

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.



Turn Clicks Into Clients

SEO, AIO and Website Best Practices for Staffing Firms

David Searns
Co-CEO

Brad Smith
Chief Strategy Officer

Becca Searns
Director of Creative Services

Shaun Chojnacki
Senior Marketing Strategist



Sales slow? Blame your website!

Well, that may be part of the problem.



98% ghosting.

That's the percentage of website visitors who leave without **EVER** taking action!



Outdated?

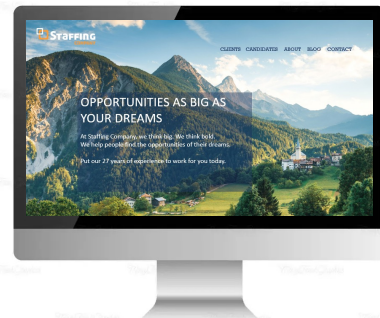
Most staffing websites were built in a time when
recruiting was the biggest challenge.



haley
MARKETING

Time to change?

If you want your website to sell more...
you need a site designed to sell.



haley
MARKETING

Step 1: Optimize for response

A quick lesson in CRO best practices.



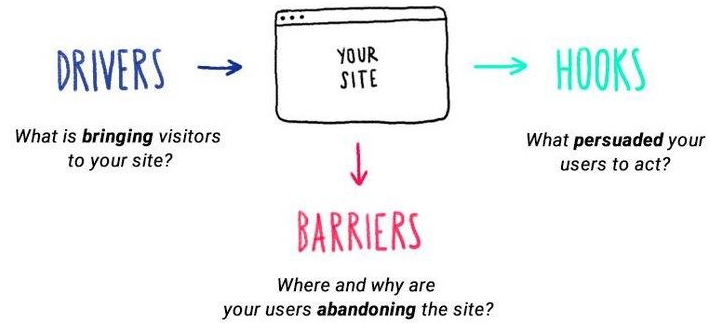
What is CRO?

Conversion rate optimization (CRO) is the practice of **increasing the percentage of users who perform a desired action** on a website.

$$\text{CONVERSION RATE} = \frac{\text{NUMBER OF CONVERSIONS}}{\text{TOTAL NUMBER OF VISITORS}} \times 100$$



What is CRO?



What is CRO?

DRIVERS: Who is coming to your website?

- Job seekers
- Employers
- Current associates
- Current clients
- Partners, vendors
- Candidates for internal jobs



What is CRO?

DRIVERS: What brings people to your website?

- They need help
- They have a question
- They were referred to you



People are coming to your site to get answers.
Do you know the questions?



What is CRO?

HOOKS: What gets people to take action?

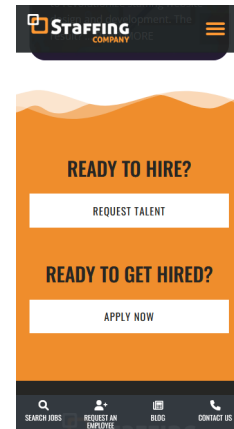
- Solving a problem
- Getting an answer to a question
- Receiving something valuable
- An offer (CTA)



What is CRO?

HOOKS: A few ideas for staffing companies

- Search jobs
- Apply now
- Get a job agent
- Request an employee
- Read about a topic (blog post)
- Download a(n) _____ (eBook, whitepaper)
- Get a free _____ (content, service, tool)
- Sign up for _____ (not a newsletter!)
- Act NOW (special offer)
- Ask a recruiter



What is CRO?

BARRIERS: What STOPS people from taking action?

- No offer
- Offers that require emotional commitment
- People don't have an attention span
- Crappy design (distrust)
- Bad copy (too long, too salesy, too much hype)
- Lack of clarity (copy, navigation, CTAs)
- They lack patience
- Inability to respond (on any device)
- Site is too slow
- Poor navigation structure (doesn't lead to the desired action)
- Forms too long



CONVERSION RATE OPTIMIZATION

A crash course in designing for response.



Designing for RESPONSE

YOUR GOAL: Get someone to a THANK YOU page.

- Blog posts – attract people with useful information
- Service page – explain what you do (in a compelling way) with a reason to respond NOW
- About page – explain why you do what you do (make people WANT to work with you)
- Contact page – make it easy to take action (and this can be from ANY page)

**For every page on your website,
think “how will visitors get here” and “what do they want to do next?”**



Designing for RESPONSE

What happens when people get to your website?

- What do you do?
- How do you do it?
- Can you do it for me?
- Am I in the right place?

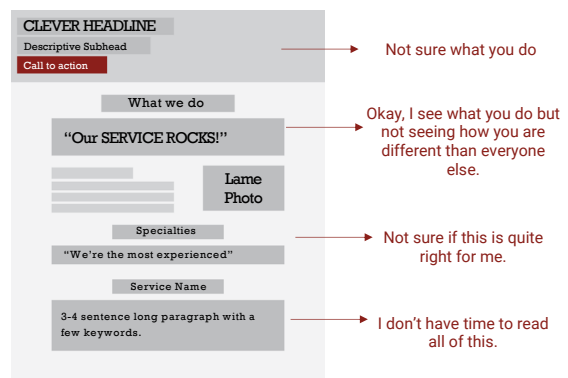
And if I don't get the right answer in 3 to 5 seconds...
"GOODBYE!"



Designing for RESPONSE

Too often, we see clever content that lacks clarity.

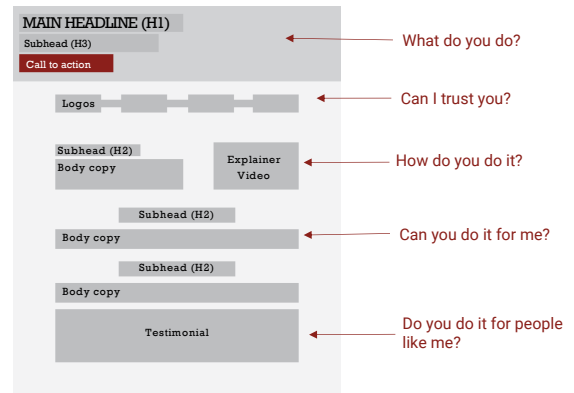
- What do you do?
- How do you do it?
- Can you do it for me?
- Am I in the right place?



Designing for RESPONSE

Creating a high-converting webpage.

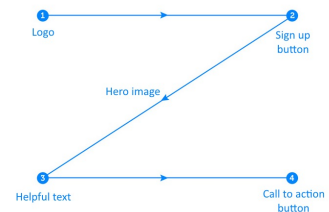
- Header that says what you do
- Clever copy goes in subheads
- Primary and secondary CTAs
- Social proof
- Explainer video
- Relatable images
- Repeated CTAs



Designing for RESPONSE

Counterintuitive best practices for design

- Use proven design layouts
- Do not differentiate on usability
- UX should be frictionless
- Align visual hierarchy with messaging design
- Kill the carousel (only 5.7% will click!)



Designing for RESPONSE

Counterintuitive best practices for messaging

- Focus on clarity over clever
- Don't assume people know what you do (or how you work)
- Use headlines and subheads to make copy easy to skim
- Keep paragraphs short
- Add testimonials and social proof to every page
- Kill the unsubstantiated claims

**Websites that convert are not about design.
Design matters. But copy sells!**



Step 2: Get found...the new rules

How to win at SEO and AIO.



Group Exercise: Where do you go?

You need quick dinner ideas for the week:

- a. Pulling a recipe book off the shelf
- b. "Googling" it
- c. Asking ChatGPT, Gemini, etc.
- d. Going to TikTok or YouTube



Group Exercise: Where do you go?

Learning a new skill:

- a. Reading a manual
- b. Searching Google for answers
- c. Asking ChatGPT, Gemini, etc., for a step-by-step process
- d. Searching for a YouTube video



Group Exercise: Where do you go?

Candidate preparing for a job interview:

- a. Asking a mentor or friend.
- b. Searching Google for tips and suggestions.
- c. Having a conversation with AI and running through sample interview questions and coaching.
- d. Completely winging it and hoping to stay on unemployment.



How we find information is
CHANGING DRAMATICALLY.



Traditional SEO winners are losing visibility.



Example: Hubspot

- Keywords dropped from 6M to 2M
- Traffic from 24M to 4M / month



Lack of topical authority =
LACK OF VISIBILITY.



Four acronyms you must know:

1. SEO – Search Engine Optimization
2. AIO – AI (LLM) Optimization
3. GEO – Generative Engine Optimization
4. AEO – Answer Engine Optimization



SEO Is Still Critical

Traditional SEO: Google, Bing, GBP optimization.

- Focused content is critical.
- Topical authority will drive results.

LLMs (AI) now reference Google results differently:

- Humans: click top 3 results
- LLMs: can pull from anywhere (mostly from page 1)

👉 **Being on page 1 matters more than ever.**



AIO – Showing up in AI Results

Focus: Be the ANSWER, not just the link.

- Those that answer, get the visibility.

Content structure matters:

- Structured data, FAQs, Lists, schema markup

“They ask, you answer”:

- Create content that directly addresses real questions.
- Even list competitors if that’s what they want to see.

👉 **Be the clear, trusted resource AI can cite.**



AI Mode **All** Images Videos News Short videos Forums More ▾ Tools ▾

◆ AI Overview

Workforce management (WFM) solutions are **integrated tools and processes used by organizations to strategically manage their employees by optimizing labor, resources, and costs to improve productivity, efficiency, and satisfaction**. Key features include automated time and attendance tracking, flexible scheduling, labor forecasting, leave management, compliance with labor laws, and real-time performance reporting. By providing data-driven insights and automating repetitive tasks, WFM solutions help businesses ensure the right people are in the right roles, control labor costs, minimize errors, and create a more engaged workforce. ⓘ

Key Components of Workforce Management Solutions

Time and Attendance Tracking:
Automates tracking of hours worked, overtime, and absences, reducing payroll errors and improving data accuracy. ⓘ

Employee Scheduling:
Creates and optimizes schedules based on labor needs and forecasts, ensuring appropriate coverage while managing labor costs. ⓘ

Labor Forecasting:

Workforce Management Software: What It Is and How It Can Help ...
Enables data-driven decision-making. Workforce management software provides valuable insights into your workforce,...

UKG ⓘ

Workforce Management: What is WFM? [A Comprehensive Guide]
May 7, 2025 — Paycor's HR business partners work with customers to find a balance between...

Paycor ⓘ

What is workforce management (WFM)? - Oracle
1. Automatic attendance tracking. Workforce management software automates attendance...

Oracle ⓘ

The screenshot shows a webpage from Paycor. At the top, there is a navigation bar with 'Paycor Empowering Leaders' on the left, 'Customer Hub' and 'Sign In' on the right, and a search bar. Below the navigation, there are several menu items: 'HCM Software', 'Who We Serve', 'Partners', 'Resource Center', 'Company', and 'Talk to Sales'. A 'Take a Guided Tour' button is also visible. The main content area features a green header with the title 'Workforce Management: What is WFM? [A Comprehensive Guide]' and a sub-header 'Last Updated: May 7, 2025 | Read Time: 15 min'. Below this is a 'One Minute Takeaway' section with three bullet points:

- Workforce management is the process organizations use to optimize their labor force. It requires ensuring the right employees with the right skills are in the right place at all times.
- Without workforce management, businesses may encounter excessive labor costs, understaffing, overstaffing, and compliance issues.
- A workforce management software solution helps automate workforce management elements, like payroll, scheduling, and compliance.

 To the right of the text is an image of a woman in a blue blazer sitting at a desk with two computer monitors. Below the main article is a 'Workforce Management FAQs' section with the text 'Still have questions? Read on for the answers to common queries.' followed by five expandable questions:

- How Does Workforce Management Support Decision-Making?
- How Does Workforce Management Help Employees?
- What is Remote Workforce Management?
- What is External Workforce Management?
- What is Total Workforce Management?

 At the bottom right of the screenshot is the 'haley MARKETING' logo.


GEO – Generative Engine Optimization

Getting included in ChatGPT, Perplexity, Grok answers...

Driven heavily by off-page signals:

- Listings (ClearlyRated, Yelp, etc.)
- Reddit, Quora, community threads
- YouTube & multichannel content

👉 Show depth, context and presence *everywhere your audience looks.*



ChatGPT 5

How do clients rate accounting staffing firms in Dallas?

Here's what I found on how clients rate "accounting staffing (and accounting/finance service) firms in the Dallas area. The feedback is generally positive, though there are some trade-offs. If you want, I can pull up specific firm names and detailed client comments.

What Clients Like

- 1. Responsiveness & Communication**
 - Firms that are locally based in Dallas or with strong local presence get praise for being responsive. Clients frequently mention quick follow-ups and clear, direct communication. Clutch +2
 - Having the same point of contact over time matters—clients dislike being passed around or having their staffing/finance contact change often. staffingdata... +1
- 2. Quality of Staff / Candidate Fit**
 - Staffing firms that provide candidates with the right skills (technical accounting, systems knowledge, etc.) tend to get high ratings. Clients also value firms that understand the niche—e.g. accounting for specific industries or financial roles. ClearlyRated +2
 - For permanent or longer-term placements, cultural fit and ability to integrate with the client's existing staff are repeatedly called out as important. Frontline Source... +1
- 3. Guarantees & Support / Follow-Through**
 - Dallas firms that offer good warranties or guarantees (e.g., replacing a bad placement) tend to be viewed more favorably. Frontline Source...
 - After-placement support (ensuring the placement person is working out) also shows up in reviews as a differentiator. ClearlyRated +1

ChatGPT can make mistakes. Please don't use the information provided to make any decisions.

designrusher.com
Top 10 Accounting Firms In Dallas - Sep 2025 Rankings | DesignRush
 3 days ago — DesignRush's expert analysts ranked the top-performing accounting firms in Dallas that...

goodfirms.co
Top Accounting Firms in Dallas - 2025 Reviews | GoodFirms
 September 17, 2025 — Here're reviews & ratings of the best accounting companies in Dallas. Pick the be...

dallasnu.com
Dallas' Best Accounting Firms to Work for Spots [2025 Guide]
 September 3, 2025 — On top of this, their accounting experts are trained in all areas of finance which...

threebestrated.com
3 Best Accounting Firms in Dallas, TX - Expert Recommendations
 Expert recommended Top 3 Accounting Firms in Dallas, TX. How do we actually find?...

g2.com
Best Accounting Firms in 2025: Compare Reviews on 110+ Services | G2
 In addition to tracking financial information and providing tax services, accounting firms conduct...

clearlyrated.com
Best Dallas Accounting Firms | ClearlyRated
 ClearlyRated helps you find the top Dallas accounting firms as rated by actual clients. Additionally, search...

haley MARKETING

AEO – Answer Engine Optimization

Going beyond lists to be the one authoritative answer...

Example: “Best IT Staffing Company in Houston With \$100+m Revenue & Strong Cybersecurity Expertise” requires:

- Topical authority
- Transparent about pages
- Reviews, ratings, proof of expertise

👉 **Specificity wins in LLM-driven results.**

haley MARKETING

Best IT Staffing Company in Houston With \$100+m Revenue & strong cybersecurity expertise

Choose one

If I had to pick one, **Talent Groups** is a strong choice. Talent Groups

Here's why:

- They made the 2025 Staffing Industry Analysts (SIA) list of the *Largest U.S. IT Staffing Firms*, which only includes firms with at least \$100 million in U.S. technology staffing revenue. Staffing Industry Analysts
- Their service offerings include cybersecurity engineering, threat modeling, IAM implementation, etc., so they're not just staffing generic tech roles but have clear cybersecurity-expertise. Talent Groups

If you want, I can verify whether their Houston operations are large enough (or meet your specific requirements), or pull up a few more candidates so you can compare.

🔗 📄 📌 🔄 ⋮ Sources

Is this conversation helpful so far? 👍 👎 ✕

+ Ask anything 🔍 🔊

ChatGPT can make mistakes. OpenAI doesn't use Haley Marketing workspace data to train its models.

Talent Groups Named One of the Largest IT Staffing Firms in the U.S. —
To qualify for inclusion, firms must have generated at least \$100 million in U.S. technology staffing revenue...

Staffing Industry Analysts
Largest IT Staffing Firms in the United States: 2025 Update
November 10, 2024 — Added together, these firms generated \$28.1 billion in such revenue, making up...

designrush.com
Top Cybersecurity Companies in Houston - DesignRush
3 days ago — Experts list the top cybersecurity companies in Houston based on projects, expertise...


pearltalent.com
16 Best IT Staffing Agencies in 2025 | Pearl Talent
September 3, 2025 — Explore the 16 best IT staffing agencies of 2025. Compare pricing, specialties, and...

compworth.com
Who's Winning in Houston? Top 50 Companies of 2025
August 29, 2025 — Who's Winning in Houston? Top 50 Companies of 2025 From workforce expansion t...

inspysolutions.com
Listed #26 Among 2025 Largest IT Staffing Firms in the U.S. by SIA —
July 7, 2025 — The SIA update on the IT staffing industry includes 57 firms that reported at least \$10...

insightglobal.com
Insight Global Maintains #2 Ranking Among U.S. IT Staffing Firms
July 1, 2025 — Insight Global has been named the #2 largest IT staffing firm in the United States, accordin...

staffingindustry.com
SIA Publishes 2025 Largest Staffing Firms in the US Research List




Haley Marketing's Role

Where we help implement...

- Traditional SEO
- AIO
- GEO Consulting and Auditing
- AEO Strategy and Thought Leadership
 - Persona-based content strategy
 - Topical content tailored to specific individual ICPs/Personas

Specificity wins in LLM-driven results.





Action Plan

- Audit your content through an AI lens.
- Build topical authority: FAQs, listicles, reviews, case studies.
- Expand presence beyond your website.
- Future-proof (as much as possible) with structured data and transparent proof points.

👉 **Get a free audit/consultation with Shaun Chojnacki.**



Shaun Chojnacki
Senior Marketing Strategist
Haley Marketing

schojnacki@haleymarketing.com

**Secure a Free Audit and
Set of Recommendations:**



FINAL THOUGHTS

Figuring out where to start.



Where CRO meets SEO & AIO

Figuring out where to start.

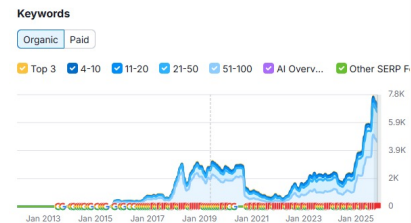
- **SEO builds** visibility and authority
- **AIO ensures** AI models find your business and trust your content
- **CRO drives** on-site conversions
- **The goal:** Attract. Engage. Convert.
- Every optimization decision should answer:
 - "Will this help searchers and AI understand why we're the best answer?"



Where CRO meets SEO & AIO

Build visibility and authority.

- **Review performance data:** Google Search Console & Analytics
- **Analyze search visibility:** keyword rankings, impressions, CTR
- **Audit FAQs & lists:** optimize for *AI Overviews* and *People Also Ask*
- **Use schema markup:** FAQ, HowTo, Review and Organization data
- **Track how AI tools feature your brand:** ChatGPT, Perplexity, Gemini
- **Build content clusters** to strengthen topical authority



haley
MARKETING

Where CRO meets SEO & AIO

Align human insight with AI insight.

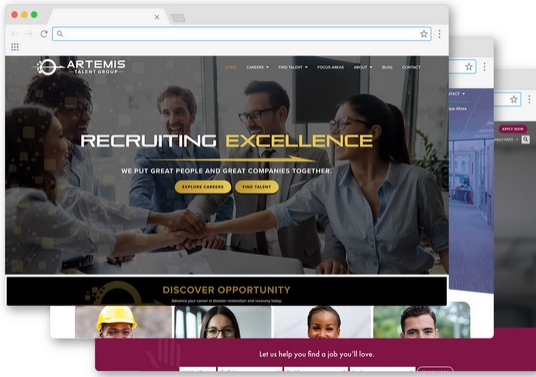
- **Talk to your team:** What questions do recruiters and salespeople hear most?
- **Listen to clients & candidates:** Their language reveals real search intent.
- **Review AI responses:** What answers are tools like ChatGPT or Gemini showing?
- **Bridge the gap:** Use human conversations and AI data to shape better content, CTAs, and site experiences.



Your brain, ears, eyes, mouth, & now
your AI, are your best CRO tools!

haley
MARKETING

Want to know what we think?



GET A FREE REVIEW OF YOUR WEBSITE
www.haleymarketing.com/websitereview



Secure a Free Audit and Set of Recommendations:

Shaun Chojnacki
Senior Marketing Strategist
Haley Marketing

schojnacki@haleymarketing.com





Questions?

Need help with your staffing website?

Reach out to our team today.

1.888.696.2900 | info@haleymarketing.com

1.888.696.2900 | [@haleymarketing](https://twitter.com/haleymarketing) | [haleymarketing.com](https://www.haleymarketing.com)

OUR NEXT WEBINAR



Keep Showing Up: Resilience, Growth, and Lessons That Matter for 2026

Thursday, December 4 at 2:00 PM ET



Modern Staffing Websites Made Easy: Affordable, Scalable and Built To Convert

Wednesday, December 10 at 3:00 PM ET

Reserve your seat

www.lunchwithhaley.com

