

YOUR PATIENCE IS APPRECIATED...



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



Fact vs Fiction

What You Need to Know About SEO in the Age of AI

Brad Smith
Chief Strategy Officer

Everyone has an opinion...

Which of these are **actually true**?



- SEO is dead.
- Google is dead.
- Stop blogging.
- AI will replace websites.
- Keywords don't matter.
- Nobody clicks anymore.
- You need GEO.
- You need AEO.
- You need AI SEO.
- You need AI Agents.



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



AI CHANGED SEARCH

FROM KEYWORDS
FINDING LINKS

TO ANSWERS
FINDING SOLUTIONS

The way people search has evolved.
Your strategy needs to evolve too.

Search is Smarter > People have More Choices > Intent is More Specific > Visibility Requires a New Approach

The graphic illustrates the evolution of search from keywords to AI-powered solutions. It features a laptop on the left showing search results, a large blue arrow pointing right, and a smartphone on the right displaying AI-generated answers. Various icons representing different search engines and AI tools are scattered around the smartphone.

Put Yourself in Your Buyer's Shoes

Your warehouse is short 5 forklift operators. Production ramps up Monday. You need help, now. Where are you going?:

- a. Google
- b. ChatGPT or Gemini
- c. Ask Your LinkedIn Network
- d. Ask a Colleague/Peer
- e. All of the Above



best forklift staffing agencies in columbus



AI Mode All Short videos Images Forums News Videos More Tools

AI Overview

The top forklift and industrial staffing agencies in Columbus, OH, include established firms like [Staffmark](#) and [Minutemen Staffing](#). These agencies consistently place certified operators in high-demand zones like Grove City, Groveport, and the I-270 corridor, with typical pay rates ranging from \$19.00 to over \$20.00 per hour for sit-down, stand-up, and reach truck experience. [Minutemen Staffing](#) +3

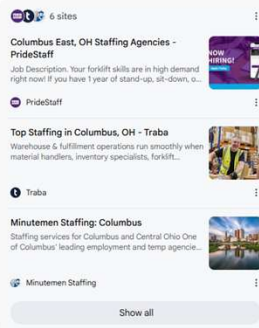


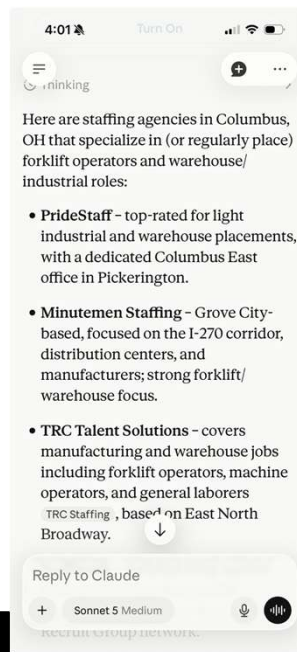
For both businesses looking to hire and operators seeking immediate work, Columbus features several specialized options with local branches:

- **Staffmark:** Highly rated for industrial and logistics placements, offering numerous temp-to-hire and long-term forklift roles across Central Ohio. [Staffmark](#) +2
- **Minutemen Staffing:** Specializes in light industrial, manufacturing, and distribution, with deep ties to facilities along the I-270 corridor and the Rickenbacker area. [Minutemen Staffing](#)
- **PrideStaff:** Known for placing stand-up, sit-down, and reach truck operators in full-time, temporary-to-hire warehouse capacities. [PrideStaff](#)
- **DataField:** A dedicated warehouse staffing agency focused on rapid fulfillment of short-term, seasonal, and permanent distribution roles. [datafieldstaffing.com](#)
- **Traba:** Offers flexible, on-demand industrial staffing solutions for businesses needing to quickly scale up their material handling and logistics workforces. [Traba](#)

If you are looking to hire operators or find a job yourself, could you share:

- Are you looking for **short-term, temporary** work/staff, or **permanent/temp-to-hire**?
- Which specific **Columbus suburb** (e.g., Groveport, Canal Winchester, West side) do you need to work or staff in?





ChatGPT

who are the best forklift

If you're looking specifically for a staffing partner that consistently supplies associates, order selectors, and distribution center talent in the Columbus strongest options:

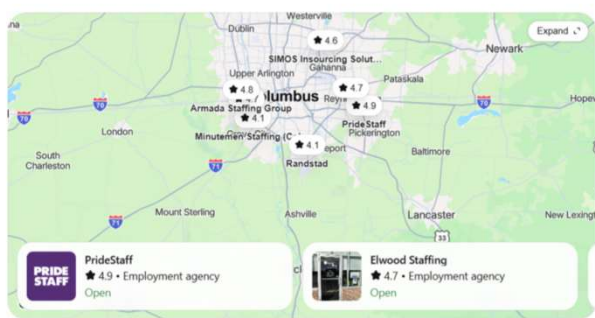
Best Columbus forklift staffing agencies

1. PrideStaff
 - Strong in warehouse, logistics, manufacturing, and forklift staffing
 - Offers temporary, temp-to-hire, direct hire, and onsite workforce management
 - Particularly strong for companies that need screened, reliable operators rather than simply filling shifts
2. Elwood Staffing
 - One of the nation's largest industrial staffing firms
 - Extensive experience recruiting:
 - Sit-down forklift operators
 - Stand-up reach truck operators
 - Cherry picker operators
 - Distribution center staff
 - Excellent option for high-volume hiring. [Wikipedia](#)
3. Minutemen Staffing (Columbus)
 - Focuses heavily on light industrial staffing
 - Experienced staff

Best options by hiring need

Need	Recommended agencies
High-volume distribution center	Elwood Staffing, SIMOS Insourcing Solutions, Randstad
Manufacturing forklift operators	PrideStaff, Minutemen Staffing, Armada Staffing Group
Temp-to-hire hiring	PrideStaff, Elwood Staffing
Seasonal warehouse ramp-up	Randstad, SIMOS Insourcing Solutions
Smaller employers needing flexibility	STAFF NOW, Minutemen Staffing

If your operation is in Groveport, Obetz, Lockbourne, or Rickenbacker, I'd tailor the recommendations a bit differently because those areas have several agencies that specialize in high-volume logistics and e-commerce distribution.



Search Isn't Dying. It's Fragmenting.



Buyers are searching in more places than ever. **Be visible everywhere** they look.



Google



ChatGPT



Gemini



Perplexity



YouTube



Reddit



Voice Assistants



Recommendations
& Referrals



LinkedIn



I need a forklift staffing agency in Columbus.

OLD WORLD:

Optimize for Google.

Keywords and rankings
were king.



FOCUS ON KEYWORDS
Find the right
keywords.

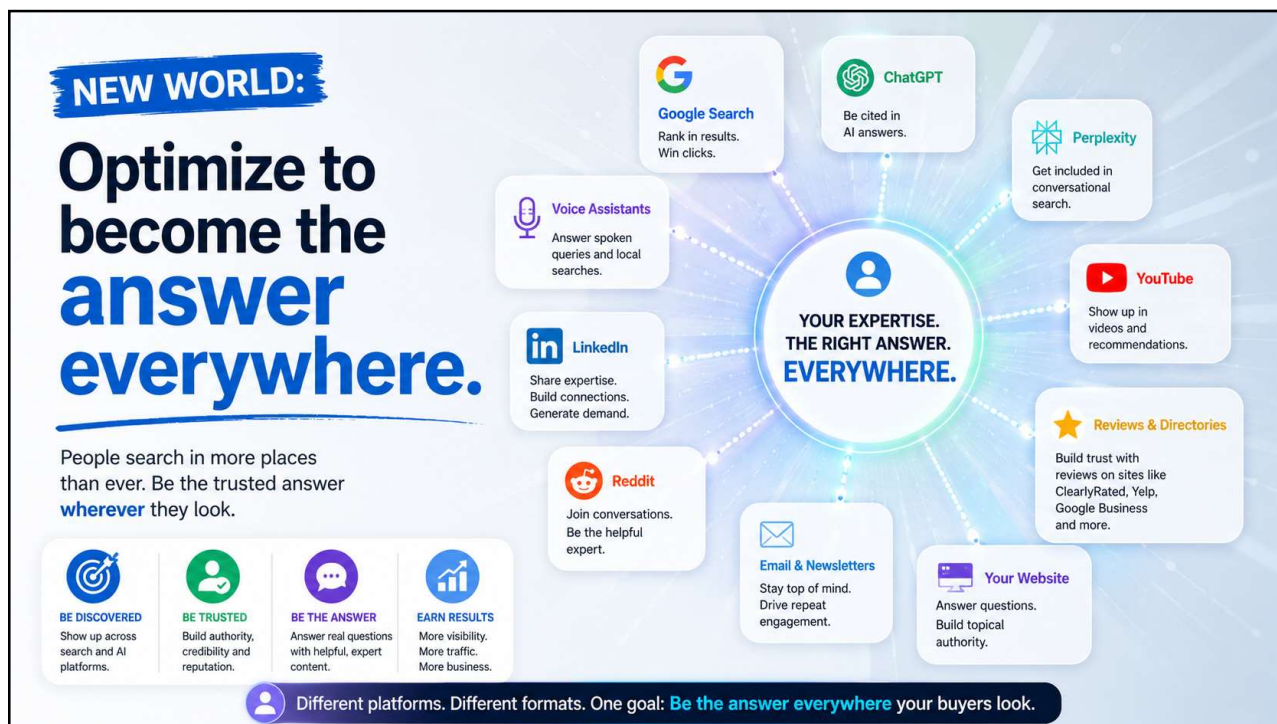


CLIMB THE RANKINGS
Get to the top
of Google.



EARN THE CLICKS
More rankings =
more traffic.

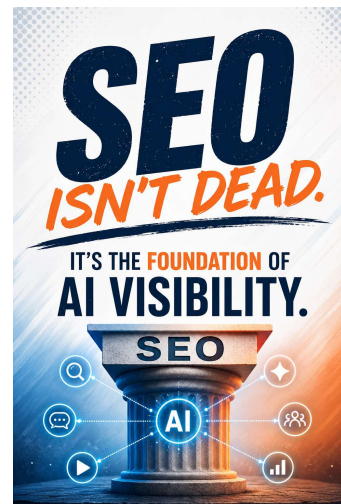




Fiction #1: SEO is dead.

Reality: SEO didn't die. Search evolved.

- People search in more places than ever before.
- AI is changing how people discover information—not whether they search.
- Ranking alone isn't enough anymore.
- Visibility now includes Google, AI, social, video, communities, and more.

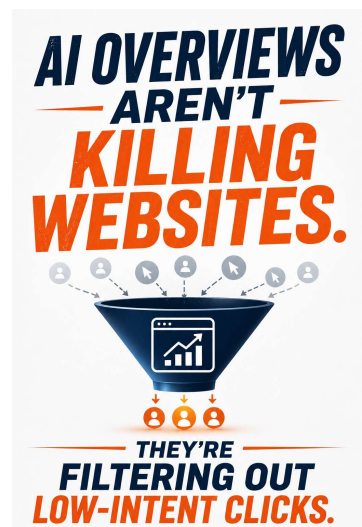


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Fiction #2: AI Overviews are Killing Traffic

Reality: AI Overviews are changing traffic...not eliminating it.

- Some informational searches now get answered directly in search.
- Clicks may decrease but the people who do click often have higher intent.
- Commercial, local, and hiring-related searches still generate valuable website visits.
- The goal is no longer more traffic. It's better traffic.

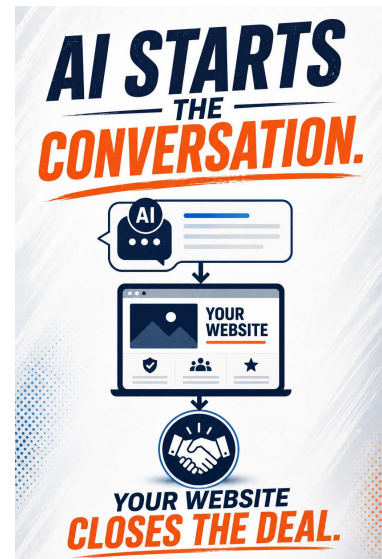


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Fiction #3: Nobody Reads Websites Anymore

Reality: People still visit. Now it's just later but with more intent.

- Buyers use AI to narrow their options.
- They visit your website to validate, compare and make decisions.
- Your website is the place where trust is earned.
- Strong websites convert AI recommendations into leads.



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Fiction #4: Blogging Doesn't Work Anymore

Reality: Random blogging is dead. Helpful expertise and buyer enablement wins.

- AI doesn't reward publishing for the sake of publishing.
- One-off blog posts rarely build authority.
- Topical authority and clusters outperform random content.
- The companies that answer the most customer questions become the trusted resource.



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Fiction #5: Keywords Don't Matter Anymore

Reality: Keywords kinda still matter. But intent matters more.

- People still search, but keywords are more likely questions now.
- AI understands context and it's not just based on exact-match keywords.
- Topical authority beats keyword stuffing.
- The winning formula is to answer the searcher's real question.



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Fiction #6: AI Writes Better SEO Content

Reality: AI accelerates content. Experts create authority.

- AI is excellent at organizing and accelerating ideas.
- AI doesn't have your exact first-hand staffing experience.
- Original insights, case studies, opinions create differentiation.
- The best content combines AI efficiency with your secret sauce.



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Fiction #7: I Need to Optimize for ChatGPT

Reality: You need to optimize to become the best answer.

- AI platforms change constantly.
- They all use different signals.
- Chasing one platform is a losing strategy.
- Build the answer they all want to recommend.



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SEO isn't dead.

Websites still matter.

Expertise matters.

Don't chase platforms.

“Okay...so how DOES AI actually decide who to recommend?”

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5 Signals to Build AI Confidence

How you can become the answer.



Signal #1: Authority

AI recommends companies that demonstrate depth,
not just relevance.



SIGNAL #1: AUTHORITY

AI recommends companies that demonstrate **depth**, not just relevance.

**AUTHORITY ANSWERS
ONE QUESTION:**

**“DO YOU TRULY
OWN THIS TOPIC?”**



DEPTH

Comprehensive coverage of the topic



EXPERTISE

Unique insights from real experience



TRUST

Proven by clients, reviews, and results



CONSISTENCY

Continually updated and expanded over time



WAREHOUSE STAFFING



Cost of Warehouse Staffing



Seasonal Warehouse Staffing



Warehouse Safety



Forklift Recruiting



Warehouse Turnover



Temp vs Direct Hire



Warehouse Interview Questions



Warehouse Salary Guide



Staffing Case Studies



FAQs



YOUR COMPANY

*Topical
Depth
Builds
Authority*

ONE ARTICLE = **INFORMATION**

AN ENTIRE ECOSYSTEM = **AUTHORITY**



DON'T RANK FOR ONE KEYWORD. | BECOME THE TRUSTED RESOURCE.

Signal #2: Expertise

AI recommends companies that demonstrate real-world experience...not just well-written content.



SIGNAL #2: EXPERTISE

AI recommends companies that demonstrate **real-world experience**—not just well-written content.

EXPERTISE ANSWERS
ONE QUESTION:

**“CAN I TRUST THAT
YOU’VE ACTUALLY
DONE THIS?”**



“ Real experience is something AI can’t replicate.
Your insights are your competitive advantage.”


**RECRUITERS
HAVE SEEN IT**
Insights from real
conversations and
placements


**CLIENTS
HAVE LIVED IT**
Stories from real
workforce challenges
and solutions


**YOU HAVE
THE DATA**
Proprietary research,
metrics, and hiring
trend insights


**YOU HAVE
THE ANSWERS**
Practical advice from
front-line experience
that works


**YOU HAVE
THE PROOF**
Results, outcomes,
and measurable
impact

WHAT BUILDS EXPERTISE?

-  Original insights from recruiters and staffing experts
-  Real client success stories
-  Industry research and proprietary data
-  First-hand experience solving workforce challenges
-  Practical advice that can’t be copied from AI

AI LOOKS FOR EVIDENCE OF EXPERIENCE

GENERIC CONTENT	VS.	EXPERT CONTENT
 Definitions		 Real-world advice
 Generic blogs		 Recruiter insights
 AI-generated summaries		 Original research
 Rewritten articles		 Client stories
 Opinions		 Proven experience



DON’T JUST PUBLISH CONTENT.

PUBLISH EXPERIENCE.



Signal #3: Proof

AI trusts companies that others trust.



SIGNAL #3: PROOF

AI trusts companies that **others** trust.

PROOF ANSWERS
ONE QUESTION:

**"CAN SOMEONE
ELSE VALIDATE
YOUR CLAIMS?"**



AI looks for **independent, third-party signals** that reinforce your expertise and credibility.

WHAT BUILDS PROOF?

-  **Google Reviews**
Ratings and reviews across Google
-  **ClearlyRated Reviews**
Verified client and talent feedback
-  **Client Testimonials**
What your clients say about working with you
-  **Candidate Testimonials**
Real feedback from placed talent
-  **Case Studies**
Real results with measurable outcomes
-  **Awards & Recognition**
Industry and community recognition
-  **Media Mentions**
Press features and industry coverage
-  **Industry Certifications**
Credentials and certifications
-  **Customer Success Stories**
Detailed stories of how you solved problems

AI LOOKS FOR THIRD-PARTY VALIDATION

YOU SAY		OTHERS SAY
"We're the best."	→	 ★★★★★ 4.9 Rating on Google
"We fill jobs quickly."	→	 Case study proves time-to-fill results
"Candidates love us."	→	 Candidate reviews confirm it
"We're experts."	→	 Industry awards validate it
"We're trusted."	→	 Hundreds of reviews agree

HOW PROOF BUILDS AI CONFIDENCE



CLAIMS CREATE AWARENESS. PROOF CREATES TRUST.



Signal #4: Consistency

AI trusts companies whose story is consistent everywhere.



SIGNAL #4: CONSISTENCY

AI trusts companies whose story is **consistent** everywhere.

CONSISTENCY
ANSWERS ONE QUESTION:

**"DOES EVERY
SOURCE TELL
THE SAME STORY?"**

WHAT BUILDS CONSISTENCY?



Website



Service
Pages



Google
Business
Profile



LinkedIn
Company
Page



Social
Media



Review
Platforms



Directory
Listings



Press
Releases



Podcasts &
Videos



Employee
Profiles

AI IS LOOKING FOR ALIGNMENT

AI GETS CONFUSED WHEN...

- ✗ Services are described differently
- ✗ Old or outdated information still exists
- ✗ Messaging changes across platforms
- ✗ Different industries are emphasized
- ✗ Branding and tone are inconsistent

AI BUILDS CONFIDENCE WHEN...

- ✓ Every source reinforces the same expertise
- ✓ Information is accurate and up to date
- ✓ Consistent positioning across all channels
- ✓ Clear industry specialization
- ✓ One recognizable brand everywhere

ONE STORY

Every touchpoint
is another witness.
When they all agree,
AI trusts you.



Website



LinkedIn



Google Business
Profile



Reviews



Case Studies



Podcast



Press



Videos



Employees



**ONE CLEAR
BRAND**

AI Confidence

ALL SIGNALS WORK TOGETHER



DON'T TELL TEN DIFFERENT STORIES. TELL ONE GREAT STORY EVERYWHERE.

Signal #5: Freshness

AI wants to know you're still active, relevant
and engaged.



SIGNAL #5: FRESHNESS

AI recommends companies that continue to demonstrate expertise **over time**.

**FRESHNESS
ANSWERS ONE
QUESTION:**

**"ARE YOU STILL
ACTIVE AND
RELEVANT?"**



AI wants to know
you're still **active**,
engaged, and
solving problems.

FRESHNESS ISN'T JUST NEW BLOGS.
It's evidence that your business is alive.



New Reviews



Updated
Service Pages



Recent
Case Studies



Fresh Insights
& Perspectives



LinkedIn
Activity



Videos &
Podcasts



News &
PR Updates



Hiring Trends
& Data



Community
Involvement

AI LOOKS FOR SIGNS OF LIFE

SIGNS OF STAGNATION

- ✗ Old Website
- ✗ 2022 Blog
- ✗ No New Reviews
- ✗ Outdated Information
- ✗ No Recent Activity
- ✗ No New Content



LOW CONFIDENCE

SIGNS OF ACTIVITY

- ✓ Updated Website
- ✓ Recent Reviews
- ✓ New Case Studies
- ✓ Active on LinkedIn
- ✓ Fresh Content
- ✓ Videos & Podcasts



HIGH CONFIDENCE

VS.



STAY ACTIVE. STAY RELEVANT.



AI trusts companies that
keep demonstrating value.

Where to Go From Here



THE CHALLENGE ISN'T KNOWING WHAT TO DO.

- 💡 We know the **strategies**.
- 🎯 We know the **best practices**.
- 📄 We know **what works**.
- 🔍 We have the **roadmap**.



IT'S ACTUALLY GETTING IT DONE.

- 🕒 Time is **limited**.
- 👥 Teams are **stretched thin**.
- 📊 Content isn't **consistent**.
- 📈 AI moves **too fast**.
- ✅ Execution is the **gap**.



KNOWLEDGE + EXECUTION = RESULTS

Introducing RogIQ The AI Marketing Operating System

- **Brand IQ**
 - Company messaging
 - Brand voice + Visual identity
- **Strategy OS**
 - Target ICPs + Buyer personas
 - Competitor analysis
- **Content Suite**
 - Automated blogs, SEO/AIO, and social media
 - Thought leadership content
 - Branded email publications
- **Rogue Intelligence**
 - Marketing analytics + Market intelligence



**All Fully Managed
for \$1650/month**

<https://www.haleymarketing.com/rogiq-first-100/>





Questions?

Need help with your staffing website?

Reach out to our team today.

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