

Pure SEO Limited Tomorrow's Workforce

A New Zealand-based digital marketing company is creating a pathway for graduates and future entrepreneurs to own their own business, in a world first programme. Pure SEO Limited was started by Richard Conway in 2009 after he couldn't get a job due to a lack of "Kiwi experience". Now, the company has a team of 52, with offices in Auckland, Wellington, Melbourne and Manila.

Pure SEO's PureBiz programme is a unique. It aims to find tomorrow's potential entrepreneurs, trains them and ultimately allows them to open a Pure SEO regional office that they have an ownership stake in. The initiative was developed by Richard along with his business partners Tony Falkenstein ONZM and Ian Malcolm. Once the initial concept was formed, it was discussed internally at the weekly company-wide 'show and tell' and received positive feedback. The opportunity was marketed to different universities through business schools, social media and student unions.



There were a huge number of applications, and after a series of interviews and activities, two people were selected. They were taken under the wing of different team leaders, getting experience in all areas of the business. Neither has yet opened their own office, but both have had significant impacts on the organisation. One graduate was unable to commit to opening his own office due to family developments and has since taken a job at Xero. While he was at the organisation, he championed a new way of communicating internally at the company, and internal communication has gone from being the number one gripe to becoming a real organisational strength as a result. This new internal communication system has been a huge benefit to the entire organisation, even if it was not necessarily what Pure SEO expected to get out of this programme. The other graduate is expected to open an office at some point in the next 12 to 18 months and has become a key part of the sales team as a result of his training throughout the programme. He has also presented to the company about his Maori heritage, which has helped other employees with their cultural understanding.

Pure SEO also partnered with Unitec to develop a course on Search Engine Optimisation, which has been very successful. Several members of the team, including senior management, have given lectures for the course, which helps the students with practical knowledge, but also gives the presenters better confidence in their public speaking. As well as these formal initiatives, Pure SEO also employs a number of graduates and young people. Having these young staff members on the team has a great benefit for the team as a whole. One 18-year-old staff member represented the company in the Murrays Bay Birdman competition, and another introduced the team to Google Cardboard, which was then used as a branded gift at an event sponsored by Pure SEO.

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