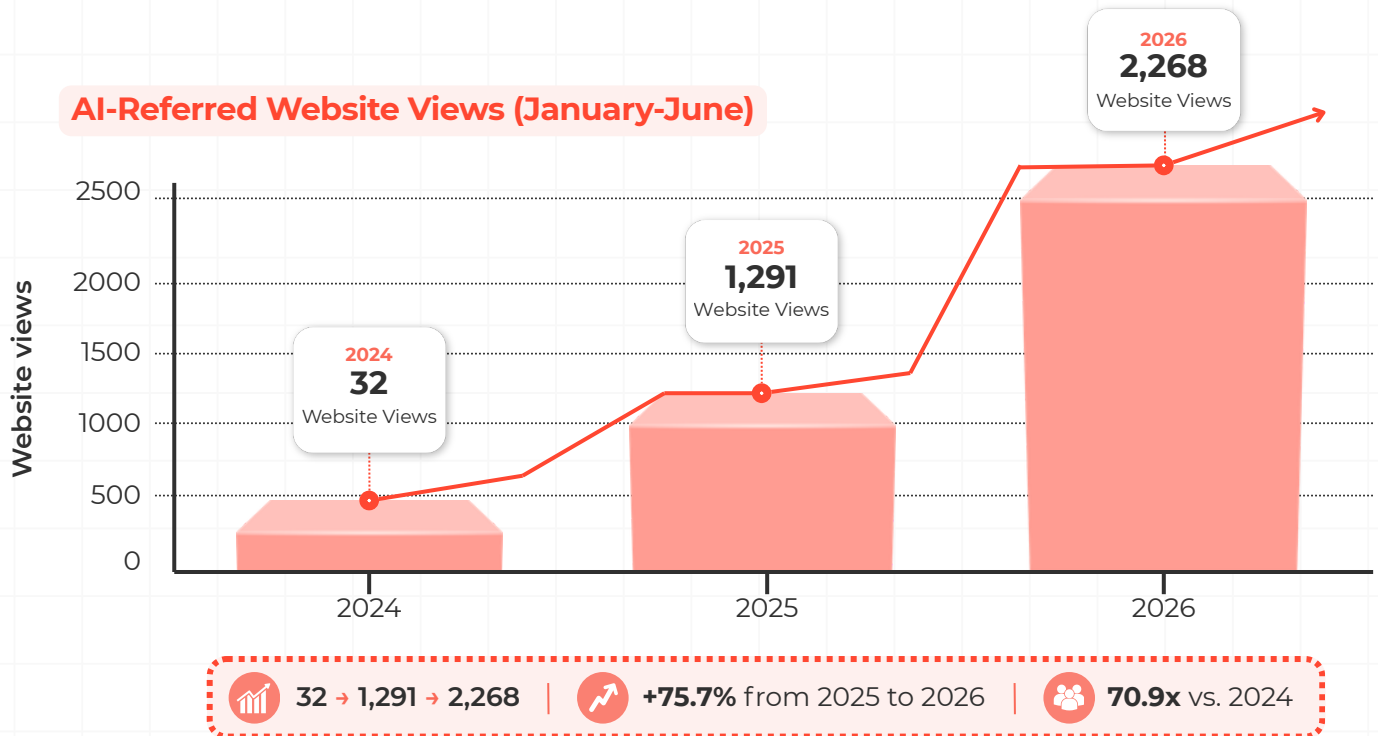
The Result

AI Visibility

How AI Became a New Source of Qualified Candidates

As more helpful career content was added to new and existing pages, AI platforms had more information to understand and recommend the company's career opportunities when people searched for employers and manufacturing jobs. For Simplified Marketing, success wasn't measured by website traffic alone. The goal was to help qualified job seekers discover career opportunities, take action, and apply for open positions.

That approach increased AI-referred website views from 32 in 2024 to 1,291 in 2025 and 2,268 in 2026.



Simplified Marketing also made it easier for job seekers to take the next step by creating optimized pages for different roles and locations. This helped people quickly find job opportunities relevant to them and the information they needed before applying. As a result, the career search page increased visibility from 19 visitors in 2025 to 123 visitors in 2026 (+547.4%), while the action to apply (apply now) increased from 11 to 44 applications (+300.0%). This shows that more job seekers who found the company through AI were exploring career opportunities and submitting applications.

Career-Related Actions from AI Referral Traffic (January-June)



Careers Search Action

Job seekers explored more opportunities in 2026.

2025
19
Actions

↑
+547.4%
YoY

2026
123
Actions



Apply Now Actions

More job seekers took the next step and submitted applications.

2025
11
Actions

↑
+300.0%
YoY

2026
44
Actions



Careers Search Actions: +547.4% YoY | Apply Now Actions: +300.0 YoY

The increase in interest for the career page and candidates taking the next step to apply shows that the new optimized content wasn't just attracting visitors. It was encouraging more job seekers to explore opportunities and submit applications.

ChatGPT became the company's largest source of AI-referred traffic, delivering 2,091 of the 2,268 website views in 2026. Claude recorded the fastest percentage growth, showing that the optimization strategy expanded the company's visibility across multiple AI platforms, not just one.

Platform Performance Overview (Jan-Jun YoY Comparison)

	2024	2025	2026	Growth Trend
 Total AI Website Views	32	1,291	2,268	+75.7% Overall Increase
 ChatGPT Views	12	1,163	2,091	+79.8% Increase
 Google Gemini Views	0	40	73	+82.5% Increase
 Claude Views	0	3	35	+1,066.7% Increase
 Perplexity Views	20	85	69	-18.8% (stabilization)
 Total Careers Searches	0	19	123	+547.3% Increase
 Total "Apply Now" Leads	0	11	44	+300.0% Increase



AI visibility and engagement drove strong growth across every key metric, with overall website views up +75.7% and "Apply Now" leads up +300.0% YoY.

Website Performance

Helping Job Seekers Take the Next Step

When Simplified Marketing began working with the manufacturer, the company had only a limited amount of career content for AI platforms to reference. By expanding pages around job roles, locations and applicant questions, the website became easier for AI platforms to understand and recommend. The results below show how that work increased visibility across multiple AI platforms.

Key Takeaways



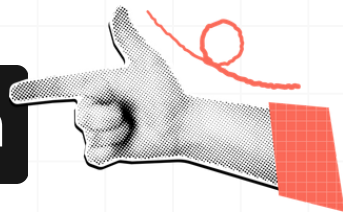
How AI Is Changing the Way People Search

Job seekers are researching employers differently. Many people now ask AI tools to recommend employers before visiting company websites, making AI visibility an important part of attracting new applicants.

AI visitors were ready to take action. The increase in people visiting the career page and taking action to apply shows that visitors arriving from AI platforms were actively exploring opportunities rather than casually browsing.

Preparing for future search behavior. As AI becomes a bigger part of how people discover employers, improving AI visibility helps the company remain easier to find by future job seekers.

Conclusion



The way people search for employers is changing, and this company adapted before many others did. By expanding career content, answering common applicant questions, improving technical SEO and making the website easier for AI platforms to understand, Simplified Marketing helped more job seekers discover career opportunities through both traditional search and AI.

Those improvements led to more AI-referred website visits, more people exploring their career page and more applicants applying. As AI continues changing how people research employers, the company is better positioned to reach qualified applicants earlier in their job search and turn that visibility into more applications.

