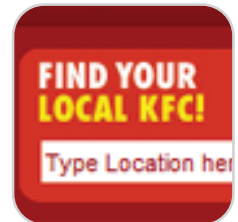


Zerotouch Case Study

Kentucky Fried Chicken (KFC)



Background

Yum! Brands, Inc. is the world's largest restaurant company in terms of system units with nearly 38,000 restaurants in over 120 countries and territories and more than 1 million associates. Yum! generated more than \$12 billion in revenue in 2011. Its brands - KFC, Pizza Hut and Taco Bell – are the global leaders of the chicken, pizza and Mexican-style food categories.

Origins

Zerotouch was selected by Walker Media (10th largest UK media agency) to help gain KFC increased visibility for its restaurant job vacancies within Google and other search engines. The aim being to increase direct applications and reduce recruitment charges being incurred for new recruits supplied by external agencies.

What we did?

Zerotouch built the CMS which generates the kfc.co.uk website in a manner that makes it highly advantageous in terms of SEO performance. Further, it is built so that new 'SEO tweaks' can be easily incorporated as and when search engines update their indexing methods.

Benefits

Shortly after release the SEO Director, Shahid Awan, at Walker Media reported "staggering results". He went on to say "the site is outstripping even the top job sites. KFC is on top with specific branding terms, which it never was before and also with some generic terms like "restaurant manager", "restaurant managers" and "restaurant manager birmingham".