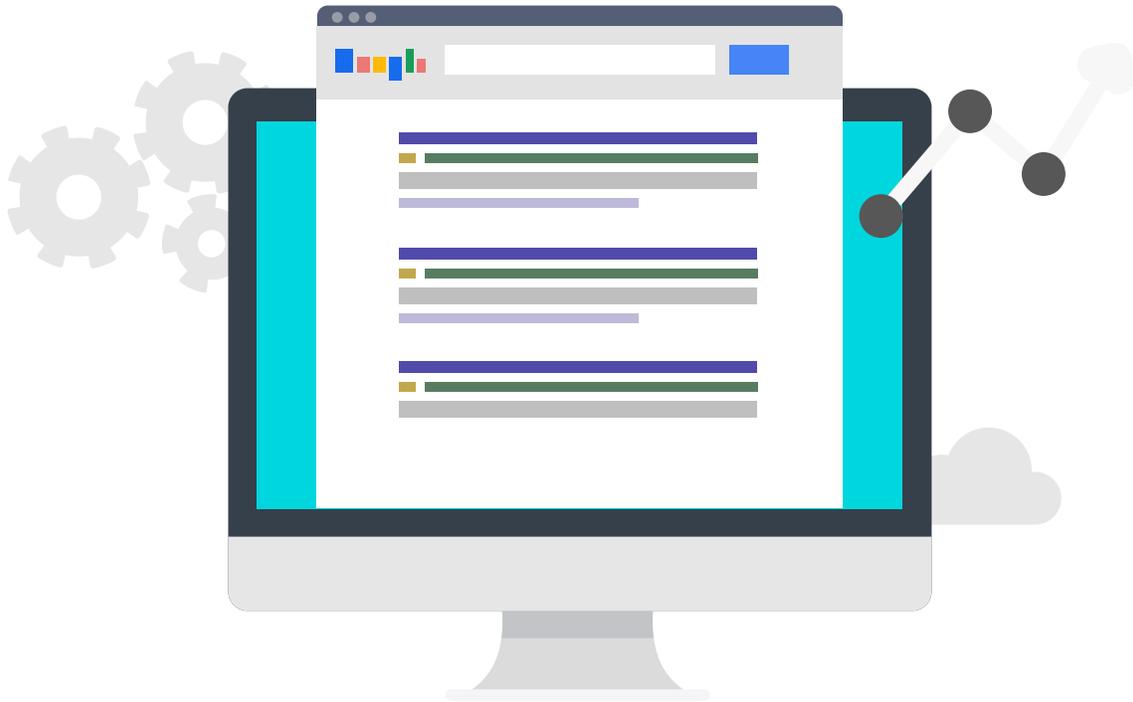


# SEO in 2022: New Strategies for Recruiting

A Checklist for SUCCESS





### ***Did you know that more than 70% of job searches start on Google?***

When it comes to recruiting, SEO is more important than ever. But Google is constantly changing the rules of the game. So, the things you did to boost SEO a year or two ago may not work as well today.

- What's changed in SEO...and what should you do to stay relevant?
- How can you improve your rankings...and ensure your jobs show up on Google for Jobs?
- What's the best way to drive qualified candidates to your open jobs...and get them to apply?

We tackled these issues and more in our last Lunch with Haley webinar, and we also turned them into a checklist for this month's Big Idea!



**For more detailed insights, watch the full webinar here:**

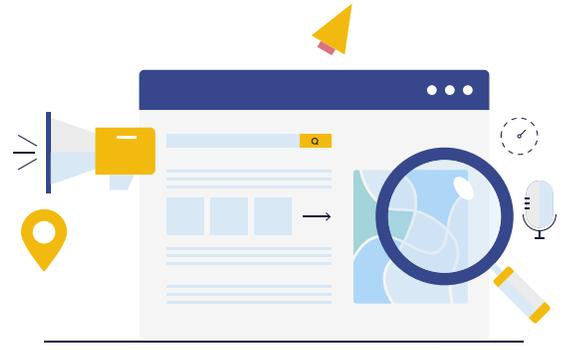
**SEO 2022: NEW STRATEGIES FOR RECRUITING.**



# SEO: A Checklist for Recruiting Success in 2022

## Remember SEO fundamentals:

- **SEO is** the process of driving targeted traffic to your website from people who use search engines for the staffing service you provide.
- **SEO ISN'T** ranking #1 for “staffing agencies in [insert your market]” or an obscure term! It’s about maximizing traffic to your website from the employers and job seekers you want to attract.
- Despite the recruiting challenges you’re facing, **people ARE looking for jobs**. And they don’t all know you, so they use search engines like Google to find you.
- Put yourself in the shoes of the job seekers who need you and approach search from their perspective.



*This image shows some of the many ways people search for staffing firms and jobs:*

KEYWORD (42,139)	SEAR...	KEYWORD (14,944)	SEAR...	KEYWORD (4,946) <sup>i</sup>	SEAR...
jobs	673K	staffing	22.2K	Recruitment	90.5K
near me jobs	1.8M	temp agency near me	110K	hire jobs	246K
jobs near me	1.8M	staff agency <sup>i</sup>	110K	hiring	165K
job near me	1.8M	temps agency	110K	hire	165K
jobs at usa	1.5M	agency temps	110K	temp agency near me	110K
jobs near me hiring	1.5M	temping agencies	110K	staff agency	110K
job hiring near me	1.5M	temp agencies near me	110K	temp agencies near me	110K
jobs usa	1.5M	temp agency	90.5K	temp agencies	90.5K
jobs hiring near me	1.5M	temp agencies	90.5K	staffing agency	90.5K
hiring jobs near me	1.5M	staffing agency	90.5K	staffing agencies near me	90.5K
work from home jobs	835K	staffing agencies near me	90.5K		

*Staffing and Job Search Keywords*



**Need help with these SEO basics?**  
 Watch this earlier webinar on SEO fundamentals:

**SEO FOR STAFFING**

## ❑ AVOID these rookie mistakes.

- **Having a singular focus.** People approach search differently. If you're not taking a broad-based approach to SEO, you're missing the vast majority of search traffic.
- **Ignoring buyer intent.** Also known as "search intent," this is the primary goal someone has when typing a search query into a search engine. If content doesn't match users' search intent, then you will NOT rank! Think through what job seekers are searching for.
- **Missing on-page SEO.** Make sure that you have meta titles and descriptions for every page, use H1, H2 and H3 tags on content, and have strong CTAs on each page.
- **Not having a secure site (HTTPS).** If you haven't switched to HTTPS, most potential visitors will receive a security warning from their browser when they try to visit your site.
- **Overlooking mobile experience.** In most cases, Google indexes your mobile site first!

## Now onto the more advanced stuff!

### ❑ Consider search intent for your keyword strategy.

Think through these four types of searches job seekers conduct (you need to first think like your audience before you can create relevant content and optimize pages to match search intent):

- **Informational.** The searcher wants a specific answer or to solve a specific problem. Think "how-to" or "what is" questions.
- **Commercial investigation.** The searcher is looking for more information, but their end goal is to take an action (convert).
- **Navigational.** This is when someone has heard of your staffing firm, but they don't remember your address. They may search something like "ABC Staffing Phoenix" to learn where you are.
- **Transactional.** These searchers want to take a specific action: download a resource, complete an application, etc.

### ❑ Use data and artificial intelligence to your advantage.

Use Google Search console to see what kinds of searches potential candidates are conducting. For example, job search traffic now is just 65% of what it was pre-pandemic. To replace this traffic, you must think beyond the "usual suspects" and adjust your SEO focus.

If people aren't looking for specific jobs, determine what they ARE looking for. Then, optimize content around those terms to get found in search – and drive more candidates to your site.

#### Here are a few trending terms in job-seeker searches:

- Remote work
- Salary
- How to find a new job
- How to retire early



## □ Tap into pockets of opportunity by using search trends.

Even though these searches don't contain the words "jobs" or "staffing agencies" they are still relevant for what job seekers are searching for:

- Career change
- Industry-related certifications
- Childcare options
- Local community events and information (i.e., things that make your market a great place to live – or relocate to)
- Best places to work (i.e., those with high employee satisfaction scores, great services, etc.)
- Minority- and women-owned businesses (these designations are increasingly important to job seekers)

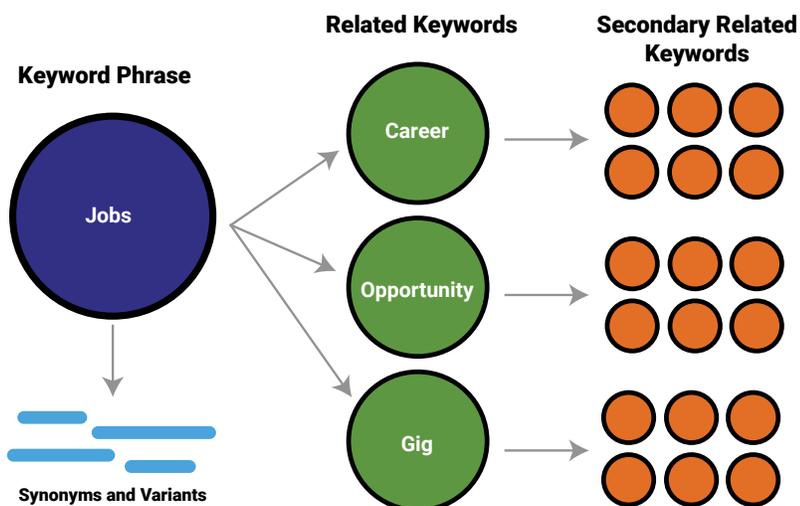
## □ Determine semantically related keywords.

**Semantic keywords** are words and phrases related to a primary keyword. For example, a job could also be a career, opportunity, gig or side-hustle – and job seekers use terms and phrases like these when searching.

Semantically related keywords are essential to great SEO because modern search engines use semantic search technology to determine users' meaning. Essentially, Google tries to understand language on a higher order, and it serves up search results based on what it thinks job seekers mean when they type queries.

**Here are a few tips to get started:**

- **Determine your core keywords.** Use the Google AdWords Keyword Planner to develop a list of core keywords and phrases.
- **Develop a list of semantically related keywords.** Google's algorithms use a number of signaling factors to determine if your content should rank well. Apply semantic search principles (use related keywords and secondary keywords) to help your content rank well for the searches your ideal job seekers are conducting.
- **Write conversationally.** When you write naturally for humans, you're automatically improving your content's "searchability" and performance.



### **Keywords and Relationships**

*Topics are formed through relationships between concepts and groups of keywords. Closely related keyword phrases strengthen the topicality of a document.*

## □ Put your research to work.

Once you've done your research, capitalize on search trends by becoming a trusted source of great information for job seekers – and incorporate semantic search best-practices to ensure that content gets found:

- Add web pages dedicated to relevant topics.
- Add blog posts and other educational resources on these topics.
- Re-optimize and refresh your existing content to include new search terms (thread these keywords throughout your content, subheads, and meta data).

## □ Apply Google EAT to your content.

Google uses an acronym called EAT to determine how well your content should rank. As you create new content, make sure it fulfills these three aspects of what Google considers to be rank-worthy content:

- **Expertise.** Are you writing great content that answers people's search queries?
- **Authoritativeness.** Are you an authority on the topic? Do you cover a variety of related issues? Are others sharing your content?
- **Trustworthiness.** How reputable are your brand and domain? How long are people dwelling on your site? Are others sharing and linking to your content?

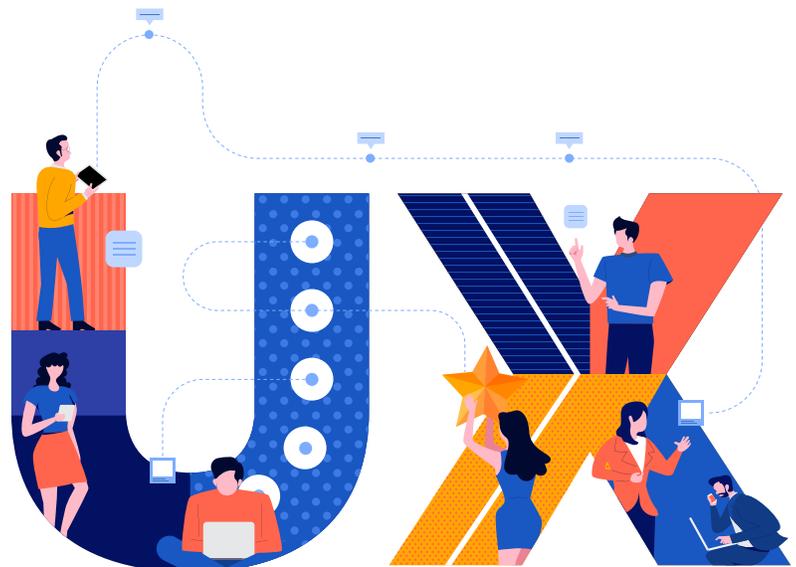
## □ Consider user experience.

Google pays attention to what users do when they arrive on your site. If people bounce (defined below), Google assumes it's because they didn't find what they needed – and you'll be penalized.

These user -experience metrics matter to Google and will directly impact your SEO:

- **Click-Through Rate (CTR).** The percentage of people who clicked on your website when it appears in search results.
- **Dwell Time.** The length of time that people spend on your site.
- **Bounce Rate.** The percentage of people who leave your site after visiting only one page.

So, once people enter your website from a search engine query, they need to have a great experience consuming your content and interacting with the elements of your site (*e.g., forms, buttons*).



**To improve SEO** – and ultimately drive more targeted traffic and conversions – pay attention to these aspects of job seeker UX:

- ❑ **Pay attention to page structure.** Ensure visitors can easily find what they're looking for and take action (CTAs should be clear and visible). Make it simple for job seekers to:
  - ❑ Search jobs
  - ❑ Apply to jobs
  - ❑ Submit a resume without having to attach it to a job
  - ❑ Contact you
  - ❑ Download .pdfs
- ❑ **Make sure every page has a single purpose.** Provide Google with the clarity and context it needs to properly index and rank your pages. If you have multiple offices and provide staffing in a range of specializations:
  - ❑ Dedicate specialty pages for each area of specialization (e.g., administrative, manufacturing, professional, supply chain, IT).
  - ❑ Dedicate location pages that focus on capturing traffic from people searching for staffing firms in your geographic area.

## ❑ Commit to ongoing maintenance.

SEO is a process, not a once-and-done event. You need to continually work to maintain and improve your rankings:

- ❑ **Start with a solid foundation.** Apply the SEO advice above to every page on your site.
- ❑ **Use Google Analytics to look at your bounce rate, exit rate and time on page.** If people aren't interacting with your content, look for page experience issues that might be driving them away. Fixing these "leaks" in your conversion funnel can lead to amazing improvements:
  - ❑ **Examine your headlines.** Are they clear and skimmable? Do they tell a story and include relevant keywords?
  - ❑ **Adjust your copy.** Does it need to be more keyword-robust? Does it need to be longer? At a minimum, copy for SEO-optimized pages should be 300 words.
  - ❑ **Adjust your calls to action.** Use action-oriented language (e.g., call, apply, search) that is clear and compelling.
  - ❑ **Identify navigation issues.** People should be able to navigate to where they need to go in one click.
  - ❑ **Update and refresh your content.** Revisit and update old content that's generated traffic. If it has performed well, you don't need to ditch it; give it an update!

**By applying these principles, we helped this SEO client dramatically increase the number of new site visitors and reduce bounces:**

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

**Use Google Search Console**, a free data tool that tells you what's happening in search and gives you opportunities to rank better and drive more traffic to your site from searches you're already ranking in.

- ❑ When planning your SEO strategy, pay attention to these three metrics:
  - **Total Impressions.** The total number of times someone sees your website in search results.
  - **Average CTR.** The percentage of times someone clicks on your content when they land on it.
  - **Average Position.** Where on the search engine results page your content ranks.
- ❑ Look for search queries with high impressions and strong buyer intent – and create content that answers relevant questions.
- ❑ Look for pages with a good ranking position and low CTR, and then adjust the meta data so it does a better job “selling” the content on that page.
- ❑ Look for pages with high impressions and position (5-30), and update that content and/or make it longer.

## ❑ Perform competitive analyses.

Using SEO research tools such as SEMrush and Ahrefs, you can find out exactly where competitors' search traffic is coming from. Apply this simple formula for SEO success by reverse-engineering what's working for them – and using it to your advantage:

- ❑ Identify your top 5 to 10 competitors in your market.
- ❑ Determine their top-performing content.
- ❑ Create better, more authoritative content on the same topics to outrank them!



## ❑ Embrace long-form content.

Long-form content consists of 1,500+ word articles with semantically related terms that matches user intent by answering searchers' questions. Google loves it because it follows the EAT principle. Plus, with Google's push to “squash misinformation,” fact-based, researched articles will become even more important for SEO performance. Here's how to use long-form content to improve your recruiting:

- ❑ Make sure the topic is well-researched and answers a series of related questions.
- ❑ Dive deep into the subject, so it positions you as an expert on it (to the reader and Google).
- ❑ Use sub-headlines strategically throughout the article so it's skimmable (and readers can easily find the answers they seek).
- ❑ Ask your team to share it with their networks and link back to it.
- ❑ Share the content with industry organizations who will hopefully create links back to it.
- ❑ After you publish the long-form version, write shorter blog posts that link back to it.
- ❑ Be patient! It may take time and updates (to content, H tags, CTAs) for the content to gain traction.

# More FREE resources on SEO:



## Staffing SEO Strategies for 2021: Welcome to the New School (eBook)

Five essential lessons to help you modernize your SEO strategy. Optimize your jobs and website to rank well in relevant searches. And drive more targeted traffic to your website.

Want more eBooks like this delivered right to your inbox? [Subscribe to the Big Ideas Newsletter](#) today!

## SEO for Staffing (Snack Time Video)

Learn how to improve rankings by providing relevant answers to employers' and job seekers' top questions.



## Need help with your SEO?

Contact us today to see how easy and affordable we make SEO for the staffing industry.

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