

Charles Slater Exec Recruitment – Website Audit Summary

This report provides an overview of the current Charles Slater Recruitment website structure, persona alignment, and strategic recommendations for improving content depth, segmentation, and conversion.1. Site Page Structure (What We Can Find)

The following table outlines the main public pages and their purposes based on a high-level review.

Page	Purpose	Summary of content
Homepage “/”	Agency overview	Signals SaaS-specialist recruitment, key roles (Sales, CS, Product) and value proposition ('deep SaaS knowledge + recruitment infrastructure').
About Us “/about-us”	Company credentials & differentiation	Explains their team, process, domain-expertise, positioning.
Services / Roles page(s)	Service offering / roles they fill	Lists types of roles (VP Sales, CRO, Product, etc.), sector (SaaS/Software).
Contact / Get in touch	Conversion / lead capture	Basic contact form, details for companies/candidates to connect.
Blog / Insights (?)	Insights & content	Low volume of visible content; limited articles or case studies.

Key Observations:

- Core pages (Homepage, About, Services) clearly target SaaS leadership hiring.
- Candidate- and investor-facing content is limited.
- Blog depth and persona segmentation are weak.
- No clear landing pages or CTAs for specific visitor types.



2. Persona Coverage Heatmap

Persona	Coverage	Notes
SaaS Founder / CEO	Green-Amber	Strong messaging on SaaS leadership hiring, but fewer founder-focused articles or landing pages.
CRO / VP Sales (Candidate & Hiring)	Amber	Hiring side addressed fairly well, candidate side weaker.
HR Director / Talent Lead	Amber-Red	Mentions recruitment infrastructure but not HR pain points like scaling TA or cost-efficiency.
Investor / PE Talent Partner	Red	Little to no content targeting investor portfolio or leadership pipelines.
SaaS Professional (Candidate)	Red	Lacks candidate-centric messaging around visibility, process, and culture fit.



3. Gap Analysis & Priority Fixes

The following recommendations outline high and moderate priority improvements:

- A. High-Priority Gaps
 - Investor / PE Talent Partner content: Add dedicated page with messaging around leadership pipelines and portfolio growth.
 - Candidate-facing messaging: Create 'For Candidates' page with process, testimonials, and 'Submit Profile' CTA.
 - HR / Talent Lead content: Add blog or guide about scalable SaaS recruitment frameworks.
- B. Moderate-Priority Gaps
 - Founder / CEO content: Develop case studies around leadership mis-hires and scaling teams.
 - Better segmentation & CTAs: Add navigation links for Founders, HR, Candidates, and Investors.
 - Content depth & linking: Build blog clusters per persona; interlink pillar and cluster pages.



4. Suggested Content Architecture for Personas

Each persona should have a pillar page supported by targeted cluster articles:

Investor / PE Talent Partner → 'Leadership Search for SaaS Portfolios'

SaaS Professional → 'Careers in High-Growth SaaS'

HR Director / Talent Lead → 'Scaling Your Talent Engine for SaaS Growth'

SaaS Founder / CEO → 'How to Build the Leadership Team to Hit Growth Targets'

CRO / VP Sales → 'Recruiting and Being Recruited: Revenue Leadership in SaaS'



5. Suggested Internal Linking & Conversion Strategy

- Add top navigation segmentation ('Hire Talent', 'Job Seekers', 'Investors & Partners', 'Insights').
- Ensure persona landing pages include relevant CTAs.
- Add persona-specific testimonials and schema markup for SEO.
- Use internal links between pillar and cluster pages to enhance engagement.



Persona-by-Persona Review

Persona	Alignment	Gaps / Misses	Opportunity
SaaS Founder / CEO	Strong alignment: the site speaks to scaling SaaS and leadership hiring.	Less content focused on founder pain-points like “I don’t have time to recruit” or “we need a hire who truly understands SaaS metrics”.	Add a dedicated section/blog: “Why SaaS founders choose a specialist recruiter for key leadership hires” + content linking to founder concerns (time, growth, mis-hire cost).
CRO / VP Sales	The site mentions sales & go-to-market roles, so this persona is touched.	The candidate side (sales leader hiring or career move) is less fleshed out; site focuses more on hiring companies than on sales-leaders themselves.	Create candidate-facing content: “How to evaluate a SaaS scale-up when you’re a VP Sales” or “What we look for in a SaaS revenue leader” to engage this persona.
HR Director / Talent Lead	The value “we understand your company’s stage, growth trajectory, culture” addresses this persona.	The site lacks detailed content about recruitment process optimisation, talent-team augmentation, cost-efficiency.	Develop a download/guide: “Talent-acquisition checklist for SaaS scale-ups” or “How to outsource executive search without losing your employer brand” for HR leads.
Investor / PE Talent Partner	The executive search tone and leadership pipeline talk partly align.	There’s minimal explicit content aimed at investors/PE firms — e.g., portfolio value increases, board-level search, confidential appointment.	Add a page or blog: “How investors de-risk SaaS growth with the right leadership” or “Executive search for SaaS portfolios” to speak directly to this persona.
SaaS Professional (Candidate)	Some indication that they deal with leadership hires, but candidate-centric messaging is weak.	Little visible about what candidates (senior professionals) get: culture fit, career progression, clear process.	Create candidate-facing messaging: “Join high-growth SaaS teams — curated roles from specialist recruiters” + testimonials from placed candidates + content on career moves.



