



Staffing Marketing ROI


How to Get More Out of Your Website, SEO & Social Media



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Today's **AGENDA...**

- The tools at your disposal
 - Website
 - Social Media
 - Search Engines
 - Social Reviews
- Why should you care?
- What's working (and what's not)
 - Website
 - Search Engines
 - Social Media
 - Pay Per Click (PPC)
- Measuring ROI
 - How to measure
 - What stats are important
 - What to do with the data





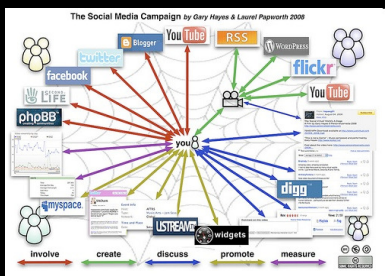

**Online Marketing Tools:
Your Toolbox**



Your Website
The "hub" of your online efforts




Social Media
A two-way communication tool.

Why should you care?

94%

of people research online before purchasing something.

Only 6%

of people surveyed said they don't research online before purchasing something.

Source: Complete.com Shopper Intelligence Study, Debra Miller 2010



Why should you care about SEO?

People are Searching for Local Providers Online

Research firm Kelsey Group found that 97% of consumers use the Internet to research products or services in their local area.

- 90% use search engines
- 48% use Internet Yellow Pages
- 42% use comparison shopping sites
- 24% use vertical sites

Source: <http://www.smallbusinesssem.com/two-more-studies-confirm-people-research-online-buy-locally/2901/#uzz1OE7G0P>



Why should you care about social media?

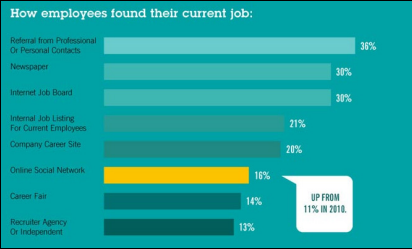
Some of the most qualified candidates are using social media to aid in their job search.

MBAonline.com found:

- 16% of employees found current job through social media.
- 90% of those seeking jobs have a social media profile.
- 50% of job seekers used Facebook as a job search tool.



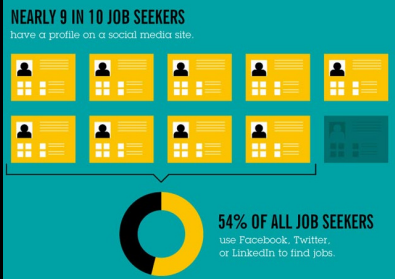
Why should you care about social media?



Source: MBAonline.com



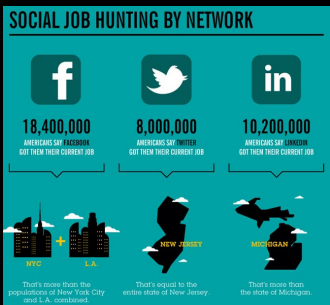
Why should you care about social media?



Source: MBAonline.com



Why should you care about social media?



Source: MBAonline.com



Why should you care about social reviews?

Consumers are becoming more educated before making a buying decision:

- High ratings will increase likelihood of purchase for 55% of consumers (eConsultancy)
- Consumer reviews are 12x more trusted than descriptions by the company (eMarketer)
- 70% of people consult reviews or ratings before purchasing (BusinessWeek)
- Traffic to the top 10 review sites grew 158% last year (compete.com)



What's Working?



VS



What's Not?



What's NOT Working

Brochure-ware websites are no longer good enough!

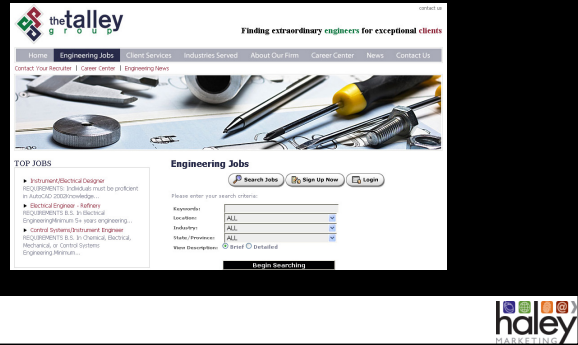
Inavero's research found your clients and prospects want:

- Industry specific staffing trends
- Current salary information
- Quarterly hiring trends by region
- Job candidate hiring trends
- White papers & best practices



What's Working: Websites

Offering job listings & job search options



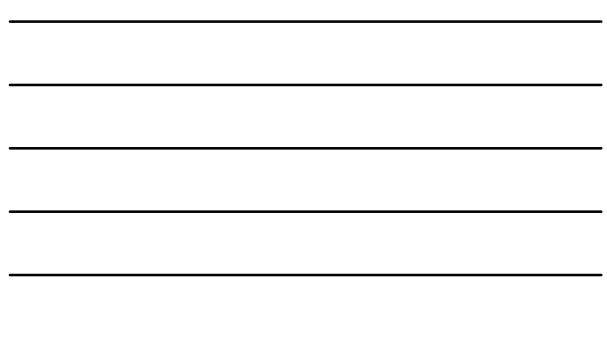
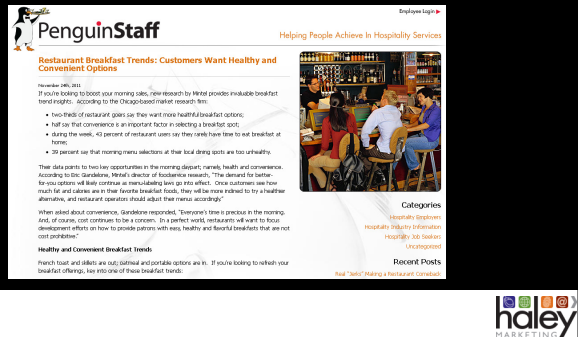
What's Working: Websites

Dynamically updating job listings on other pages



What's Working: Blogging

Blogging & adding fresh content that your target audience cares about



What's Working: SEO & Blogging

Fresh content is king!

The Official **Google** Blog
 Insights from Googlers into our products, technology, and the Google culture.

Giving you fresher, more recent search results
 11/03/2011 08:19:00 AM
 Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't specify it in your search, you probably want search results that are relevant and recent.

Given the incredibly fast pace at which information moves in today's world, the most recent information can be from the last week, day or even minute, and depending on the search terms, the algorithm needs to be able to figure out if a result from a week ago is as relevant as a result from a week ago about breaking news is a week ago.

We completed our **Caffeine web indexing system** last year, which allows us to crawl and index the web for fresh content quickly on an enormous scale. Building upon the momentum from Caffeine, today we're making a significant improvement to our ranking algorithm that impacts roughly **35 percent of searches** and **helps determine when to show the most relevant results for these "fresh" searches**.

- Recent events or hot topics.** For recent events or hot topics that begin trending on the web, you want to find the latest information immediately. Now when you search for current events like **accidents and protests**, or for the latest news about the **flu season**, you'll see more high-quality pages that might only be minutes old.

Search results are best when they are fresh

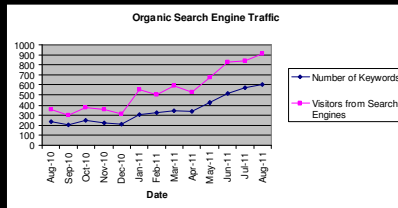
Google changed their indexing system to display "fresh" content more frequently

Nearly 35% of all searches changed because Google now displays "fresh" content



What's Working: SEO & Blogging

Case Study 1: Commercial, Healthcare and Government Staffing Firm in Northern California

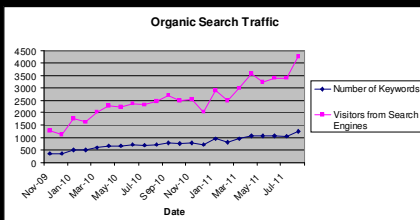


Blogging started in December 2010 and has produced a **155% increase in targeted traffic from search engines.**



What's Working: SEO & Blogging

Case Study 2: Clerical, Professional and LI Firm in Virginia



Blogging has produced a **236% increase in targeted traffic from search engines.**



What's Working: LinkedIn Company Pages

You can now add company status updates – great place to share news and blogs.

People can now recommend your company instead of individual recruiters!

Use the "Spotlight" to highlight promotions, offers, new services, etc.

Share more detail about company divisions or services offerings and link back to your website.

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What's Working: LinkedIn Groups

- Search for and answer questions posed by other group members.
- Post discussions, blog topics, articles, jobs, etc.
- Send connection invitations to other group members.

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What's Working & What's Not: Google Plus

Too new to know for sure!

- Claim your company name
- Insert a quality profile image
- Eye studies show that updates with images get better results

For more tips visit:
<http://askhaley.haleymarketing.com/tag/google-plus-for-staffing>

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