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Creating a  
**Killer Staffing Website**  
Lessons for 2012

**haley** MARKETING PRESENTED BY David Searns

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Does your website **SUCK?**

- Does it **INSTANTLY** tell people what you do?
- Does it send a **STRONG** message about your company?
- Does it send **THE RIGHT** message about your company?
- Does it **COMPEL** visitors to take action?
- Is it **EASY** to navigate?

**haley** MARKETING

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## Does your website **SUCK?**

- Does it **RANK** highly with search engines?
- Does it **ATTRACT** quality clients and candidates?
- Does it allow you to easily **POST JOBS** and **ADD** content?
- Does it help your sales people to **SELL** more effectively?
- Is it **LOWERING** your cost of recruiting?



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## Does your website **SUCK?**

- Does it keep visitors **ENGAGED?**
- Does it generate lots of **REPEAT** traffic?
- Does it include a **STRONG** call to action?
- Does it integrate with **SOCIAL MEDIA?**
- Does it look great on every **MOBILE DEVICE?**
- Do you **KNOW** if it's working???



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## **KILLER** results!

- Adams & Garth
  - 40% increase in website traffic
  - 50% increase in traffic from social media
  - SEO traffic from more than 3,000 keywords
- QPS Companies
  - Candidate applications increase 250%
  - At least one new client EVERY week!
- Integrity Healthcare
  - Recruiting ROI is **DOUBLE** everything else!



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## Killer strategy. Killer site.

What are your goals?

- First impressions
- Positioning
- Credibility
- Education
- Enhance / streamline the service process
- Improve the customer experience
- Promotion & sales lead generation



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## Creating a KILLER site

- Functionality
- Content
- Structure
- Design
- SEO
- Social
- Technology
- Budget



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## KILLER functionality

- Makes it easier to do business with you.
- Reduces the cost of doing business.
- Delivers a "WOW" customer experience.
- Drives your message.
- Makes your site fun & memorable.



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## KILLER functionality

### Client Features

- Client extranet
  - Timesheet approval
  - Usage reports
  - Candidate feedback
  - Open JO status reporting
- Online ordering
  - Employee request
  - Sample job descriptions
  - Live chat
- Staffing education
  - Strategic staffing how-to's
  - Sample terms and policies
  - HR & staffing best practices
- Dynamic Content
  - RSS feeds
  - Polls and surveys
  - Blog
- Lead Capture
  - eNewsletter opt-in
  - Landing pages

### Candidate Features

- Candidate extranet / Mobile access
  - Online application / profile update
  - Timesheet submission
  - Assignment orientation
  - Assignment feedback
- Job Board (mobile & social)
  - Searchable job postings
  - Mobile application
  - Job integration with social networks
- Testing and training
- Job search counseling
  - Resume & interview tips
  - Career advice
  - Live chat
- Lead Capture (passive candidates)
  - eNewsletter opt-in
  - SEO optimized job & blog posts
  - Job agents

Want more ideas?

Email [dsearns@haleymarketing.com](mailto:dsearns@haleymarketing.com) for our Staffing Website Features Checklist



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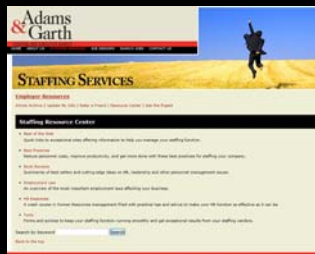
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## KILLER content

- Clearly defines how you want to be seen.
- Tells a story.
- Educates people about your services.
- Adds value for clients, prospects & candidates.
- Gives people a reason to come back.
- Generates sales leads!



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## KILLER content

### Great Information

- How-to's
- Market data
- Statistics & charts
- 1<sup>st</sup> person success stories
- Great pictures
- Infographics
- Case studies
- Facts, not marketing hype

### Great Writing

- Strong opinions
- Lots of personality
- Irreverent humor
- Sincerity
- Clarity
- It's NOT about you



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# KILLER structure

- Easy to get around.
- Minimal clicks.
- Considers different types of visitors.
- Encourages exploration.
- Drives action.



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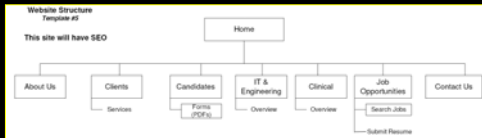
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# KILLER structure



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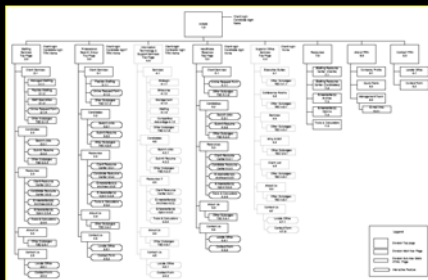
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# KILLER structure



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# KILLER design

- Clean
- Intuitive
- Supports the story
- Visual calls to action
- Responsive



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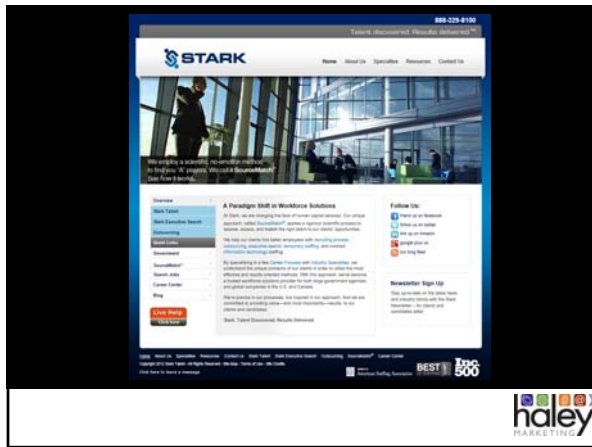
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# KILLER SEO

- Well planned & researched.
- Not a one-time event.
- About driving traffic, not just ranking for specific search terms.
- Includes keyword-rich URLs, page titles, headings and anchor links.
- Regularly analyzed for ongoing improvement.




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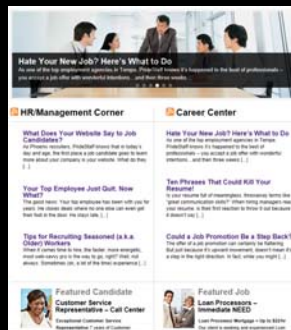
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# KILLER SEO

## SEO must-haves

- Killer content
- Keyword-rich URLs
- Microdata
- Blogging, blogging, and more blogging




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# KILLER social media

- Drives people TO your site.
- Extends your website and brand.
- Makes your firm more "human."




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# KILLER social media

## Social Media Must Do's

- Killer content
- Automate
- Listen
- Share
- Engage
- Get everyone involved
- Blog!



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# KILLER social media

## Facebook

- Post selected jobs
- Share pictures
- Promote your culture
- Add a "Search Jobs" tab
- Have FUN!

## Twitter

- Post ALL your jobs
- Connect with influencers
- Automate content sharing
- More is better

## LinkedIn

- Drive people to your site
- Join groups, lots of them
- Allocate time for sharing
- Share blog posts and other content on your site
- Share pictures and video
- Post jobs as discussions



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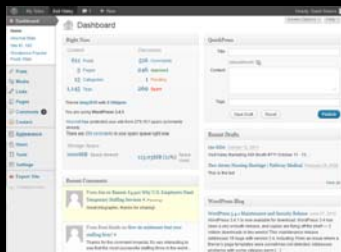
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# KILLER tech stuff

- Build on a CMS
- Make smart use of HTML5 and CSS3
- Leverage ability to use data in more than one place
- Responsive design
- A hosting company that knows your CMS



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## KILLER tech stuff



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## KILLER budget

- Start with a wish list
- Prioritize goals
- Determine features that will drive highest ROI
- Invest in your firm!



Want a copy of this Ideas List?  
Email [dsearns@haleymarketing.com](mailto:dsearns@haleymarketing.com)



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## Any questions?

QUESTIONS:  
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@DavidatHaley @haleymarketing  
[www.facebook.com/HaleyMarketing/](http://www.facebook.com/HaleyMarketing/)



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**Coming Next:**  
Blogging Success for Staffing Firms  
August 16, 2012 at 2 p.m. EDT

Reserve your seat: [www.lunchwithhaley.com](http://www.lunchwithhaley.com)

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