



A black rounded rectangle containing the Haley Marketing logo, a title, and authors. The logo is 'haley MARKETING' with a colorful icon above the word 'haley'. The title is 'How Staffing Firms Can Successfully Pay to Play' in a bold, yellow font. Below the title are the names 'Stephanie Ryndak' and 'Erin Helms' in a smaller, white font.

What Is PPC?

Pay Per Click advertising (PPC):

Digital advertising where you pay each time a user clicks on your ad.

PPC ads come in multiple formats, shapes and sizes and can appear on search engines, social media platforms, websites ,etc.



Why do I need PPC?

AIDA model stuff



Common Misconceptions

Does PPC impact my SEO?

Does it help my other marketing efforts?

But my competition is going to just click on my ad all day



How do I start?

Picking the right channel based on budget and target audience

Facebook audiences/cpc's vs LinkedIn Vs Bing ECT



But Before You Start!

Does your website encourage conversions

CRO > ROI

If a website overhaul is inevitable, but not in the budget –
consider a custom landing page
(best practices go here)

Can you even track your website actions



Initial Strategy

Who do you want to reach

Where does your audience live (digitally)

Tips from our Team Haley PPC Experts:

- Who you target / where (network) will determine advertising cost
- Be mindful of competitive industries



3, 2, 1,.... GO!

My ads are live – now what

Supervise, but don't over analyze the first few days, or weeks of traffic
Trust the process
Optimize and keep testing

Tips from our Team Haley PPC Experts:

- Wait at least 30 days before making big changes
- Use data to drive your decision, not gut feelings
- Don't make too many big changes all at once



Key Metrics and Definitions

Daily Budget

Click

Avg CPC

Cost

CTR



Understanding KPI's

How your budget controls traffic volume

Who controls the CPC?

Is every click the same cost?

Tips from our Team Haley PPC Experts:

- Improve your Quality Score
- Don't neglect your keyword strategy



Website-Related Mistakes That Can Cost You \$\$

- Expecting every click to convert
- Having a poor on-site user experience
 - Broken links
 - Buttons that don't work
 - Hard to navigate
 - ETC
- No confirmation (thank-you) page
 - On site conversion data helps feed the machine learning



Strategy Mistakes That Can Cost You \$\$

- Sending users to a poor destination URL
- Keyword monitoring & using the wrong match type
- Overlooking day parting
- Casting too wide a net
- Pulling the plug too soon ("it's not working!")
- Not setting up your audiences in GA (RIP 3rd party cookies eta?)
- Too many changes – too early in the campaigns infancy
- Not A/B Testing
- Not having a backup plan
- Thinking you know it all, not being open to other strategies



Network Mistakes That Can Cost You \$\$

- Googling yourself
- Not making use of Google/Bing's ad extensions (now called assets)
- Using every keyword variation you can think of
- Not testing automation and bidding strategies

- Not layering in the right audience settings on Facebook/LinkedIn
- Starting with too low a budget on LinkedIn
- Don't lump the categories together but strategically layer
- Not using the special ads category (employment)
- Running only 1 ad creative



Why does search intent matter?

If your content does not match search intent, then you will NOT Rank!

- It's not just about "keywords."
- It's about creating relevant content users are searching for.
- Google doesn't know why someone is searching for "staffing agency," but it can infer what someone means by "temp staffing agencies in Cranberry, PA."



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Don't think like yourself.

Think like your visitors.

Quality content is relevant and useful. It comes from you wanting to help the people who need your services.

All content should be keyword rich, it should answer questions that people have, it should have a purpose, and it should be easy to consume.

Don't tell people what you want them to know.
Tell them what THEY want to know.



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Are you providing a good user experience?

What is User Experience?

User experience is a big factor in determining which sites it will serve up to searchers.

User experience is how a person interacts within your website once they enter the website from the search engine query.

How fast does your site move; do people spend time there; do they click around or do they leave immediately because they didn't find what they were looking for fast enough? And how does your site render on a mobile device?

A positive user experience = better rankings.



Use Data To Make Content Evaluates and Updates

Leverage Google Search Console data to see how past content has performed.

1. Identify search queries with high impressions and strong buyer intent.
2. Look for good position (Top 10) and low CTR and adjust meta info.
3. Look for high impressions and content in position 5-30, then update that content.

↓ Clicks	Impressions	CTR	Position
113	862	13.1%	1.8
57	7,214	0.8%	8.5
11	379	2.9%	5.7
10	256	3.9%	4.9
9	106	8.5%	3.6
8	304	2.6%	7.1
8	67	11.9%	5.6
7	1,150	0.6%	4.3
6	872	0.7%	6



Small Tweaks, Big Changes

This client did content updates and refreshes for several months and saw significant increases in new users, total users and sessions, and people bounced out of the site less.

Source / Medium	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	16.26% ▲ 197,248 vs 169,664	14.97% ▲ 191,708 vs 166,750	10.12% ▲ 271,143 vs 246,224	41.49% ▲ 31.87% vs 54.47%
1. google / organic				
Jul 1, 2021 - Jan 26, 2022	197,248 (100.00%)	191,708 (100.00%)	271,143 (100.00%)	31.87%
Dec 3, 2020 - Jun 30, 2021	169,664 (100.00%)	166,750 (100.00%)	246,224 (100.00%)	54.47%
% Change	16.26%	14.97%	10.12%	-41.49%



Questions?

Need help with your staffing website SEO?

Reach out to our team today.

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UPCOMING WEBINARS



How Staffing Firms Can Successfully Pay to Play
Thursday, March 16th

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