

What can YOU do about it?

Attract. Engage. And Re-engage Talent.



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Attracting Talent.




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Attracting Talent.

Crappy jobs. Crappy response.



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Attracting Talent.

Teach your people to write **decent** posts.

Wanted:
 One amazing human being
 Strong in heart, generous in spirit.
 Daring and unafraid.
 Ready Hungry to make **bold** work.


How to Write Better Recruiting Ads
<http://newsletter.haleymarketing.com/j/1099135921>





Attracting Talent.

Title. **Selling Points**. Duties & Responsibilities. **CTA**.
 Pay rate. Location. One screen. Mobile optimized.

Apply Now



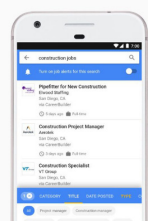
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Attracting Talent.

Increase your **distribution**.
 Free. Paid. Optimized.

indeed SimplyHired facebook
 MONSTER LinkedIn glassdoor
 ZipRecruiter careerJET careerbuilder



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Attracting Talent.

Test your structured data

PATCH URL CODE SNIPPET

Enter a URL

Run Test


Explore the Search Gallery. Learn more about this tool.

JobPosting

title	Advertising
description	Social Media Marketing Advisor
employmentType	Full Time
startDate	2017-12-15
urlOfPage	01000104
industry	Marketing

View content on haley and our clients need help with social media and content marketing. Our clients need help with social media marketing. As a Social Media Marketing Advisor you'll work closely with our clients on the implementation of creating social media marketing campaigns. You will help our clients with a content marketing strategy, work with a team of

<https://search.google.com/structured-data/testing-tool>



Attracting Talent.

Turn temps into **recruiters**.



<https://lunchwithhaley.com/2016/11/17/recruiting-insights-and-innovations/>



Attracting Talent.

Build your **employment brand**.



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Attracting Talent.

Build your **employment brand.**
AWARDS.

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Attracting Talent.

Build your **employment brand.**
VISIBILITY.

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Attracting Talent.

Build your **employment brand.**
REPUTATION.

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Attracting Talent.

Build your employment brand.
YOUR WEBSITE.



SEO: <https://lunchwithhaley.com/2017/04/13/staffing-website-seo-2017/>




Attracting Talent.

Get your website found.
ON PAGE OPTIMIZATION.

- Structured Data Markup
- Body Copy
- Image Optimization
- Internal Links
- Meta Descriptions
- Site Map
- Time on Site
- Load Speed
- URLs
- Page Titles
- Keyword Research
- H1 and H2 tags
- Alt Tags

SEO: <https://lunchwithhaley.com/2017/04/13/staffing-website-seo-2017/>




Attracting Talent.

Get your website found.
OFF-SITE OPTIMIZATION (Inbound traffic).

- Directory submission
- Google My Business Listings
- Social profile creation
- Guest blogging
- Article syndication
- PR distribution
- YouTube video optimization
- RSS feed submission
- Social sharing
- Social bookmarking
- Blog / Forum commenting

SEO: <https://lunchwithhaley.com/2017/04/13/staffing-website-seo-2017/>



Attracting Talent.

Get your website **found**.
CONTENT.

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Engaging Talent.

Take Action

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Your website is your **secret weapon**.

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Your website **toolbox**.
Forms. Nav. Fly-ins. Pop-ups. Sidebars. Inline CTA.

Search job opportunities

SIGN-UP!
Receive top data and industry insight from PLAC sign up for monthly updates

Submit a Resume

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Engaging Talent.

Getting people to **respond**.
Think beyond jobs.

Automated job alerts
Newsletter opt-in
Salary guides
eBooks & Whitepapers
Interactive quiz
Webinar registration
Click to call
Free resume critique

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Engaging Talent.


Entry pages. **Exit pages**.

Linking Page	Pageviews	% Exit	Revenue	Revenue Per Pageview	Page 1 Exit	Page 2 Exit
	4,433	49.49%	2,194	68.26%	1.67	00:00:53
1. /haley/2017/	1,392	12.8%	168	11.9%	1.12	00:01:13
2. /	916	42.1%	399	43.5%	2.16	00:01:13
3. /haley/2017/entry-pages-exit-pages/	392	90.5%	318	81.1%	1.48	00:00:49
4. /haley/2017/entry-pages-exit-pages/exit-pages/	189	79.3%	108	57.1%	1.98	00:01:16
5. /haley/2017/entry-pages-exit-pages/exit-pages/exit-pages/	178	59.6%	107	60.1%	1.32	00:01:11
6. /haley/2017/entry-pages-exit-pages/exit-pages/exit-pages/exit-pages/	148	89.1%	102	68.9%	1.41	00:00:50
7. /haley/2017/entry-pages-exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/	82	87.2%	38	46.3%	1.27	00:00:56
8. /haley/2017/entry-pages-exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/	58	92.8%	46	79.3%	1.44	00:01:19
9. /haley/2017/entry-pages-exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/	48	93.8%	27	56.3%	1.33	00:01:27
10. /haley/2017/entry-pages-exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/exit-pages/	37	97.3%	36	97.3%	1.38	00:00:58


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Engaging Talent.

Kill the **long application.**




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Re-engineer your **apply process.**
The old way.




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Engaging Talent.

Re-engineer your **apply process.**
The new way. More steps, less falloff.



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Engaging Talent.

Yes, mobile experience matters.
Even more now.

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Re-engaging Talent.

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Job alerts.

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Re-engaging Talent.

Re-recruiting.

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Re-engaging Talent.

Matched Audiences.

NEW USER
Sessions: 764,657
Goals: 24,345

3.18%
COMPLETED

RETURNING USER
Sessions: 180,174
Goals: 10,842

6.02%
COMPLETED

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Re-engaging Talent.

Marketing automation.

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Any questions?

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 www.facebook.com/HaleyMarketing/

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Social Pro 2018
 Tuesday, February 20 at 2 PM ET



Exec Forum Recap
 Thursday, March 15 at 2 PM ET

Reserve your seat: www.lunchwithhaley.com
