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## Staffing Messaging:

Striking a Balance Between Human Readers and Algorithms

PRESENTED BY  
Michelle McCormick  
Dan Hoang



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### Agenda

1. Why messaging strategies are necessary
2. How staffing messaging has changed
3. SEO overview and it's affect on messaging
4. How to create a messaging strategy
5. How to implement SEO into your messaging strategy
6. Tying it all together

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*The best marketing doesn't feel like marketing.*

- TOM FISHBURNE



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Why  
**Messaging Strategies**  
 Are Necessary



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**Why Does Your Firm Need a Messaging Strategy?**

Creating a messaging strategy keeps everyone on the same page, from sales and recruiting, to your clients and candidates, to your competitors. Clear and compelling messaging shows how you are different, how you are better and why everyone should choose you over your competition.



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**Who Should This Message Target?**

Your message should be tailored to whom you're speaking to in the business:

<p><b>Clients</b></p> <ul style="list-style-type: none"> <li>• CEO</li> <li>• Hiring Manager</li> <li>• HR</li> <li>• Floor Manager</li> <li>• CIO</li> </ul>	<p><b>Candidates</b></p> <ul style="list-style-type: none"> <li>• Forklift Driver</li> <li>• Travel Nurse</li> <li>• Software Developer</li> <li>• Machine Operator</li> <li>• Call Center Rep</li> </ul>
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How  
**Staffing Messaging**  
 Has Changed



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**ASA's New Language of Staffing**

- The American Staffing Association conducted ground-breaking research to discover what job seekers are really looking for from staffing agencies. The results are surprising and they should be considered in all forms of staffing messaging going forward.
- With the national unemployment rate around 4.0%, attracting candidates by providing a positive candidate experience is of utmost importance.



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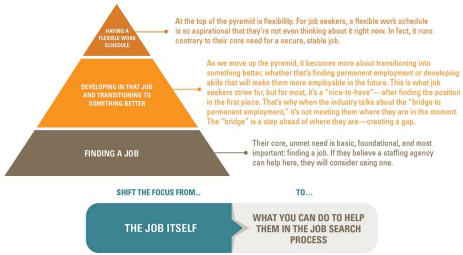
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**Job Seeker Hierarchy of Needs**




At the top of the pyramid is flexibility. For job seekers, a flexible work schedule is so aspirational that they're not even thinking about it right now. In fact, it runs contrary to their core need for a secure, stable job.

As we move up the pyramid, it becomes more about transitioning into something better, whether that's finding permanent employment or developing skills that will make them more employable in the future. This is what job seekers strive for, but for most, it's a "nice-to-have"—after finding the position in the first place. That's why when the industry talks about the "bridge to permanent employment," it's not meaning them where they are in the moment. The "bridge" is a step ahead of where they are—creating a gap.

Their core, unmet need is basic, foundational, and most important: finding a job. If they believe a staffing agency can help here, they will consider using one.

SHIFT THE FOCUS FROM... **THE JOB ITSELF** TO... **WHAT YOU CAN DO TO HELP THEM IN THE JOB SEARCH PROCESS**



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## New Language of Staffing

LANGUAGE TO LOSE	WHY IT'S OK	BECAUSE THEY HEAR:
Language that says "I'm not qualified"	<ul style="list-style-type: none"> <li>It's a stepping stone to the next job.</li> <li>It's a stepping stone to the next opportunity.</li> <li>It's a stepping stone to the next role.</li> </ul>	<ul style="list-style-type: none"> <li>This is an empty promise. They're not qualified.</li> <li>They're not qualified to do the job.</li> <li>They're not qualified to do the job.</li> </ul>
Language that says "I'm not qualified"	<ul style="list-style-type: none"> <li>It's a stepping stone to the next job.</li> <li>It's a stepping stone to the next opportunity.</li> <li>It's a stepping stone to the next role.</li> </ul>	<ul style="list-style-type: none"> <li>They're not qualified to do the job.</li> <li>They're not qualified to do the job.</li> <li>They're not qualified to do the job.</li> </ul>
Language that says "I'm not qualified"	<ul style="list-style-type: none"> <li>It's a stepping stone to the next job.</li> <li>It's a stepping stone to the next opportunity.</li> <li>It's a stepping stone to the next role.</li> </ul>	<ul style="list-style-type: none"> <li>They're not qualified to do the job.</li> <li>They're not qualified to do the job.</li> <li>They're not qualified to do the job.</li> </ul>

LANGUAGE TO USE	DO SAY...	BECAUSE THEY HEAR:
Language that says "I'm not qualified"	<ul style="list-style-type: none"> <li>"We're sorry to inform you, but you're not qualified for this position."</li> <li>"We're sorry, but you're not qualified for this position."</li> <li>"We're sorry, but you're not qualified for this position."</li> </ul>	<ul style="list-style-type: none"> <li>This is an empty promise. They're not qualified.</li> <li>They're not qualified to do the job.</li> <li>They're not qualified to do the job.</li> </ul>
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Download these pages at <https://americanstaffing.net/industry-professionals/new-language-of-staffing/>

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## Language to Lose

**When You Say:**

- Use this as a stepping stone.
- Use this as an opportunity.
- Become more hireable.

**Candidates Hear:**

- This is an empty promise.
- Sounds like I've never had a job before.
- Sounds like I'm not good enough right now.

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## Language to Use

**When You Say:**

- We get your resume in front of the right people.
- We work one-on-one with job seekers.
- We make support services available; i.e., interview prep and resume workshops.

**Candidates Hear:**

- My resume will finally be read.
- This recruiter is trying to get to know me as a person.
- This agency is trying to help me find a good job.

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An Overview of  
**SEO**  
And Its Affect on Staffing Messaging



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What is Search Engine Optimization?

**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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Google's Search Algorithm

*Google's Search Algorithms are designed to sort through hundreds of billions of web pages and present them in a way that helps users find what they are looking for.*



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## Understanding Google's Search Algorithm

- A user has a problem and types something into Google to find an answer.
- Google's Algorithm sorts through all the web pages in its index to try to find the results related to the user's query.
- Google then ranks these results, presenting them in order based on how likely it is to answer the user's query.



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## How Does It Work?

Keyword:

- Ideas or topics that represent what your content is about.
- Words and phrases people enter into search engines, also called "search queries."

*For example: "Staffing Agencies in Atlanta"*



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### Staffing Agencies in Atlanta, GA (Vinings)

Aviom Staffing Group is a leading provider of temporary and temp-to-hire staffing services for light industrial and administrative positions, with a focus on providing emergency and hourly workers. Aviom Staffing Group specializes in identifying and connecting skilled workers with the best employers in the area. Unlike other staffing agencies in Atlanta, GA, Aviom Staffing Group will take the extra step to build personal relationships with our clients and employees to ensure we meet their needs. Aviom Staffing Group specializes in identifying and connecting skilled workers with the best employers in the area. Unlike other temp agencies in Atlanta, GA, Aviom Staffing Group will take the extra step to build personal relationships with our clients and employees to ensure we meet their needs.

Contact our branch office in Atlanta, GA (Vinings) to learn more about our staffing services or search for our warehouse jobs in Atlanta, GA (Vinings).



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Strategically placing keywords throughout the content helps Google understand what the page is about.

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## How Does it Work?

Proper Search Engine Optimization (SEO) allows your site to be visible in Google when a user performs a search.

The screenshot shows a Google search for "staffing agencies atlanta georgia". The search results include:

- Staffing Agencies in Vining, Atlanta, GA | Axiom Staffing Group** - <https://www.axiomstaffing.com/search/staffing-agencies-vining-ga/>
- Staffing Agencies in Atlanta, GA (Vining) Axiom Staffing Group** - A leading provider of temporary and temp-to-hire staffing services for light industrial and administrative positions, with locations all throughout Georgia.
- Vining, GA Staffing Agency Services | Temporary Employment Jobs ...** - <https://www.hiredynamics.com/staffing-agency-vining-ga/>
- Hire Dynamics** has been consistently recognized as a Top 5 Staffing Firm (out of 10,000) ... At Hire Dynamics we work with the leading employers in the Vining area and specialize in the following industries: ... Coated Company Atlanta Badge
- Staffing Agency in Atlanta, GA | Atlanta Jobs | Aerolek.com** - <https://www.aerolek.com/>
- Aerolek** staffing agency provides staffing services for the Atlanta, Georgia area. Contact us to find a local job opening near you!
- THE BEST 10 Employment Agencies in Vining, GA - Last Updated ...** - <https://www.pdp.com/vining-ga-professional-services-employment-agencies>
- Best Employment Agencies in Vining, GA** - [Hiremox Staffing Services](#), [Trace Staffing Solutions](#), [Marletta Axiom Staffing Group](#), [Express Employment ...](#)

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## Why Does it Matter?

- Thousands of people are searching for your services in Google every month.
- If you are not optimizing your website for the keywords your audience is searching for, you will lose out on the opportunity to drive traffic to your website.

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## Popular Keywords in The Staffing Industry

Keyword	Volume
temp agency	165000
temp agencies	110000
staffing agency	90500
employment agencies	49500
temp services	33100
job agencies	18100
temporary agencies	6600

When you are creating your messaging strategy, be mindful of the **terminology your audience is using** when they are searching for your services.

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How to Create a

# Messaging Strategy



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## 1. Uncover What Makes You Different

- What makes you truly different? What makes you faster/better/less expensive than your competition?
- Do you have partnerships with local colleges to provide training or resume help?
- Is your job placement time twice as fast as your competitors?



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## 2. Decide Who You Are Targeting

- Clients
- Candidates
- Specific Industries



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### 3. Make it Easy For the Decision Maker

- Why should they choose you?
- What can you do for them?
- How will you make their lives easier?



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### 4. Get Everyone on Board

- Have a company meeting to discuss your new messaging.
- Update your web copy, print materials and social media profiles.
- Update your website's SEO.



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## Implement SEO

Into Your Messaging Strategy



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**Optimizing for Search Engines**

*What is the process for search engine optimization, and what are some best practices?*



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**SEO Best Practices**

- Identify your target market.
- Identify what problems they are having and what questions they are asking.
- Keyword Research – What phrases are people typing into search engines when they are seeking out an answer?
- Create content on your site and incorporate these keywords to let the search engines know you have the answer.



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**Tying It All Together**



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## Examples

- We're going to use Top Notch Personnel as an example of how messaging can work, and how it can fail.
- Top Notch Personnel is a light industrial staffing agency in the Wichita, KS area.
- These next two examples are from their blog.



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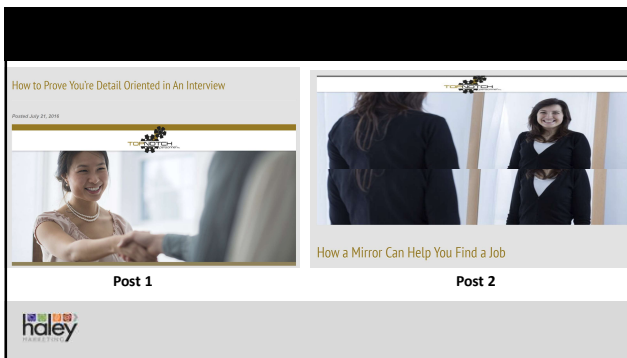
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### Last 30 Days...

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
1. /detail-oriented-interview-wichita/	2,026 % of Total: 22.53% (6,292)	1,936 % of Total: 25.97% (7,455)	00:08:50 Avg for View: 00:01:37 (446.60%)	1,936 % of Total: 33.55% (5,770)
	2,026 (100.00%)	1,936 (100.00%)	00:08:50	1,936 (100.00%)

**Post 1**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
1. /practice-smile-looking-job/	2 % of Total: 0.00% (52,240)	1 % of Total: 0.00% (42,480)	00:04:28 Avg for View: 00:01:31 (152.93%)	1 % of Total: 0.00% (52,347)
	2 (100.00%)	1 (100.00%)	00:04:28	1 (100.00%)

**Post 2**

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### How to Adjust Your Messaging

- This blog post was requested by the client. Many of their candidates would come to an interview without smiling or being personable. The purpose of this blog post is to show how practicing in front of a mirror can better your odds of being hired.
- This intent can be explained in your messaging on social media.

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### Recap

1. Uncover what makes you different.
2. Decide who you are targeting.
3. Make it easy for the decision maker.
4. Get everyone (and everything) on board, which includes SEO.

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## Any questions?

1.888.696.2900  
[info@haleymarketing.com](mailto:info@haleymarketing.com)  
[@haleymarketing](https://twitter.com/haleymarketing)  
[www.facebook.com/HaleyMarketing/](https://www.facebook.com/HaleyMarketing/)

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**Coming Next:**  
**Job Board – What's New**  
Tuesday, April 16 at 2 PM ET  
Reserve your seat: [www.lunchwithhaley.com](http://www.lunchwithhaley.com)

  
Product Demo Webinars  
The Cornerstones of Your Marketing Success



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