

Ivoire Consultancy' s New Site Delivers Strong Performance for Both Businesses and Freelancers

Freelancers registration rate increases 45% since the Ivoireconsultancy.org launch and projects postings rate increase 25%. February total unique visitors and average daily visitors up 36%.

March 20, 2009 (FPRC) -- Ivoireconsultancy.org announced that the new site is increasing businesses and freelancers reach and engagement. Since the site redesign was launched in February 2009, more than 1000 freelancers have registered through the website and more than 50 projects have been posted and one third in the process of being awarded. This is a double-digit increase that shows freelancers are increasingly using Ivoireconsultancy.org. In addition, the re-design is driving stronger consumer usage: total unique visitors and average daily visitors each are up 45% and total minutes grew by 35%.

“This month, the new site was rolled out to all Ivoireconsultancy.org users, so we anticipate that our consumer usage numbers will continue to grow in 2009,” said Mendy Ross Marketing Director of Ivoire Consultancy. “Even in time of recession, business owners are finding ways to maximize their returns on investment by outsourcing their projects online at a reduced cost, and ivoireconsultancy.org has proven that freelancers will respond positively to brand messaging.”

The increased site performance comes with the ivoireconsultancy.org re-launch that started in February 2009 with some new features that allowed businesses to post their projects online and accept bids from highly skilled consultants worldwide within minutes.

New service developments will continue throughout the year, making the site user-friendly and attracting more businesses and freelancers along the way.

ivoireconsultancy.org is an Online freelance market place where businesses outsource their projects to freelancers. Employers post projects and receive quotes within 24 hours from experienced professionals.

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