



IDEA CLUB - JUNE 2017

Staffing Websites: Maximize ROI With Great Content and Promotion



A great staffing website is a powerful marketing, sales, recruiting and support tool – allowing you to connect with, engage and convert site visitors into clients and candidates.

DOES YOUR WEBSITE DO ALL THAT?

A great staffing website is a powerful marketing, sales, recruiting and support tool – allowing you to connect with, engage and convert site visitors into clients and candidates.

In [part one](#) we addressed:

- Biggest problems with staffing websites
- Maximizing website ROI with design best practices

In this whitepaper, you'll learn how to maximize your website's value with great content and effective "promotion" (i.e., driving traffic with SEO, PPC and social media).



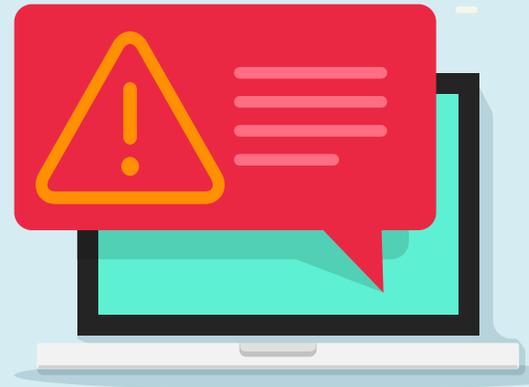
BUT FIRST, A QUICK RECAP.

BIGGEST PROBLEM With Staffing Websites

When a client or candidate lands on your website, you have less than five seconds to convince them to stay and take a desired action. If your website:

- Is boring...
- Is distracting or confusing...
- Is outdated...
- Provides no clear way to convince visitors to take action (e.g., complete a form, apply to a job, request an employee)...

...IT'S NOT DOING ITS JOB.



In part one of our whitepaper, we shared design best practices for creating a powerhouse staffing website. If you missed it, here is a [link](#).

HERE IS PART TWO.

In it, you'll discover the secrets to creating the right content for your site and the most effective ways to promote it.

Are you ready? Let's get started!





INCREASING

ROI

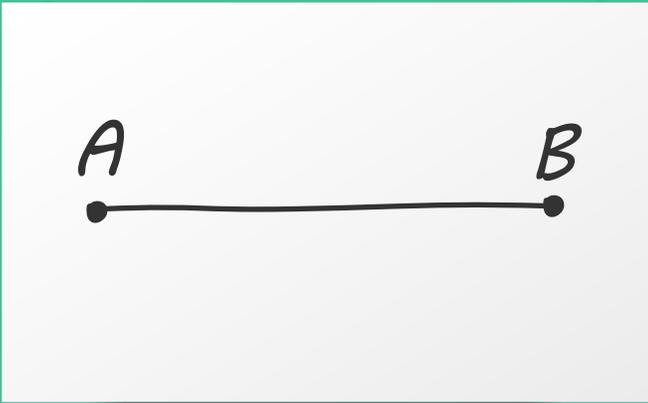
With Great Content



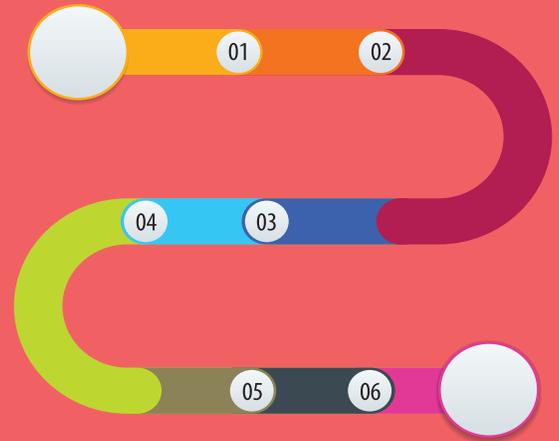
1

Get to the point. Quickly!

You have only a few moments to capture a reader's attention. Bore or frustrate them, and they'll navigate to a competitor's site. Compelling website copy:



IS BRIEF



IS "SKIMMABLE"

i.e., headlines and sub-headlines convey your message, so visitors can quickly find what they need



STRATEGICALLY INCLUDES BULLETS

to visually organize information
(and reduce content length)



**USES POWERFUL LANGUAGE
AND ACTIVE VOICE**

to engage, inform, convince and compel action



2 Improve your messaging

Take your website from "good" to "great" by strengthening your message:

TELL A BETTER STORY.

Ultimately in sales, as in life, the best story wins.

- Does your website have a story that's engaging?
- Is it real?
- Does it stand out from the typical "our service is better" story that most other staffing companies are telling?

GIVE PEOPLE MORE REASONS TO WANT TO WORK WITH YOU.

Does your website present a compelling case for why people should work with you? Make sure your site gives reasons employers and job seekers care about, such as:

- your speed of service
- your expertise
- how your overall service experience for clients and candidates is better or different
- your unique access to talent and job opportunities
- how you can give them greater peace of mind that their job orders are going to be filled correctly

In other words, think about the person visiting your website. They just went to six other staffing company sites and you are number seven. Make sure your copy provides a compelling reason to choose your firm.

FOCUS ON THE PROBLEMS YOU CAN SOLVE.

Tempted to write exclusively about the services you deliver? Resist the urge. “What we do” copy is neither compelling nor very interesting to site visitors. Instead, focus on the ways you can add value based on the problems they are facing. Think about the bigger business implications for clients of having unfilled jobs at the organization:

- Are goods not getting shipped?
- Are deadlines being missed?
- Are key projects not being completed?
- Are they losing competitive advantage in the marketplace?
- Are their costs spiraling out of sight because they’re paying so much for overtime?

Then, your team can show employers how you can be a problem-solver and not just an order-filler.

The same approach works well for job seekers, too. With candidate shortages at critical levels in many industries, your staffing firm’s messaging must appeal to passive as well as active job seekers – clearly and succinctly explaining the value you deliver as a resource for great opportunities, career guidance, confidential job search assistance and more.

INCLUDE MORE EXAMPLES OF THE RESULTS YOU HAVE DELIVERED.

Results are compelling, interesting and show clients and candidates that you live up to what you claim. Show proof of the value you deliver through things like:

- Client and candidate testimonials
- Case studies
- Performance metrics (e.g., interview-to-hire ratio, client or candidate retention rate, the number of clients or candidates that you work with, etc.)
- Awards and recognition
- High ratings on Indeed or Glassdoor

Increase the impact your results have on readers by using sound design principles to complement the copy or statistics. Graphic elements, charts/graphs, bold colors and animations all can be used to maximize the effectiveness of your results.

Finally, when displaying your proof of value, make sure the statistics and numbers you use make sense to your site visitors. For example, if you participate in Inavero’s Best of Staffing, you may receive a Net Promoter Score value. Anyone familiar with these values knows that a 75 is world class. But an uninformed client or candidate may misinterpret this as 75 out of 100 and equate it to a “C” grade. Make sure to use metrics that show off your credibility and value and also make sense to all website visitors.

3 Include more – and better – jobs.

Jobs are typically the number one source of content on a staffing company's website. More people visit job postings than anything else. So, the more (and better) jobs you have, the more (and higher-quality) people you are going to attract.

Astonishingly, however, some staffing companies still do not post their jobs to their websites (or at least not all of them). Yes, it takes time to post them. And yes, some jobs are so transient that it seems like they get filled before you post them. But neither is a good reason to skip posting them.



Leverage their SEO value.

Every job can be its own page of content optimized for SEO. When possible, find a way to post every open job – whether it's done manually or through a feed from your applicant tracking system.



Proactively post your "evergreen" jobs (i.e., positions you always need to fill).

If your ATS feed makes this difficult, consider a [job board](#) that allows you to take advantage of your ATS feed but also enter evergreen jobs.



Feature pay rates or ranges.

This is a controversial topic, but including pay rates does two things for you:

1. It weeds out people who wouldn't take the job because it pays too low. That's okay, because you likely could not place them.
2. It gets more applications. Jobs with pay rates have been shown to yield 40 percent more applications than jobs without pay rates.



Co-brand jobs with marquis clients.

If your client would be a great draw for candidates, ask for permission to co-brand the job. When you show on your job board that you place people at a leading/sought-after employer, your jobs will come up in more searches.





Strengthen CTAs

A call to action (CTA) is a mechanism to get site visitors to do what you want them to do (e.g., place an order, apply to a job, etc.). To be effective, a CTA needs to attract attention and compel action.

IN OUR FIRST WHITEPAPER, WE PRESENTED CTA DESIGN TIPS THAT DRIVE RESPONSE:

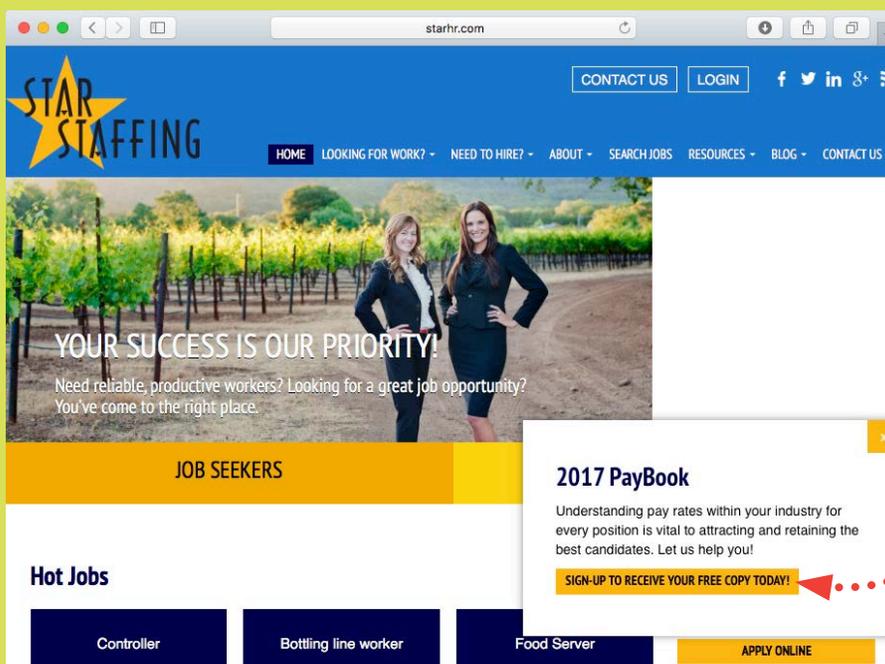
- Add more CTAs
- Provide more reasons and ways to respond
- Make CTAs big and bold



BUT, YOU ALSO NEED TO WORD THEM WELL, USING STRONG COPY THAT:

- conveys value to the reader;
- explains what they will see on the other end of the click; and
- is extremely brief.

So, instead of defaulting to button copy like “submit” or “click here,” be more specific and direct. Phrases like “find your dream job, “ or “connect with talent” are much more likely to spur action.

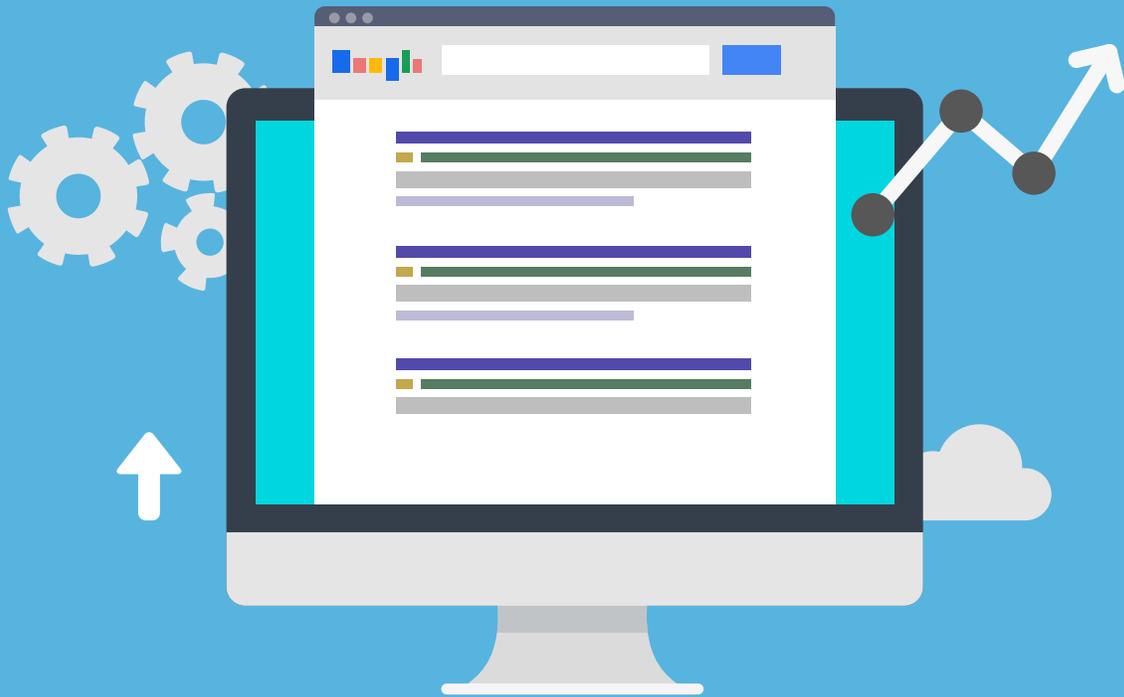


be specific!

INCREASING ROI *With Great Promotion*



For the purposes of this discussion, the word “promotion” refers to anything you do to drive traffic to your website. Because even the most beautiful, intuitive, well-written website can’t do its job if nobody finds it!



1

Google Analytics

Site analytics help you understand how visitors interact with your website. Obviously, your goal is to get people to take action (e.g., apply, request an employee, complete a form). When you review your site's numbers, consider these key questions to identify areas for improvement:

How do people get to your site?

Are they coming directly to you from search engines or are they being referred from other sites?



What pages do they visit most frequently?

Your home page may be the most popular entry point, but you should also know your second and third. Your analytics can tell you which pages these are, as well as where people go to from these pages, so you know where to focus improvement efforts.



Where do they leave the site?

Clients and candidates will eventually leave your site, but make sure most of them take a desired action before they go. If too many leave before applying to a job or filling out a form, you need to make some changes to their exit points.



What is the conversion rate on your forms?

Pay special attention to how your forms are performing. Does a form on one part of your site outperform forms on other areas of your site? See what you can do to boost the results of the forms that are not producing.



Where can you make improvements?

Compare total traffic trends month to month, quarter to quarter, and current quarter versus the same quarter from the prior year. Then, make sure to put your findings in perspective (as staffing traffic can be very seasonal or influenced by the economy).

Examine your traffic sources, such as search, social, direct, referral or paid. If you are spending time online promoting your firm, determine if that is driving traffic to your business – or if people go to the pages you are driving social traffic to but do not go any further (bounce rate).

As you make changes in content, CTAs, forms or anything else to improve conversions, be systematic. Track the impact changes have on your analytics to see which perform best.



You Can't Argue with Numbers: Measurable Results of Blogging

Using Google Analytics, our team showed this client the real impact blogging was having on their site's performance – **increasing traffic to their job seekers page 132%!**

FIND OUT HOW

Want more in-depth information on website analytics?

Go to LunchwithHaley.com and check out our On-Demand webinars.



2

SEO

Search engine optimization (SEO) includes everything you are doing on your website, as well as externally, to drive people to your website.

The rules have changed.

Google changes their algorithms all the time. The way SEO works today is significantly different from the way it worked a couple of years ago (and even just last year).



It's about content more than ever.

Right now, search engines reward sites with great content – especially those recognized as a leading authority for a specific topic – with higher search rankings.

Think about the geography, the industry and the areas of expertise that you want to be known for, such as temporary help for IT professionals in your marketplace, or career advancement opportunities for accounting and financial professionals in Southern California. Then, make sure your website is filled with that kind of content.



Write more posts.

When it comes to content, more is better. Encourage everybody on your team to add blog posts. Get every job on your website. The more content you add, the more you will show up in results for different searches.



Offer content and ideas that can't be found elsewhere.

Content that engages, inspires and positions you as a thought leader in your area of expertise creates the most long-term value. But writing it yourself isn't always easy. While it's not permissible to copy-and-paste content from another site to your blog, it's perfectly okay to link to it and talk about how valuable the topic is to your audience. Sometimes all you have to be is a brilliant reporter (which may be easier for you than being a brilliant writer).

Great Content = Great Website ROI

This Haley Marketing client used blogging as part of a comprehensive content marketing plan – and DOUBLED their web traffic.

FIND OUT HOW

Want more in-depth information on website SEO?

Check out our [LunchwithHaley.com](https://lunchwithhaley.com) training for a deeper dive into the topic.





3 PPC

If you can't get to the top of Google results fast enough, buy your way there.

If you cannot rank for a specific search term in your market why not try buying some attention? Pay-per-click (PPC) is a simple way to buy keywords that people are searching for and get your brand right to the top of the search results for that page.

While it is fairly easy to get candidates to respond to paid advertising, it's a little more challenging on the employer side. Think about the types of information prospects may search for, bearing in mind that they may not be searching for a staffing company or a recruiting firm in your market. Instead, they could be searching for the answer to an employment issue like:

- How do I hire?
- How do I manage the cost of employment?
- How do we deal with the changes in the Affordable Care Act?

Use relevant content in conjunction with pay-per-click to advertise to bring people to your website and engage with your ideas.

PPC is as (or more) important on social.

Pay-per-click advertising isn't limited to search engines; it's also available on social media. Platforms like Facebook, LinkedIn and Twitter have huge user bases and detailed information about their behaviors and preferences. This makes it easy to get your content in front of the right people, targeting by search terms, demographics, past behavior or even names in your ATS. Here are a few things smart staffing firms are doing:

- targeted promotion of blog posts to relevant audiences on Facebook;
- targeted promotion of job openings to potential candidates on Facebook;
- targeting past website visitors, based on the web pages they visited; and
- targeting people in an ATS to reactivate candidates or solicit referrals.





4 Create repeat visitors.

Analytics prove that repeat website visitors are twice as likely as new visitors to take an action on your website.

Give people a reason to come back:

WEBINARS

By hosting regular webinars, you give employers and job seekers new reasons to your website month after month. In addition to giving them a new reason to engage with your team and your site each month, you can also upload the webinar recording to your site (so people who missed the webinar can access it by visiting your site). You can also drive traffic back to your site by promoting and linking to the recording on social media and your blog.

EMAILS

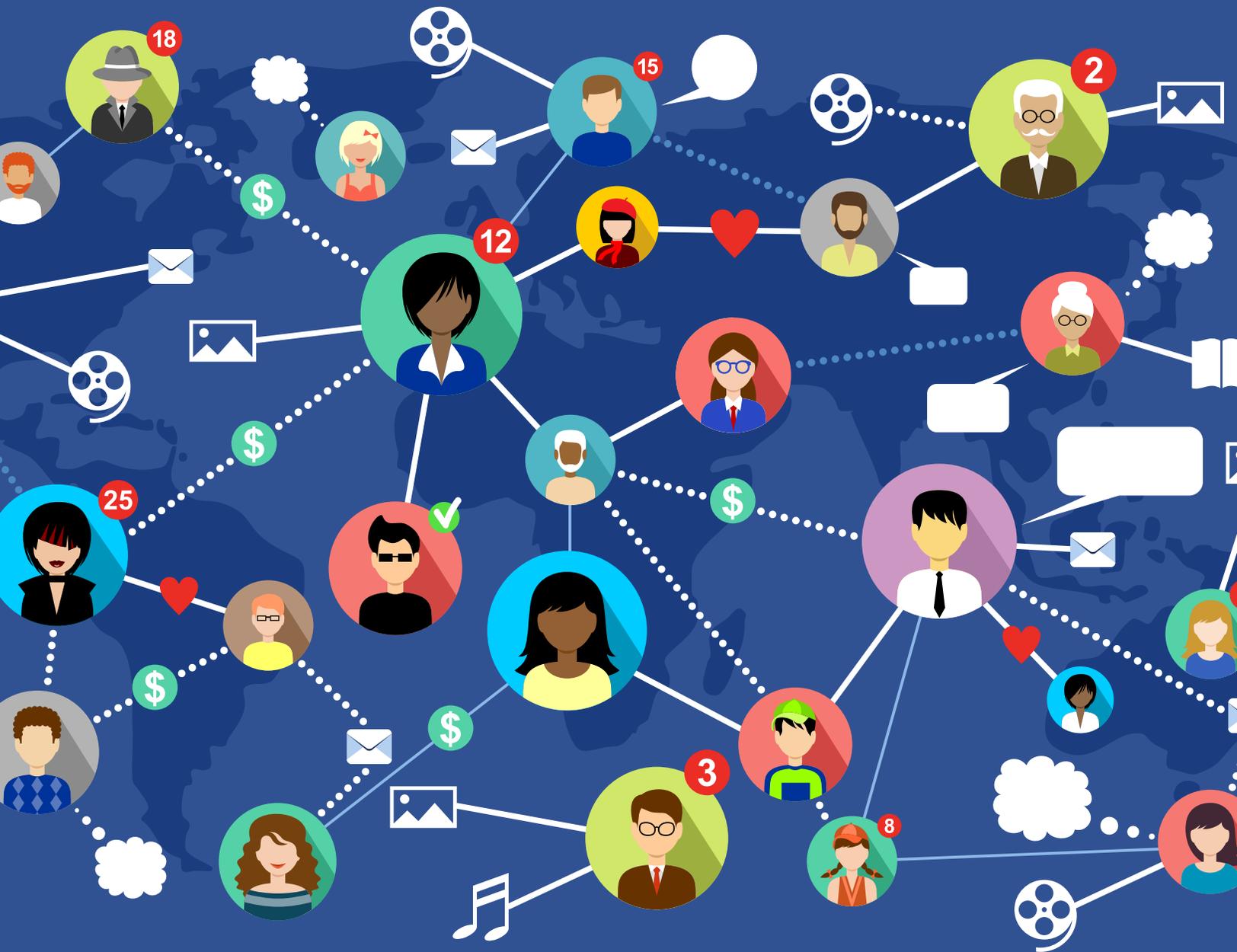
With the right approach, [email marketing](#) can continually drive traffic (both new and repeat visitors) to your website. On your website, provide an opt-in for a newsletter, salary guide or other educational content. Once you have an employer's or candidate's contact information (and permission to send them email), you can keep in touch and share helpful resources that ultimately generate targeted traffic that converts.

RESOURCE CENTERS

Add articles, eBooks, slide decks, whitepapers or other forms of content on topics of interest to your audiences (e.g., employment law information and hiring advice for employers; job search and career advice for candidates) to designated "resource center" pages on your website. If you do not have educational resource content, you can use your blog to create very rich categorized content that gives employers and job seekers lots of reasons to come back.

FRESH TALENT

Just as posting new jobs draws job seekers to your site over and over, a "[talent showcase](#)" (i.e., a platform for skill-marketing candidates) is a great way to bring employers back to your website time and time again. As with other forms of content, you can promote your talent showcase on your blog and social media to maximize its impact.



5 Get more social.

As we've mentioned throughout this whitepaper, social media marketing is about sharing content – when and where your audiences hang out – to drive more traffic from social media to your site. It works best when you write engaging blog posts, add fresh jobs and upload other forms of content (such as webinars) to your site.



TO DO IT CONSISTENTLY, AND DO IT WELL, ENLIST THE HELP OF YOUR ENTIRE TEAM:

Use internal team members to create content and drive engagement.

>> You have experts throughout your company on everything from recruiting, interviewing and improving productivity to writing a great resume and negotiating salary. Tap your team's expertise to write posts, articles, infographics or other types of content. Don't try to do it all yourself.

>> Ask everyone to spend 15 to 20 minutes every day building their social networks and sharing the content you create. More people sharing more content to bigger networks = more website visits and conversions, as well as a stronger brand.



Share the right things to drive people back to your website.

The real focus of social media activity is to get people from those platforms back to your website. If everybody on your team only shares articles from other websites, you are only doing a great job helping those other sites (and not driving traffic to your own).

Effective social sharing requires a bit of training. Teach your team how to take original content from your site and share it socially. It literally takes minutes a day to make a huge impact on your website's traffic and overall ROI.



Smart Social Sharing Creates Massive Website Traffic Gains

Here's how we helped one client turn their social media accounts into real marketing machines that increased traffic from LinkedIn by 1,200 percent!

FIND OUT HOW



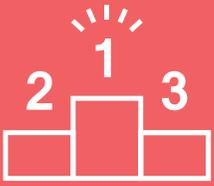
WHAT A

world-class website

SHOULD DO FOR YOU

THE BEST STAFFING WEBSITES – ONES WITH GREAT DESIGN,
KILLER CONTENT AND EFFECTIVE “PROMOTION” – ATTRACT, ENGAGE AND CONVERT





PROPERLY POSITIONING YOU –

and clearly explaining your value.



ESTABLISHING CREDIBILITY –

by proving your value (with data and other results) and differentiating your business.



GENERATING LEADS –

working 24/7 to attract candidates to your jobs and drive inbound sales leads.



SELLING –

via skill marketing, promoting featured jobs, building your talent pool and encouraging requests for employees or consultations.



ENHANCING YOUR SALES TEAM'S EFFICIENCY –

with tools, content and resources that make it easy to educate prospects, demonstrate your value and generate inbound leads.



DELIVERING GREATER SERVICE –

by making doing business with you easier.



ACTING AS A CENTRAL HUB FOR ALL YOUR MARKETING EFFORTS –

qualifying and converting traffic from all sources into leads and applications.

CAN A WEBSITE really DO ALL THAT?

ABSOLUTELY! WITH THE RIGHT DESIGN, CONTENT AND PROMOTION,
YOUR STAFFING WEBSITE CAN HELP YOU CONNECT WITH, ENGAGE AND
CONVERT SITE VISITORS INTO CLIENTS AND CANDIDATES.

*If you need help creating a work horse website,
that's what we're here for. Check out our [website solutions](#)
or call us today at **1.888.696.2900** for a free consult.*



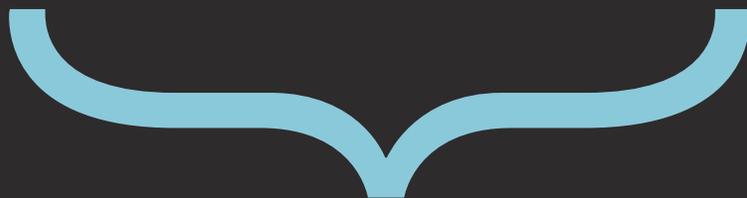
BROUGHT TO YOU BY HALEY MARKETING

Founded in 1996, Haley Marketing is the largest website development, social and content marketing firm serving the temporary staffing and executive recruiting industries.

Over the past 20+ years, we have steadily grown our team, our offerings and our client base.

Today, we proudly serve more than 1,200 staffing and recruiting firms, ranging from solo recruiters to larger staffing and recruiting organizations with regional, national and international offices. And we have developed more than 1,300 staffing and recruiting websites.

Our mission is to make world-class marketing more affordable, helping our clients to stand out, stay top-of-mind and sell more. For more information about our services, visit www.haleymarketing.com.



www.haleymarketing.com