



Search Engine Optimization in 2014

Google SEO for Staffing

Web News Images Shopping Maps More Search tools

About 3,100,000 results (0.34 seconds)

SEO for Staffing Websites - How to Improve Rank and Drive Traffic
[www.YouStaffing.com/Website.com](#)
 In this webinar you're going to learn how to improve your Search Engine Optimization and drive more targeted website traffic.

Staffing SEO 101 - Haley Marketing Group
[www.haleymarketing.com/1/Facebook+eBooks](#)
 Want your staffing website to rank higher on Google? ... creating meta data, The right and wrong way to develop content, Implementing SEO, Google Analytics ...

Using Personas to Drive SEO Results
[https://plus.google.com/+posts/4wRowDm8M](#)
 Right Content!
 Apr 22, 2013 - Using Personas to Drive SEO Results Staffing Blogs - How Haley Uses Personas to Drive SEO Results for ...

Get More Leads from Your Staffing Website
[https://plus.google.com/+posts/0Vn6B0wv](#)
 Jerry Kuller
 May 9, 2013 - Get More Leads from Your Staffing Website

PRESENTED BY
Brad Smith
 Director of SEO & Social Media

#LunchWithHaley

- Ask questions
- Get answers
- Post comments
- Engage others
- Tell us what you think

@haleymarketing

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Results for #lunchwithhaley

Tweets Top All People you follow

Haley Marketing @haleymarketing
 Join @crashm114 and Haley Marketing on June 13th for our webinar on **Online Branding**. [lunchwithhaley.com/#lunchwithhaley](#)
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 Give Personal Page! Follow us on LinkedIn for our latest news and advice. [haleymarketing.com/company/#lunchwithhaley](#)
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Today's agenda:

- Defining SEO
- Setting appropriate goals
- SEO circa 2009
- Today's SEO
- Specific actions / takeaways
- Results
- 2 best SEO tactics

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What is SEO?

Search Engine Optimization (SEO):
The process of driving targeted traffic to your website from people that are using search engines to look for the products, services or information you provide.

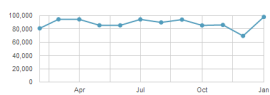


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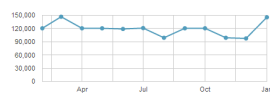
Why should you care?

Monthly searches for: Feb 2013 - Jan 2014
Stats also available with downloads



Keywords like:
staffing agencies

Monthly searches for: Feb 2013 - Jan 2014
Stats also available with downloads

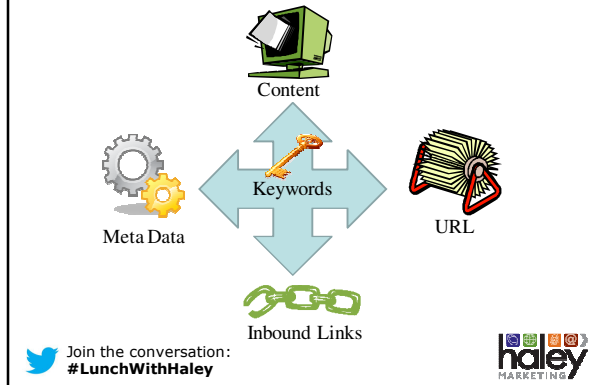


Keywords like:
temp agencies

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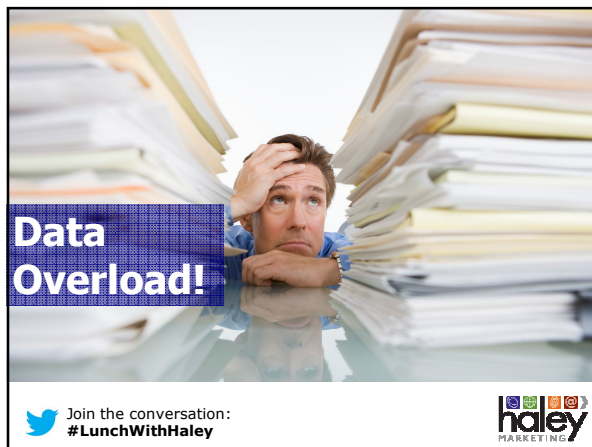
SEO Circa 2009:



SEO Today:

Domain	On-Page	Links	Experience	Social
<ul style="list-style-type: none"> Age Keyword in domain Keyword position Domain registration Subdomain History Public/Private Country extension Spammer URL length URL readability 	<ul style="list-style-type: none"> Title tags Meta descriptions Location of keyword KW in H1 tag KW in H2 tag KW in content KW density Duplicate content Alt tags on images Frequency of updates KW Word order Original content Multimedia Bullets/numbers Clean code 	<ul style="list-style-type: none"> Number of external links Internal links Quality of links Anchor text of links Alt text of links Broken links Purchased links Link farms KW in URL Sitemap Diversity of links Amount of links on page Text around the link Age of link 	<ul style="list-style-type: none"> KW click-through rate Page load speed Time spent on site Bounce rate Easy navigation Page layout Site up/downtime Mobile optimized Responsive sites Pages viewed Overall traffic User reviews Interaction Flash Direct/repeat traffic 	<ul style="list-style-type: none"> Social Likes Twitter Shares Authority of sharer Facebook Likes Facebook Shares # of Google +1's Type of +1's Yelp Reviews Yahoo Reviews Google+ Accounts Google Local Traffic from social Content shares Google authorship

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Your domain



- Pick a good one and stick with it!
- If it makes sense, include keywords:

Instead of www.ConductoHumanCapital.com

Choose: www.ConductoStaffingAgency.com

- If your domain has good history and authority, stick with it!
- Register your domain for an extended period of time.

(2) Certain signals may be used to distinguish between illegitimate and legitimate domains. ... Valuable (legitimate) domains are often paid for several years in advance, while doorway (illegitimate) domains rarely are used for more than a year. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain and, thus, the documents associated therewith.



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Your domain



- Stick with the .com

Stay away from country codes! A Physical Therapy staffing company might be inclined to buy a .pt domain name (real example). This would really limit them in ranking in the U.S. since .pt is the country extension for Portugal.

- Buying a lot of domains and redirecting them won't help.

In order for a domain to have any "authority" it has to have good content. Simply owning a domain or having a doorway page will add no SEO value.



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Your domain



- Don't get carried away with long domains.

www.StaffingAgenciesAndRecruitmentServicesinDallasTexas.com

- Do include keywords in URL for subpages.

www.XYZStaffing.com/Staffing-Agencies-Tulsa



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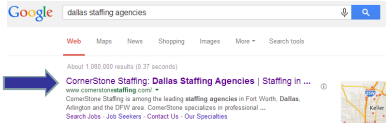
On-Page SEO



• Title Tags in Meta Data

Part of the code of each page on your site.

```
<title>Dallas Staffing Agencies | Staffing in Dallas, Fort Worth, Arlington TX and beyond | CornerStone Staffing</title>
```



- Mix in keywords!
- Keep it to 65-70 characters if possible.

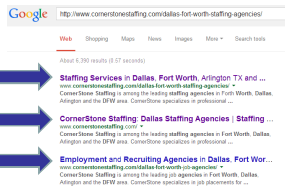
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On-Page SEO



• Each page should have unique title tags



- Use keywords specific to the content of that page.
- Use keywords early – too many staffing websites have the company page listed first on every page!

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On-Page SEO



• Meta Page Description

Part of the code of each page on your site.

```
<meta name="description" content="Compass Consulting is San Francisco's IT and Life Sciences recruitment expert. Our bio pharmaceutical recruiters, IT recruitment specialists and life science recruiters are experts in their craft."/>
```



- Include keywords in description.
- Sell value.
- Keywords that match search criteria will be **bold**.
- Limit to roughly 145-165 characters.

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On-Page SEO

ON-PAGE SEO

- Headlines: H1 and H2 Tags

If coded properly, your website content should have a hierarchy that includes H1 and H2 tags, ex:
 <h2>Life Sciences Careers:</h2>

Life Sciences Careers:
 Leverage your skills and knowledge with employees dedicated to developing into products and rapidly bringing them to market. Join the Complete Consulting team in one of these rewarding opportunities.

- Mix keywords into your H tags.
- This helps Google determine what your page is about.
- Include keywords early on the page.
- Have good content!

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On-Page SEO

ON-PAGE SEO

- Avoid Duplicate Content

- Don't "borrow" content from other sites – Google will punish you!
- Don't create several of the same pages with a few different keywords.
- Use a plagiarism checker to ensure content isn't stolen.

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On-Page SEO

ON-PAGE SEO

- Update Content Frequently

Search results are best when they are fresh.

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

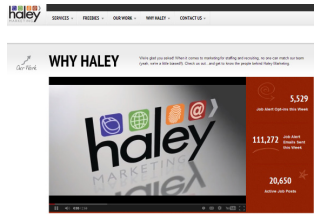
Nearly 35% of all searches changed because Google's Caffeine update values "fresh" content.

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On-Page SEO



- Add Different Forms of Content



- Google owns YouTube, so create some videos and a channel there!
- Video, photos, infographics, etc., may be seen as a sign of quality.

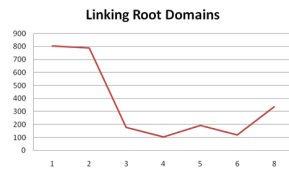
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Links



- More quality inbound links = improved ranking



- Sites with more quality inbound links rank higher in search results.
- Reputable links = credibility

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Links



- Avoid Buying or Selling Links

Google Webmaster Central Blog
Official news on crawling and indexing sites for the Google index

A reminder about selling links that pass PageRank

Friday, February 22, 2013 at 12:00 PM
Webmaster level: all

Google has said for years that selling links that pass PageRank violates our quality guidelines. We continue to reiterate that guidance periodically to help remind site owners of that policy.

Please be wary if someone approaches you and wants to pay you for links or "advertorial" pages on your site that pass PageRank. Selling links (or entire advertorial pages with embedded links) that pass PageRank violates our quality guidelines, and Google does take action on such violations. The consequences for a link-selling site start with losing trust in Google's search results, as well as reduction of the site's visible PageRank in the Google Toolbar. The consequences can also include lower rankings for that site in Google's search results.

Buying/Selling links leads to lost trust in Google's search results.

Consequences include lower rankings in Google's search results.

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Links



- Text within links is important (anchor text)
- Keywords within the link are a ranking signal

There is a big difference between these two links:

[Click here](#) to learn more about our IT recruiting services.

Learn more about our [IT recruiters in Dallas](#) and beyond!

- Include a call to action with links on nearly every page within your website

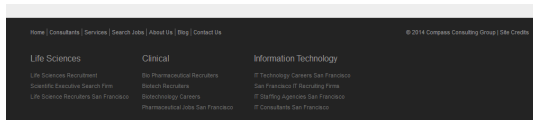
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Links



- Consider adding footer links



- Gives users a path to more information at the bottom of every page.
- Allows you the chance to create keyword-rich inter-site links.
- Helps retain visitors and is easier to navigate for user and Google.
- Don't just cram keywords in there.

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Links



Want more links? Start blogging!

 [Webmaster Central Blog](#)
Official news on crawling and indexing sites for the Google index

So how can you engage more users and potentially increase merit-based inbound links?

Many webmasters have written about their success in growing their audience. We've compiled several ideas and resources that can improve the web for all users.

Create unique and compelling content on your site and the web in general!

- Start a blog: make videos, do original research, and post interesting stuff on a regular basis. If you're passionate about your site's topic, there are lots of great avenues to engage more users.

- #1 tip on Google's Webmaster blog for building links is to start blogging!

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Links



Want more links? Here are a few more tips:

- Create press releases for newsworthy information like awards, new hires, promotions, etc.
- Share content on social networks.
- Provide testimonials to your vendors.
- Claim all social and local listings.
- Ask local/industry organizations to list you on their sites.
- Get more Google+ shares (they pass link equity!).
- Connect with local college and university career offices.

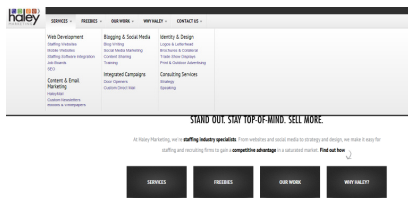
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User Experience



Easy Navigation and Page Layout Helps with SEO



- Consider large format drop-down navigation for more complex sites.
- Make it simple and easy for users to navigate to any page in your site.
- Use headlines, bullets, numbered lists, etc., to make content easy!

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User Experience



Use a good host!

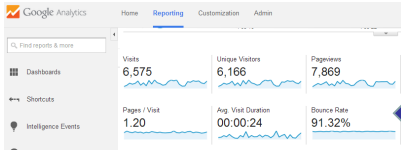
- Page load speed is a ranking factor.
 - Use a host that offers good load speed.
 - Host movies on a site like YouTube or Vimeo.
 - Good, clean programming speeds up sites.
 - Caching and Content Delivery Networks (CDN's) speed up load time.
- Ask your host about site uptime/downtime.
- Choose a good Content Management Platform and keep plug-ins up-to-date for security purposes.
- Host DNS with a reputable registrar (ex. GoDaddy, Network Solutions, Register.com, etc.)
- Use a host with redundancy built throughout infrastructure (don't host internally!).

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User Experience

Examine "Bounce Rate"



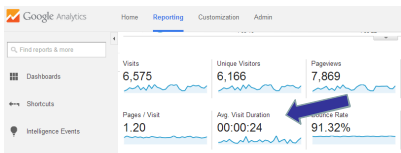
- Bounce rate is the % of people that land on your site and leave after one page.
- Average we see across the industry is about 70% site wide.
- Aim for below 50%.

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User Experience

Examine "Avg. Visit Duration"



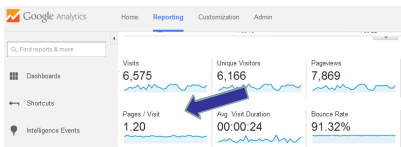
- Average site duration is the amount of time an average visitor spends on your website.
- Average we see across the industry is about 1:15.
- Aim for 2 minutes or more.

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User Experience

Examine "Pages / Visit"



- Average pages/visit is the amount of pages the typical visitor sees when coming to your site.
- Average we see across the industry is about 1.5.
- Shoot for 3+.
- Including better calls to action, easier navigation and sticky content will help.

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User Experience



Set up and Look at Webmaster Tools

Query	Impressions	Clicks +	CTR	Avg. position
☆	15,682	4,754	30%	1.0
☆ staffing agencies in atlanta	2,416	231	10%	2.1
☆ temp agencies in atlanta ga	2,433	101	4%	4.3
...				

- Provides insight into how you rank for certain search queries.
- Shows click-through rate.
- High click-through rates (10% and up), show that you are relevant and deserve to be ranked high.
- Lower click-through rates mean that maybe you don't!

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Social Media



Social Media is a Key Indicator of Relevancy

"Does the rest of the world think you have a great product? If they do, they will amplify this. If you're **not engaged socially**, you're **missing the boat** because the conversation is happening socially about you and about your content. **Those are really important signals** for [Bing]. Whether you're involved or not is your choice, but those signals still exist whether you're in the conversation or not."

Duane Forrester
Sr. Product Manager
Bing's Webmaster Program

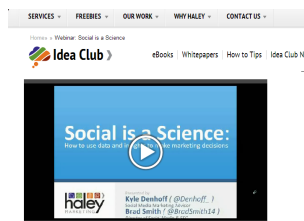
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Social Media



Use your blog as a content hub, share content socially, and drive traffic back to your site.



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Social Media

Claim Your Google+ Local Page/Listing



Google staffing agencies in chicago

Staffing agencies Chicago, IL - Yelp

Select Staffing

City Staffing

LaSalle Network

Aerotek Staffing Agency

Map for staffing agencies in chicago

Supreme Staffing

City Staffing Agency

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Social Media

Get Reviews!



City Staffing
www.citystaffing.com
4.6 ★★★★★ 15 Google reviews - Google+ page

LaSalle Network
www.lasallenetwork.com
4.4 ★★★★★ 24 Google reviews

Aerotek Staffing Agency
www.aerotek.com
3 Google reviews

Map for staffing agencies in chicago

Common question: "How do I get on the map?"

1. Claim your page (<http://www.google.com/business/placesforbusiness/>).
2. Verify ownership and update profile.
3. Get reviews!

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How to Gauge Success

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If someone promises you "x" number of first page Google rankings, run the other way!



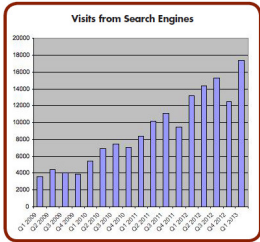
The goal of SEO isn't to rank #1.
Ranking #1 doesn't guarantee you anything!
The goal is to increase targeted traffic to your website.

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Google Analytics

The results speak for themselves:
Commercial Staffing and Recruiting Firm in Virginia that blogs four times/month.



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Google Analytics

Key Metrics:

1. Overall site traffic
2. Traffic sources
3. Bounce rate (look at site level and page level)
4. Time on site
5. Location of visitors
6. Popular content
7. Spikes in traffic

Compare each stat to previous time periods, and compare across different traffic sources.

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Two Most Effective SEO Strategies for 2014


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1. Add Content to Your Site

- Add a blog with frequent content.
 - We see search engine traffic skyrocket with consistent blogging efforts.
- Add a job board that resides on your website (not a different URL) and post jobs frequently.
 - The #1 most trafficked section of every staffing website is a job board.

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2. Get Active on Social

- Build a following
- Share regularly
- Claim local listings
- Get reviews
- Encourage engagement
- Drive traffic back to your website



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3. Bonus Tip: Call Haley Marketing



QUESTIONS:
1.888.696.2900
bsmith@haleymarketing.com
@bradsmith14 @haleymarketing
www.facebook.com/HaleyMarketing/

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Additional Resources

Staffing Website Optimization 101
17-page intro guide to SEO for staffing and recruiting firms.
<http://www.haleymarketing.com/idealab/ebooks/staffing-seo-101/>

Social Media Guide – A game plan for Staffing Firms
50 pages – the most comprehensive social media guide for the staffing and recruiting industry.
<http://www.haleymarketing.com/idealab/ebooks/social-media-marketing/>

Creating a Killer Staffing Website
42 pages of mind-blowing design and content ideas!
www.haleymarketing.com/idealab/ebooks/killer-staffing-websites/

Haley Idea Lab
Hundreds of resources for staffing firms. White papers, webinars, articles, guides and more!
www.haleymarketing.com/idealab/

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Coming Next:

Staffing Industry Executive Forum Recap
Thursday, April 3 at 2 p.m. EDT

Reserve your seat: www.lunchwithhaley.com
