



STAFFING WEBSITES

Keys to a Killer Site



Stand out. Stay top-of-mind. Sell more.

You can't undo a first impression

Quick.

Go to your company's website. What do you see?

Does your site immediately tell people what do you?

Does it differentiate you from the competition?

Does it welcome employers and job seekers?

And most importantly, does it get people to take action?

More clients and candidates will visit your website in one year than you will talk to in a lifetime.

Thousands (and in many cases tens of thousands) of people will drop by each month.

They'll visit to find jobs.

They'll visit to learn about your services.

They'll stop by to see what you are all about.

Is your site ready for them?

Did You Know?

79% of job seekers used online resources and information in their most recent job search (34% said they were the most important resources – most by far)

Source: [Pew Research Center](#)

Do we have your attention???

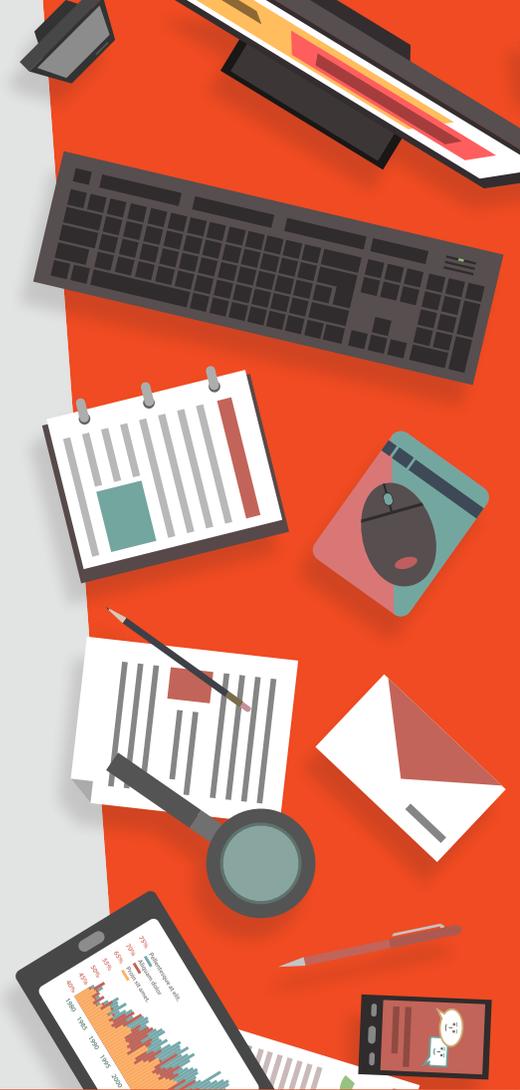
For staffing and recruiting firms, there is no more critical piece of real estate than your company website. The question is – does your website have the right “curb appeal”?

A well-designed staffing website will do ALL of the following:

- Tell your story
- Position you as an expert in your field
- Build credibility
- Enhance the service process
- Get people to take action

Unfortunately, there are A LOT of staffing and recruiting websites that have about as much charm and appeal as a broken-down shack. They lack clarity, visual appeal, a strong message and ease of use.

They drive clients away. And they confuse candidates.



Whether you need some minor home improvements or a complete renovation, this report will show you the secrets to constructing a world-class staffing website.

Here's what you'll find:

- Design best practices
- The most critical elements of any staffing or recruiting website
- Must-do's for today's mobile job seeker
- What really works for search engine optimization (SEO)
- Strategies to maximize the value of social media
- Why managed hosting is a must

And we're going to give you a sneak peek at the newest staffing website features that we are developing for our clients.

(Unless sourced, all data in this report comes from the Haley Marketing Group)



DESIGN BEST PRACTICES

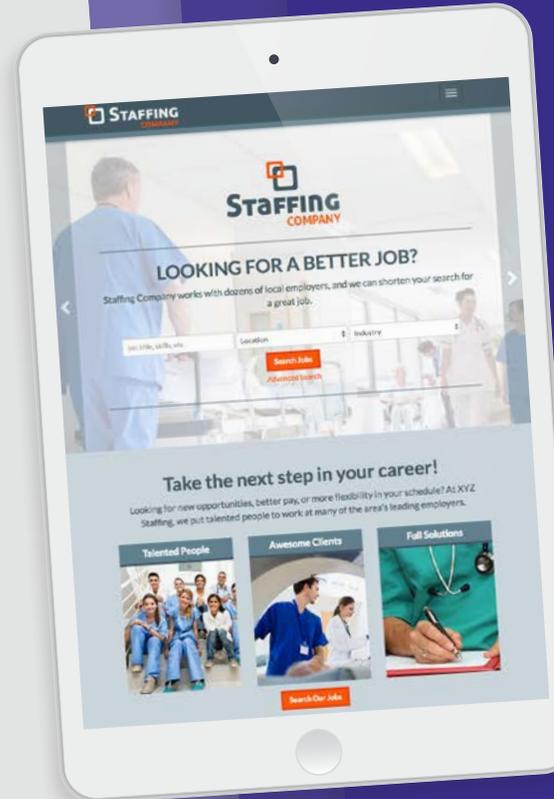
Humans process visuals 60,000 times faster than text.

Think about that the next time you look at your website.
What message are your visuals sending to employers and
job seekers? Is it the message you want?

**But visuals are not the only part of
staffing website design.**

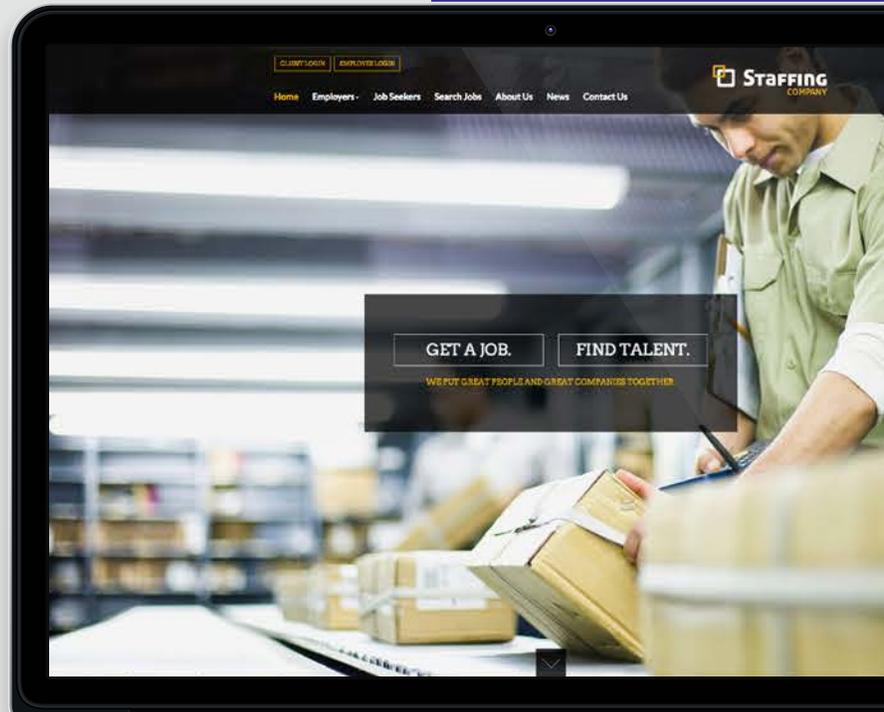
Flat/material design

- Flat design is a style of web design that eliminates the use of elements that create 3D effects (things like drop shadows, gradients and textures). Instead, it relies on more simple design elements, typography and flat colors.
- Material design is an enhancement to flat design developed by Google. It makes use of grid-based layouts, responsive animations and transitions, and padding—although it does use depth effects such as lighting and shadows. Material design is commonly used in mobile applications.
- The benefit of this design trend is usability. Flat and material sites load faster, respond more easily to different screen sizes and devices, and look great on high-resolution screens.



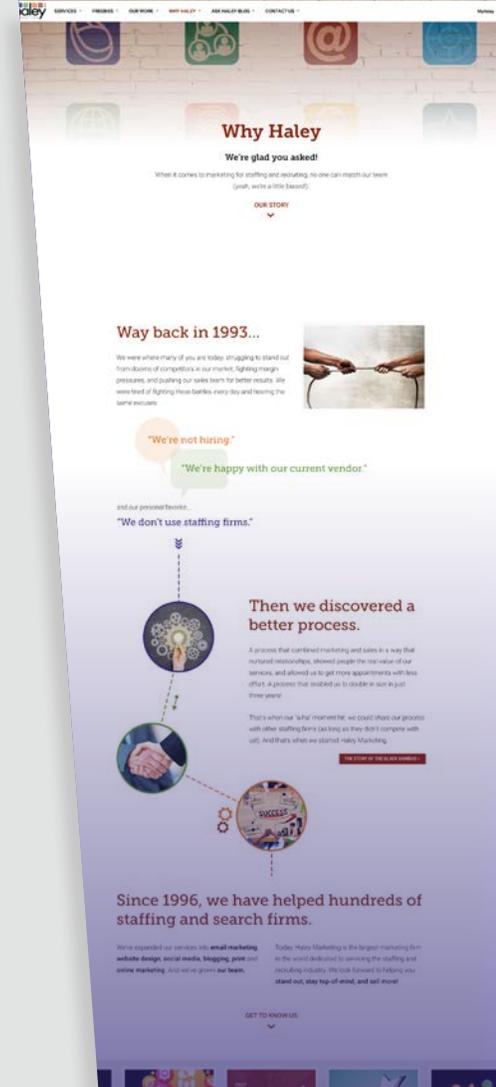
Full screen imagery

- In the past, websites were designed to fit a set width, and designers used background colors and textures to fill in areas around the site. Today, the hottest websites use original, full-screen, eye-catching photos to fill the screen and help convey a stronger message.
- Studies have shown that you get about 3 seconds to capture the attention of a visitor to your website, and full-screen images (and specifically ones that are NOT boring stock photos) provide an ideal way to capture attention.



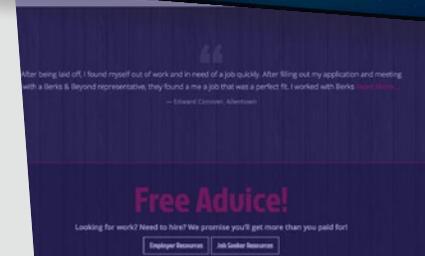
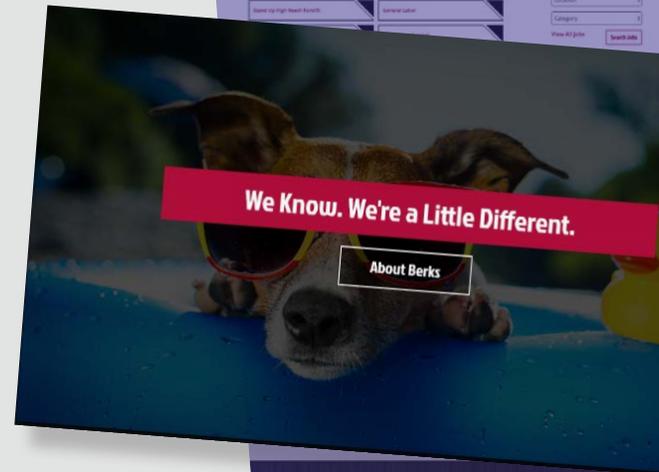
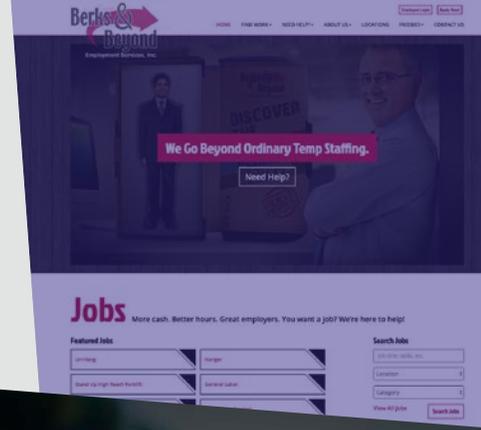
Tall pages / Lazy loading

- Since web surfers have such a short attention span, your website needs to share great content as soon as possible. With a “lazy loading,” the website loads part of the page content as quickly as possible, and then continues to load new content as the visitor scrolls through the page.
- A related trend is creating tall home and interior pages. Tall pages are designed to scroll vertically to convey a lot of content—without overcrowding the page. Often the content is broken into small segments so that each segment conveys one idea (e.g., segment 1 might be an intro, segment 2 a list of services, segment 3 a couple of testimonials, etc.).
- Tall pages are ideal for mobile because they are easy to scroll with a swipe of the finger, and they are more usable because there are fewer page loads (which can be time-consuming on mobile devices). They also allow for more calls to action to be incorporated into each page.
- For examples, check out our website: www.haleymarketing.com or www.smartstaffing.com.



Less copy... or at least shorter copy

- Count to three. How much could you read in that time? Today, the best staffing and recruiting websites are reducing copy to just the MOST ESSENTIAL elements...or at a minimum, breaking copy into VERY SHORT, easy-to-read bites.
- A few years ago, people strived to write 300 to 500 words or more on every page because they wanted their pages to rank well in searches. Today, SEO strategy has changed (see the SEO section of this report), and as a result, many of the traditionally copy-heavy pages (home, our services, about us, etc.) are being replaced with concise, easy-to-skim content.
- With your content, focus on the message you want to convey... and how you can deliver it in as few words as possible. For an example, check out www.berksandbeyond.com – this is a tall page site with very short copy that really conveys the “wacky” spirit of this amazing firm.



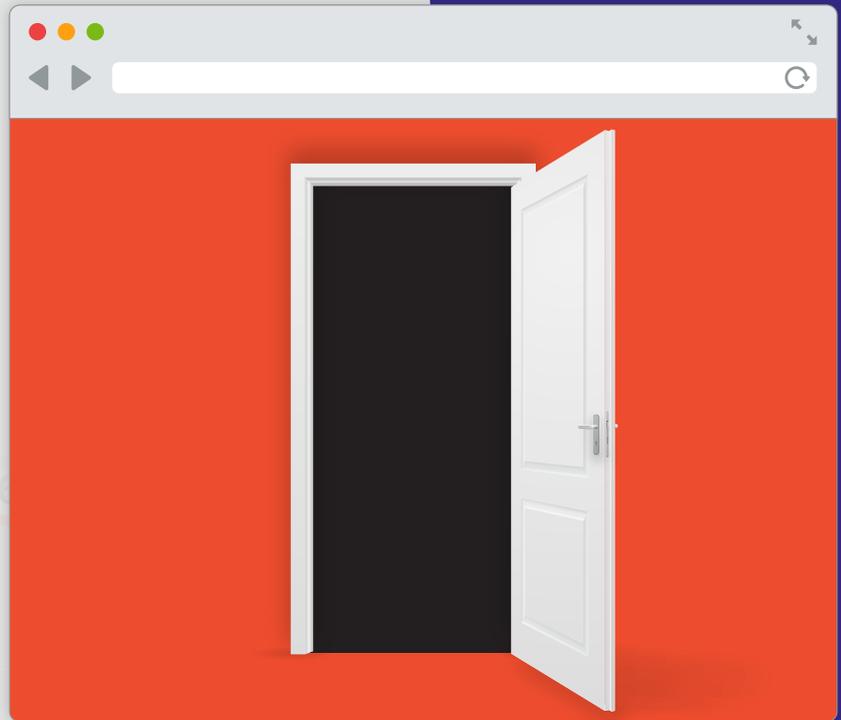
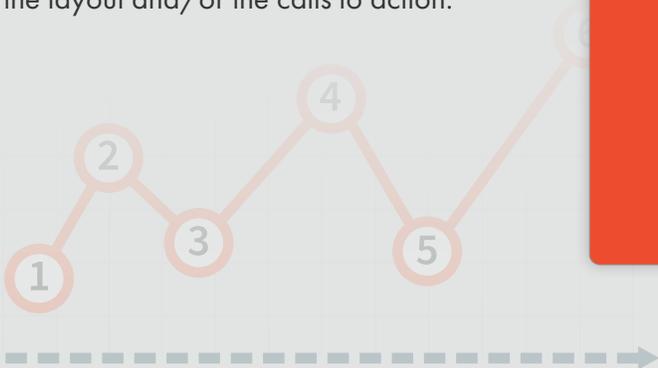
Calls to action everywhere

- Want more people to apply to jobs...**TELL THEM TO APPLY!**
- Don't assume visitors will know where to go and what to do on your website. If you want people to take action, tell them the actions you want them to take. Apply now. Search our jobs. Contact us. Download our eBook. Reserve a seat at our next webinar. Whatever actions you want, turn them into calls to action.
- Include calls to action on every web page. This is especially important for your blog and each individual blog post because blog posts are often the first pages people visit.
- Offer many different methods for interaction, such as links in copy, big buttons, flyouts and pop-ups. The more options you offer for people to respond...the more people who will respond! **(A simple "Apply Now" button at the top of the website brought traffic that decreased the bounce rate by 32 percent, increased the pages viewed by 149 percent and lengthened the average session duration by 3 minutes, 16 seconds!)**



Improve exit pages

- Take a look at Google Analytics to see where people are exiting your website. If they're not applying to a job or on your contact page, they are leaving at the wrong time!
- Every website has some pages that work better than others. Examine those pages that are causing people to leave, and then make changes to get more people to take action. You may need to tweak the copy, the layout and/or the calls to action.



User experience

- How easy is your site to use? How quickly can people find the content they want? Is any page just one click away? How easy are the forms to complete? Does it work on mobile?
- Usability is essential in staffing website design. It's not just about being mobile friendly, it's about being people friendly at all levels. If you're not sure how friendly your site is, try the Grandma test...ask your Grandma to review your company website. Better yet, watch her using it. You'll quickly see what works...and what needs improvement!



MOBILE

Do you want to turn away one-third of your potential business?

If your website isn't mobile-responsive or even optimized for mobile devices, that's exactly what your staffing firm will be doing!

With **31 percent** of traffic for staffing websites coming from mobile devices and users spending **51 percent** (source) of digital media time on mobile devices daily, the importance of mobile can't be understated.

(And here's a hint, those numbers are only going up!)



What does a mobile-responsive website entail?

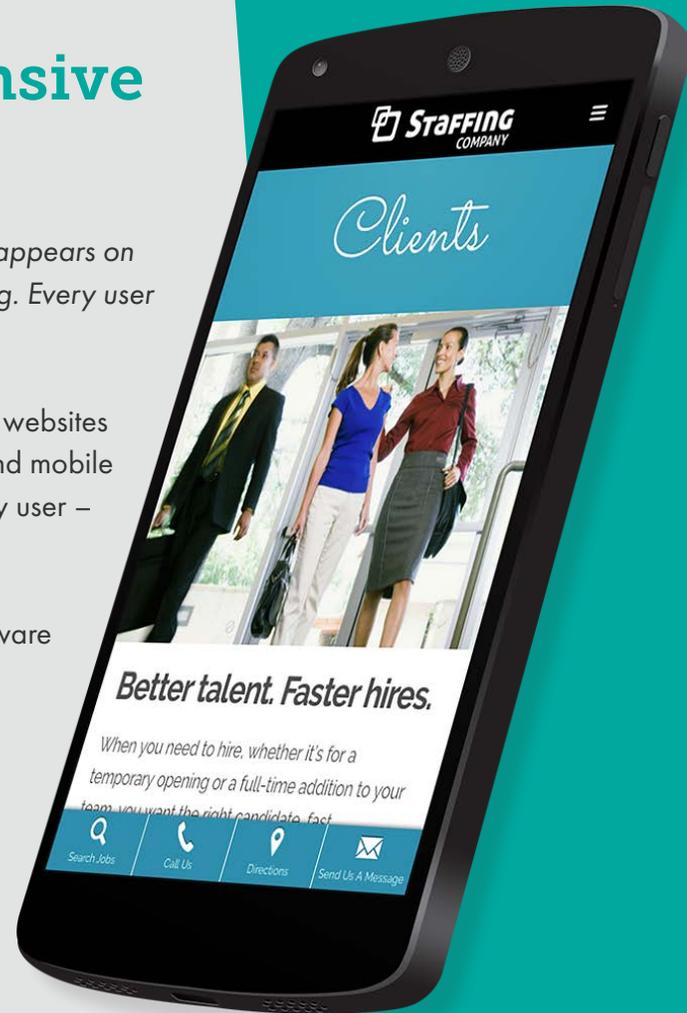
The same website design that appears on desktops and laptops also appears on mobile devices and tablets with minimum resizing, scrolling or panning. Every user gets the same experience, regardless of device.

That's a key part of your website being mobile responsive. Previously, websites weren't able to be designed with the same experience on desktops and mobile devices. Now, websites are able to give the same experience to every user – desktop or mobile.

With your mobile-responsive website, here are the top trends to be aware of for a user's experience:

- **Faster Page Loads**

The attention span for humans has become shorter than a goldfish (seriously!). If your website takes a long time to load (and we're talking about a matter of seconds), frustration sets in and that potential business has moved on to a competitor.



What does a mobile-responsive website entail?

- **Less/Shorter Content**

The eight-second attention span says that humans don't want to consume a lot of content on your staffing website. You may have a lot of great information to share, but that's not what your audience wants. They want great experience and to start creating a connection with your business!

- **Easy Access to Key Features**

Are the most important pages easy to find? They need to be the first thing website visitors see when your page loads. Websites aren't going to be effective if the user has to search for the Job Board or Contact Us page. Make it easy for those leads to reach your inbox!

- **Make It Quick to Apply**

Once they find your lead-generation pages, how long does it take for a mobile user to complete your forms? If it's longer than a few fields, your success rate will decrease. Gathering a name, email address and phone number gives your staffing company a lead. Then your team of awesome recruiters follows up and goes to work!



When considering the functionality of your website, always think about how the content will be consumed on mobile.

From the start of 2015 to the start of 2016, we saw mobile traffic increase by 63 percent.

Job candidates and potential clients don't just sit at their desk or home office when they browse the internet. It happens everywhere - from their couch to the beach!



DON'T FORGET THE ESSENTIALS

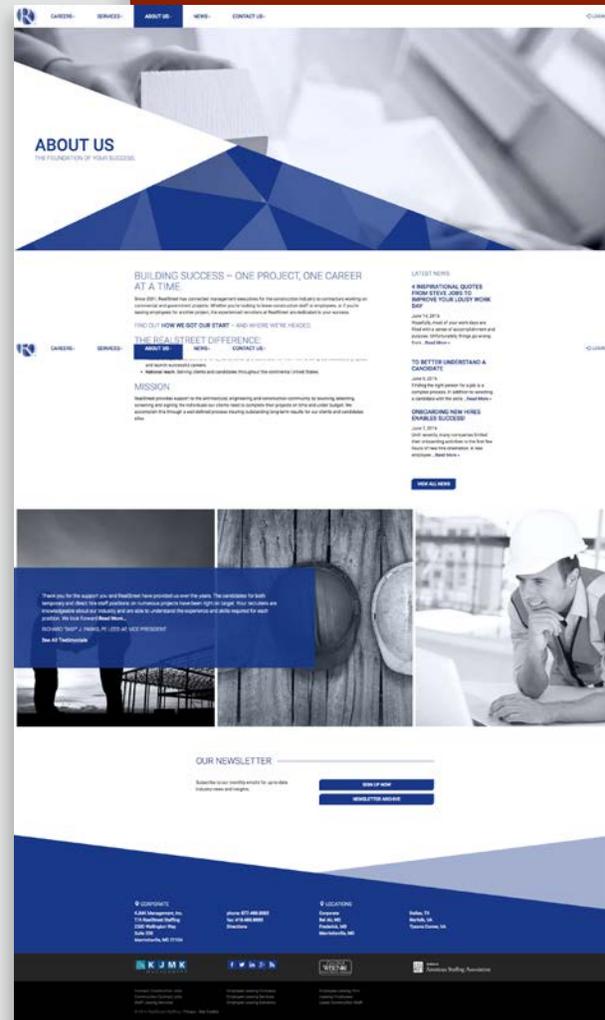
Your website **MUST HAVE** a **WOW** factor.

But WOW is just the start. Job seekers and employers won't come back to your company's website if they can't easily find what they want. 1-2-3...that's about all the time you get for people to figure out what they should do.

The lesson – make key features easy to find!

So what's the most important feature on your website?
It's the Job Board—by far. **(30 percent of your staffing website's traffic takes place on the Job Board – no page – other than the home page – sees more than 10 percent)**

Candidates come to your website looking for jobs. They want see the jobs you offer. They want to find the jobs that match their skills and interests. And they want to apply—with as little effort as possible.



To increase your job leads, remember these four key points:

- **Get all your jobs on your website.**

Ideally have them come directly from your ATS, so the process is easy for you.

- **Streamline your job application.**

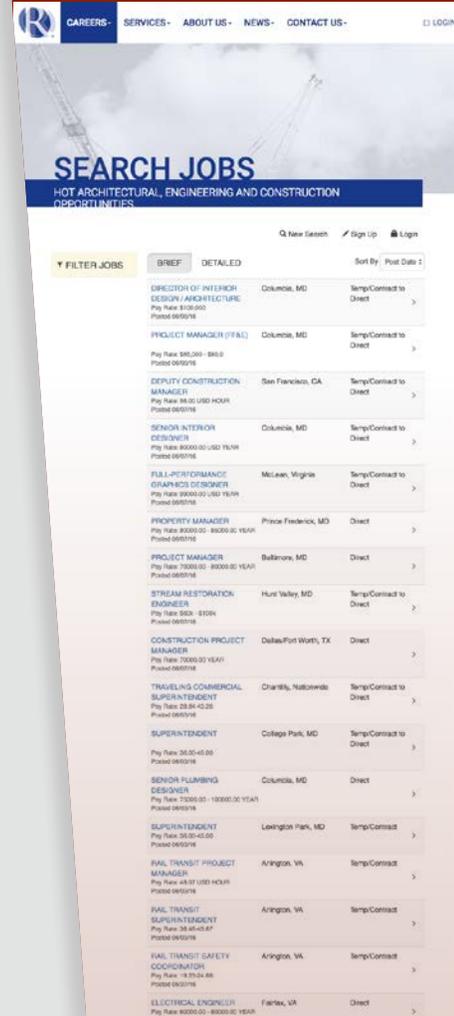
Forget the skill codes and 27 references (yes, we know you don't ask for that many references, but every field you add to your form will reduce your response). For your Apply Now option, don't ask for anything more than you absolutely need. You can gather more info AFTER you've captured the essentials.

- **Go read the section on mobile again!**

Everything we discussed REALLY applies to the Job Board. If your Job Board won't work on a mobile phone or tablet, then you need to get one. Now. At the start of 2015, we saw 20 percent of Job Board traffic come from mobile devices and tablets. Less than 18 months later, that number increased to 31 percent!

- **Keep the jobs on your website's domain.**

Job postings feature keyword-rich content, which is PERFECT for search engine optimization. If your job board solution puts your content on someone else's domain, your website gets ZERO seo credit.



Beyond the Job Board

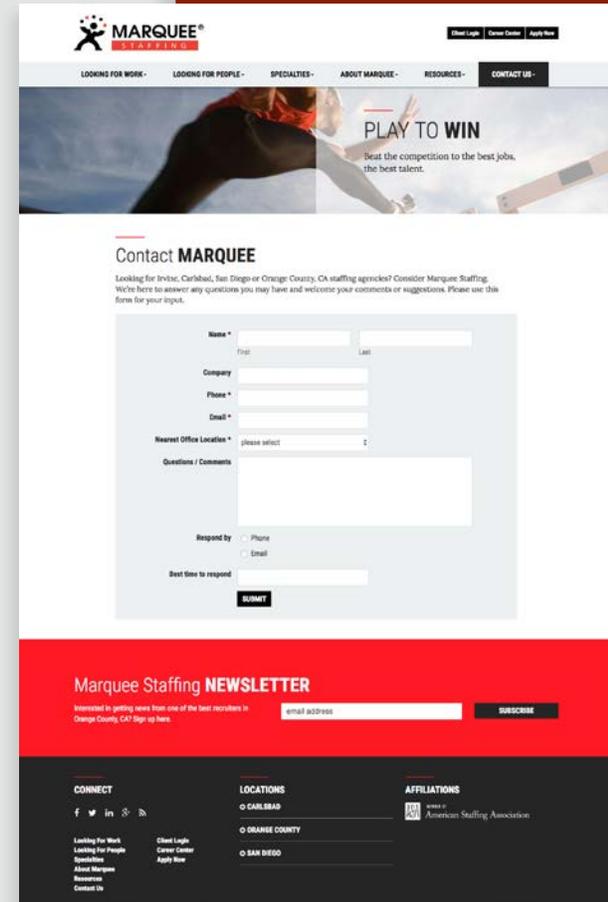
Your website should offer visitors lots of different ways to take action. This can include:

- Contact form
- Request an employee form
- Refer a friend form
- Live chat
- Text chat (for mobile)
- Offers to download free content or opt-in for job alerts or other content
- Invitations to register for webinars or other events

The more ways you offer people to connect with you, the more response you will get. In fact, we recommend having a quick contact form on the footer of every page. One of our clients did this and saw a 73% increase in inquiries!

Again, **make every form easy to find and easy to complete.**

Acquire the lead and then get more information later.



SEO

Every staffing firm wants to rank #1 on Google for “temporary staffing” and maybe “temp jobs” in their local community.

But, we’re going to let you in on a little secret - that’s not going to happen.

In fact, trying to “rank #1 for (fill in your favorite search term here) “ is the wrong goal!

With SEO, your most important goal is to **drive as much relevant traffic as possible to your website.**



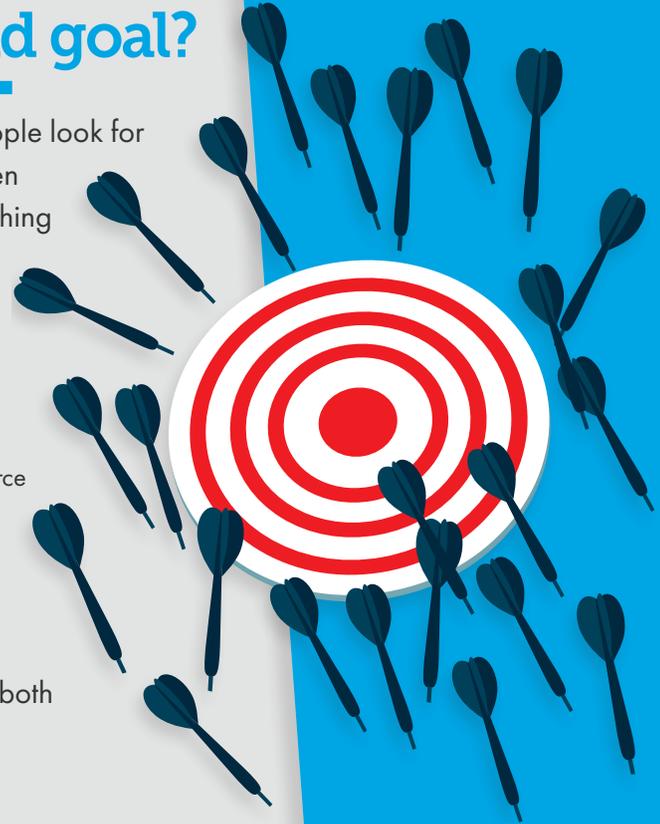
So why is trying to rank well for "staffing agencies in XYZ" a bad goal?

Because you are putting all your effort on one term. And people look for staffing and recruiting firms using dozens of different search terms. Even more importantly, some of your best prospects may not even be searching for a staffing firm or a temp job. They may be looking for:

- Career advice
- Salary information
- Background data about a specific employer or type of work
- Information about staffing, recruiting, temp help, contingent labor, workforce management, and a host of other terms related to HR topics

Again, your goal is to get your website found as often as you can... for as many different search terms as possible....by people who might be interested in your services. This means your SEO has to appeal to both passive and active job seekers as well as employers.

So, what should you do?



Haley Marketing's 2-minute Guide to SEO

Add content that's relevant to the people you want to reach.

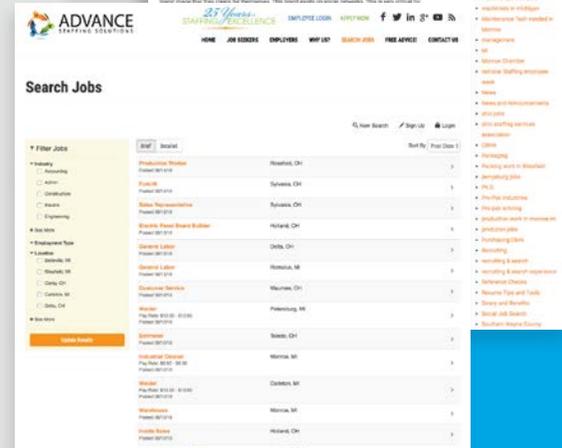
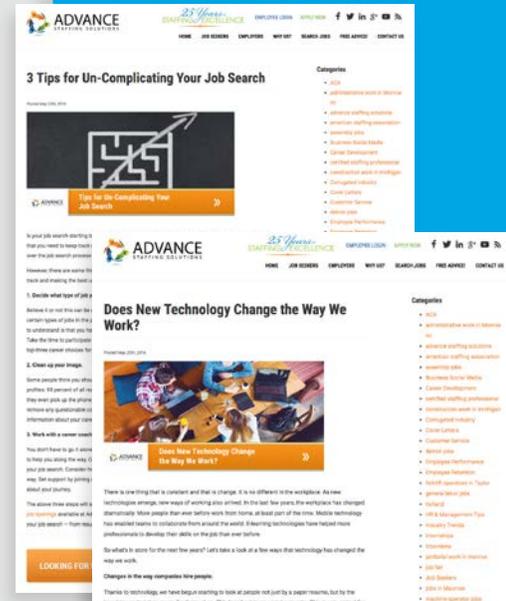
The more content you add, the more search traffic you'll get. Most of our clients add content by blogging—that's the easiest way to do it.

Quick case study:

Commercial staffing firm in Virginia added one blog post each week. Within 12 months, traffic from Google increased by 105%!

Add a Job Board to your website and post jobs frequently.

Jobs are GREAT content for SEO, but if you want to help your website attract more traffic, your job board has to be on YOUR COMPANY'S domain, not a domain owned by someone else.



Haley Marketing's 2-minute Guide to SEO

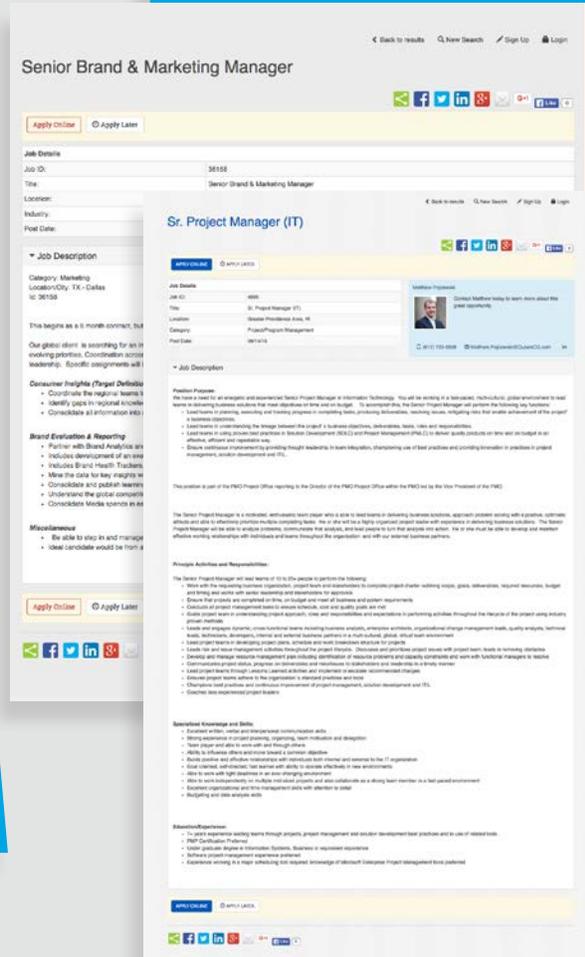
Optimize every job post on your site.

Ideally, your job board will to the following things automatically:

- Create a URL for each job that includes the job title, the word “job” and the location of the job.
- Include the same information in the page title, meta description and body of the post.
- Place keywords EARLY in the page title, URL and body copy. Why? Earlier placement signals keyword importance!

Quick case study:

In 2014, we modified our job board software to optimize each post for search engines. The result? Our clients saw a 30% increase in traffic to their jobs the NEXT DAY!



Haley Marketing's 2-minute Guide to SEO

Be active on social media.

Social media has become a BIG signal of relevancy for search engines. While we could write a whole guide on using social media (oh, and we have!), here are a few key pointers:

- Build your following on Facebook, LinkedIn and Twitter.
- Get everyone on your team to share content each week.
- Claim your local listings on Google-plus.
- Encourage people to like, share and comment on your content.
- Be sure your social posts DRIVE PEOPLE BACK TO YOUR WEBSITE!

Quick case study:

A professional staffing firm committed to daily posting across social media saw its social media traffic increase by **635 percent** during an eight-month span and its organic traffic (mainly from Google) increase by **46 percent** during the first six months!



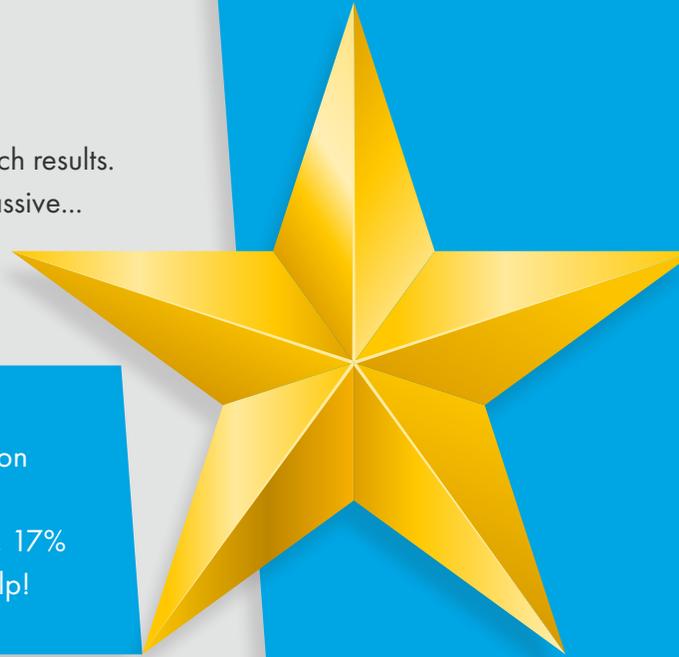
Haley Marketing's 2-minute Guide to SEO

Get positive reviews.

Yelp, Google reviews and other sites are really influential in driving search results. The more reviews you get, the more traffic you will drive. But don't be passive... if you want reviews, you need a process to ask for them (and keep unhappy people from leaving them!).

Quick case study:

A clerical and professional staffing firm in Houston invested in reputation management to drive more Google, Yelp, Facebook and Glassdoor reviews. In just seven months: 700% increase in traffic from Glassdoor, 17% increase in traffic from Facebook and 37.5% increase in traffic from Yelp!



With SEO, there is no RIGHT answer

Consider this...Google employs more than **200 ranking factors** in its search algorithm. And as you might guess, Google NEVER, EVER shares its algorithm with the public.

With SEO, you're playing an educated guessing game. It's not about just adding keywords to a page. Optimizing meta data. Making your site mobile friendly and fast loading. Or getting the most back links.

Good SEO is about doing all these things. And more. But the most important thing is to make your site really relevant and useful for the people you want to reach. By offering great content and extensive information about the kinds of jobs you offer and people you place, you will maximize your share of search traffic.

And that's what SEO is really all about.



SOCIAL

Social media isn't a fad.

In fact, it's only becoming bigger as each network (Facebook, LinkedIn, etc.) matures. And it's becoming MUCH more important for attracting employers and job seekers.

Consider this quick story: A healthcare staffing company that had virtually no social media presence started sharing content twice a day on Facebook, Twitter and LinkedIn. **In just one month, their website traffic coming from social media increased by 495%!**



Social media is the crack cocaine of our generation

We need our social fix. In fact, the average Facebook user spends 50 minutes PER DAY on their news feed! ([source](#)) And people on Instagram, Snapchat and Pinterest are just as active.

Your clients are on social. Your candidates are on social. What you need is a game plan for maximizing the BUSINESS VALUE of social media (and if you don't have one, you may find your people wasting a lot of time on social with little or no benefit to your company!).



So how do you **MAXIMIZE** the value of social?

- Include social media icons on all pages of your website (the upper-right corner works great).
- Ask people to follow or connect with you. Just putting the icons on your website is not enough...include a call to action.
- Share your great content on social media...every day. You may not realize it, but your staffing company has a lot to share:
 - o Job posts
 - o Testimonials
 - o Blogs
 - o Job fair announcements
 - o Salary data
 - o Behind-the-scenes photos and videos of your office (this type of content gets the **HIGHEST** engagement)



So how do you MAXIMIZE the value of social?

- Get EVERYONE involved in sharing. In less than 10 minutes per day, your sales reps and recruiters do all the sharing they need to do.
- When sharing content, be sure to include links BACK to your website. The goal of social is not just to be social, it's to build engagement with the ideas and information your company has to offer. It's to attract people to your website.
- Make it easy to share the content on your website by including share buttons underneath blog and job posts.
- Include calls to action on your blogs and job posts. When you share these pages on social media, they become the entry point for your website. By adding call-to-action banners to blog posts, call-to-action graphics to blog page designs, and stronger calls to action to job posts, our clients have seen a 78% increase in time spent on the website by users who click on a call to action.



Social is personal...so take advantage of that!

When your company is posting content, don't limit it to your company's social profiles!

Encourage your employees to share the company's content on their own personal pages.

This will bring your content (and company brand) to all your team's connections. (Note: some staffing professionals prefer to have a separate Facebook account for business purposes. This is fine, just be sure your people are sharing content on these business-related personal accounts!).

Get your team members to like, share and comment on your company's social posts.

When your people engage with your content, the social networks see your content as being more relevant, and then their algorithms will show your content to more people. Think of this as free social distribution!

Quick case study:

Professional staffing agency challenged its company to share more content on LinkedIn. That led to an increase of **342 percent** in LinkedIn traffic from the previous month and also resulted in the company's **highest overall website traffic ever for a month.**

Social is personal...so take advantage of that!

Share your content in targeted groups.

For example, have a blog post about financial resumes? Find a group of financial job seekers on LinkedIn. (In six months, we saw a recruiter increased her LinkedIn presence by 700% by posting one piece of content weekly to LinkedIn Groups.)

Why is sharing content so important?

Because it exposes your firm to LOTS of people who do not know you. It may be your employees' personal network. Or all the members of a LinkedIn Group.

And sharing brings these people to your staffing website. And that's exactly where you want them!

One of our national clients saw a **380% increase** in social referrals and **28% conversion rate** of those social visitors on their Contact Us page...that translated into **850 new leads!**



HOSTING

Quick question. What's the difference between your website being hacked and enjoying a pizza?

Well, that's really a trick question. Because for less than the cost of a couple of pizzas each month, you can upgrade from standard, bare-bones website hosting to managed hosting.

So what's the difference?



Basic Hosting (unmanaged)

You've seen ads for services that will host your website for \$10 a month or even as little as \$3. But with these services, hosting is all you are getting.

With basic hosting, your website gets loaded to a server, and the company that owns that server keeps the server running.

So what's wrong with that?

Absolutely nothing, if you have a simple flat HTML website.

But today, most websites are built on content management systems like WordPress. And these CMS platforms are really complex pieces of software. They have upgrades. They require maintenance. And if you don't know what you are doing, you can put your website in **GREAT JEOPARDY!**



Managed Hosting

With Managed Hosting, your website host takes care of **ACTIVELY** managing the environment that supports your website. Typically, this will include:

- Backing up your website every night.
- Upgrading WordPress to the most current versions.
- Updating the plug-ins used with your website.
- Vetting upgrades to WordPress and plug-ins to ensure they won't break your site (yes, this happens...A LOT!).
- Defending your site from hackers with active network security protocols.
- Optimizing the site infrastructure (web servers, load balancers, etc.) to ensure your site performs as well as it can (did you know that load time affects your SEO?).
- 24/7 monitoring to address any issues that occur.

For literally the cost of a couple of pizzas each month, your managed hosting company will perform all of these services – optimizing the performance of your website and allowing you to rest easy.



Managed hosting is SUPER CHEAP insurance.

At Haley Marketing, we've been developing websites for more than 12 years. We've seen what happens when staffing companies don't have a reliable web host...it's not pretty. From websites getting hacked to "less-than-reputable" firms holding sites "hostage," we've seen it all.

In staffing today, your website IS the front line of your business. It just makes sense to invest in a reliable host that takes care of all the critical details for you.



NEW FEATURES

So what are the newest and coolest features on staffing and recruiting websites?

Well, we've already reviewed the latest trends in design and copy, and the importance of having a robust blog and job board, but here a few new tools that we've been incorporating into our clients' sites:

Average Rating / # of Total Testimonials

4.9 Out of 5 Stars

★★★★★

Cobb Pediatric Therapy Services

★★★★★ 5.0 out of 5 stars
Mary M. - June 23, 2015

This was my first year working for Cobb pediatric. I tell the company is very professional and supportive of it's employees. My supervisor, Lisa Falkenstein, responded immediately to any questions or concerns. I would highly recommend Cobb Pediatric to any new therapist.

★★★★★ 5.0 out of 5 stars
Olivia M. - June 11, 2015

I've had a very good experience with Cobb. The staff is helpful and flexible and they really seem to appreciate and care for their employees.

★★★★★ 5.0 out of 5 stars
Marie G. - June 9, 2015

Wonderful company to work for. Its like a big family!

★★★★★ 5.0 out of 5 stars
Shayne P. - June 8, 2015

Excellent company. I had a wonderful experience working for Cobb Pediatric Therapy Services.

★★★★★ 5.0 out of 5 stars
Amy M. - June 8, 2015

Wonderful. Plenty of support, prompt staff & timeliness of responses, etc.

Sort Reviews by: **Date** or **Rating**

Page: 1 2 3 ... 9 10

If time is running short, just leave us a Comment on our [Facebook Page](#) or +1 us on [Google+](#)

TALENT SHOWCASE

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 <p>E. - PRINCIPLE ENGINEER</p>	 <p>STEPHANIE G. - PROPERTY MANAGER</p>	 <p>MICHAEL L. - PROJECT MANAGER</p>
 <p>E. - PRINCIPLE ENGINEER</p>	 <p>ROBERT P. - CHIEF ESTIMATOR</p>	 <p>JONATHAN R. - PROJECT MANAGER</p>
 <p>ARCHITECT</p>	 <p>KRISTOPHER C. - CONSTRUCTION MANAGER</p>	 <p>KEVIN G. - SR. PROJECT MANAGER</p>
 <p>GLENN B. - CONSTRUCTION MANAGER & SUPERINTENDENT</p>	 <p>TOMMY S. - COST ENGINEER</p>	

Load More

Talent Showcase

Skill marketing has been a proven way to make placements for decades. The Talent Showcase takes skill marketing to a whole new level!

- Showcase your top talent through a graphically rich social media-like interface...right on your website.
- Make it easier for your clients (and prospects) to find top talent and shorten their fill time.
- Candidate headshots and profiles sell your candidates for you.
- You can even incorporate a self-entry tool to allow your candidates to create their own profiles (subject to your review and approval, of course!).

TERRA Staffing Group in Seattle has been using the Talent Showcase for more than a year. **They're averaging more than \$30K / month in placement fees!**



Taylor – Warehouse Pro

Area of Expertise: Shipping and Receiving, Forklift Operator, Taylor has spent over 10 years in the warehouse environment. He has over 10 months of shipping and receiving experience and eight months of forklift experience. Taylor has been promoted to the lead team lead position due to his hard work. He also has some experience doing inventory. - [More Info >](#)



Christopher – Night Shift Facilities Maintenance

Area of Expertise: Facilities Maintenance, Night Shift Production Ops is a military veteran and over 10 years of facilities maintenance experience. In one of their previous roles, he developed training materials and performed all of the training. He is a really hard worker and is also looking for a night and weekend. Christopher has a passion for technology. - [More Info >](#)

More Featured Talent

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- Administration
- Business Development
- Customer Service
- Human Resources
- Manufacturing
- Management
- Production
- Quality Control
- Marketing
- Office
- Program Management
- Recruiting
- Sales
- Technical Support
- Warehouse



TERRA STAFFING GROUP

JOB SERVICES ABOUT LOCATIONS RESOURCES CONTACT

TALENT SHOWCASE

SHORTEN YOUR SEARCH FOR TOP TALENT!

Ivan – Skilled Aviation Machinist

Area of Expertise: Aviation Machinist

Ivan has been an Aviation Machinist since the Navy for the last 10 years. He has great experience in all aspects of aircraft engine maintenance and repairs. This includes experience with leading diagrams, working with drawings, computer documentation and records management. He also has experience using hand and power tools and overhead cranes. **Software:** MS Excel, MS Outlook, MS PowerPoint, MS Word **Certifications:** Lean Six Sigma, White Belt, Yellow Belt **Test Scores:** He scored 87% when tested on industrial skill. **Available for Temporary to Hire and Direct Hire opportunities.** **Locations:** Everett, Tacoma

Types: Temporary Direct Hire

View More Profiles

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- Manufacturing
- Management
- Program Management
- Recruiting
- Sales
- Technical Support
- Warehouse



Talent Showcase

SHORTEN YOUR SEARCH FOR TOP TALENT!



TAYLOR – WAREHOUSE PRO

Area of Expertise: Shipping and Receiving, Forklift Operator
Taylor has spent over 10 years in the warehouse environment. He has been...



CHRISTOPHER – NIGHT SHIFT FACILITIES MAINTENANCE

Area of Expertise: Facilities Maintenance, Night Shift Production Ops is a military veteran and over 10 years of facilities maintenance.



NICK – SALES ALL-STAR

Area of Expertise: Selling, Direct Sales Nick has over ten years of experience in getting software sales and over eight years...



STACY – FINANCE PROFESSIONAL

Area of Expertise: Bookkeeping, Finance, Stacy Every Day has 40+ years of experience in the banking field. He has been...



Confidential Search



VIEW ALL FEATURED TALENT

Online Reviews

Are you actively managing your online reputation? If not, you should be!

- 88% of clients and candidates trust online reviews.
- 90% of people report that reviews help them determine the quality of a local business.
- 72% of people report that positive reviews inspire trust.

The challenge is getting people to give you more reviews...and keeping those disgruntled candidates you can't place from leaving negative ones.

Many of our clients are not proactively managing online reviews (if you want to see how, check out our Reputation Management services). From a website perspective, these companies are automatically pulling in new reviews and testimonials, which is an awesome and dynamic credibility builder.

Check out [Horizon Hospitality](#) to see for yourself.

The screenshot shows the website for Horizon Hospitality Associates, Inc. The header includes the company logo, name, and tagline "A member of the United Five Associates® network of offices." There are social media icons for Facebook, LinkedIn, and Twitter, along with a phone number "Call Us Today! 913.897.3100". The navigation menu includes "Why Horizon", "Employers", "Job Seekers", "Specializations", "Search Jobs", "Blog", and "Contact Us".

The main content area features "Horizon Hospitality News" with a sub-headline "Get the latest on what's going on in our industry." Below this is a photo of a smiling woman and man in professional attire.

The "TESTIMONIALS" section contains several client testimonials:

- Testimonials from Clients:** "I was very pleased from start to finish. The whole process was seamless. From my first conversation with Horizon, they listened to what we were looking for in our applicant. They asked great questions to clarify to make sure they understood what qualities we wanted in an applicant. We talked about the interviewing and selection process while not typical, Horizon did a great job in communicating with three of us on the candidates. They followed up after we interviewed candidates to help fine tune his selection process. I enjoyed working with Horizon and will reach out to them next time we have an open position." — Dawn Miller, Director of Operations, LightHouse Preparatory.
- Testimonials from Candidates:** "Horizon Hospitality has been a huge help for our company, as we are growing at a rapid pace and need to find high-quality qualified candidates very quickly. We made a call out to Horizon and within a couple of days, they were working on our roles and sending us great candidates! We've had great success with them thus far and look forward to our continued working relationship." — Katelyn Smith, Senior HR Manager, Bio Ventures LLC, FOF Holdings.
- Search Jobs:** "We had a really hard time finding qualified candidates during our most recent search, and turned to Horizon in an attempt to speed up the process. They somehow managed to get several quality prospects through their connections in this area (SWFL). It didn't take long to identify the person we wanted to hire and we are very pleased with the results!" — Mike Tigner, General Manager, Spring Hill Golf Club.
- Request A Proposal:** "The experience with everyone at the company was extremely positive and I am delighted to work with folks who truly care about the needs of their clients. They were very thorough in the pre-screening process and were 100% focused on finding just the right candidate for me." — Stacy Greenstedt, General Manager, 4-11-11 Place NCI.
- Contact Us:** "Horizon Hospitality delivers quality candidates that fit our concepts. They are our first choice for recruiting assistance!" — James Wierzbicki, Owner, Beer KC, Restaurant Group.
- Testimonials from Clients:** "Horizon Hospitality has exceeded our expectations. Given the difficult task to come up with an outstanding candidate in a very tough market, they delivered. We were provided continues updates on each step of the search. Not only did they deliver, they managed the communications flow with the candidate in an exceptional manner. As a recruiting professional with over 20 years of experience, I would strongly endorse Horizon Hospitality as a business partner for getting the job done." — Ralphe Seltzer, Director of Recruiting, Dickinson Hotels & Resorts.
- Testimonials from Candidates:** "Horizon Hospitality continually provides excellent candidates for our business. They are engaged from the start, getting a thorough understanding of the positions we are recruiting for, and then screening effectively to make sure we just have the best to choose from. Because of their diligence and understanding of our needs, we don't have to conduct nearly as many interviews to find the right people for our open positions. I would highly recommend Horizon as a business partner for anyone's recruiting needs in the hospitality industry." — Josh Hodapp, Vice President of Operations, Ocean & Deluca.
- Testimonials from Clients:** "There are many companies out there offering human asset recruitment services, but proof is always in performance. The recruiters at Horizon have been "delivering" without wasting our valuable time doing time consuming pre-interview tasks which is very important to us!"

Marketing Automation

Imagine your website being directly integrated with a CRM system, so when someone fills out a contact form, or visits a web page, you can track who they are and what they have done.

Imagine the website automatically triggering a follow-up to the prospect based on actions that person took on your site...or notifying a sales rep that it's time to make a call.

That's what marketing automation does.

- Integrate on your website with a contact management system that feeds the lead to your sales team.
- Integrate web pages to track what visitors are doing on your site and create "scores" to measure how "hot" a lead is.
- Create automated drip marketing campaigns to nurture relationships.
- Automatically trigger notifications to help your sales people focus on the right people, at the right time.



With all of this great information (and there's a lot of it), how is your staffing company going to evaluate the current version of your website? Like any large project, it might seem overwhelming at first. Well, we can help!

We've made that planning easy with our "Staffing Website Features Checklist." With that handy checklist, we will help your staffing company create a solid website strategy and ensure you won't miss any of the key features that staffing and recruiting firms are using to drive ROI from their websites.

Call us at 888.696.2900, and we'll be happy to help you plan out your next website.

Still don't believe it? Check out this success story!

One month after going live, Bonney Staffing earned a **\$20,000 placement fee** because of the website. The company found them through a Google search and loved the website so much that it picked up the phone and called Bonney Staffing.

“That just paid for our website”

“We could not have asked for a better experience in creating Tapecon’s website with Haley Marketing Group. The process went as smoothly as possible. When all was said and done, the website functioned as well as we had envisaged it and the minimal support that we have required has been top-notch.”

“After Haley Marketing launched our new corporate website, we started to notice an increase in web traffic. During the sales process, a customer mentioned several times that it was our website that attracted their attention. They liked the way our company was presented and the services were explained. That customer also recommended us to one of their installation partners. Between those two customers, they have generated over \$200,000 in billing and the project is only 25% complete! It’s nice to have that type of customer engagement knock on your door. All we had to do is what we do best – provide world-class staffing services. We let the experts at Haley Marketing design an online presence that displayed our company profile in the best light.”

About Haley Marketing Group

At Haley Marketing, we are staffing industry specialists. We offer a range of services to satisfy the marketing needs and fit the budgets of all kinds of staffing firms.

We founded our company with a simple mission: to make great marketing more affordable. Whether you're looking for an effective way to stand out from the competition or you just need a new website or brochure, we can provide it.

Our services include:

- Blogging & Content Marketing
- Social Media Marketing
- SEO & PPC Management
- Direct Mail
- E-newsletters & Email Marketing
- Website Design
- Website Content
- Integrated Staffing Campaigns
- Marketing Strategy
- Creative Services
- Reputation Management
- Re-Recruiting

Solutions to the staffing industry's challenges.
Prices YOU can afford.

FOR MORE INFORMATION, CALL US TODAY.



1-888-696-2900

www.haleymarketing.com