STAFFING WEBSITE STRATEGY

Is your website producing the results it should be for your firm?

Your website is more than an online brochure. It's a 24/7/365 sales rep, a recruiter, an essential part of the customer experience. More clients and candidates will visit your website in one year than you will talk to in a lifetime.

How can you make sure your site is performing at its peak? Here are 12 strategies to make sure your website is doing all it should to drive response from candidates and clients.

1 Optimize Home Page Response
Make sure your home page messaging is designed for the right audience. Write skimmable copy, include multiple strong CTAs, and display important information above the fold.

ABOVE THE FOLD

BELOW THE FOLD

2 Improve Load Speed
Make sure your site performs well on desktop and mobile – minimize HTML and CSS, cache content, compress images, limit third-party plugins, and optimize hosting to improve load times.

3 Use Intelligent Site Architecture
Consider who visits your site: job seekers and employers, as well as current associates and clients. Map out where the content of your site should go so that visitors can get relevant information as efficiently as possible.

4 Improve Navigation
Think like a user. Use hamburger menus for mobile and traditional drop-down menus on desktop. Move non-critical information to the footer and use large-format dropdowns for complex websites to make navigation easier.
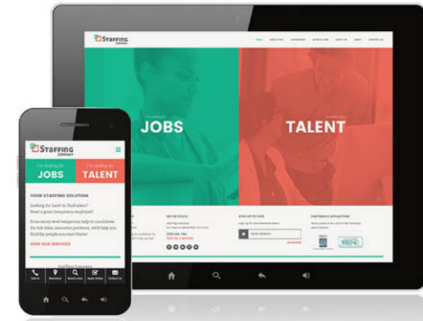
5 Design for Conversion
The point of your site is to turn job seekers into applicants and employers into clients. Design for conversion by including a featured jobs section on multiple pages; embedding a search widget throughout the site; building in internal links; diversifying CTAs; and considering a live or automated chat feature.
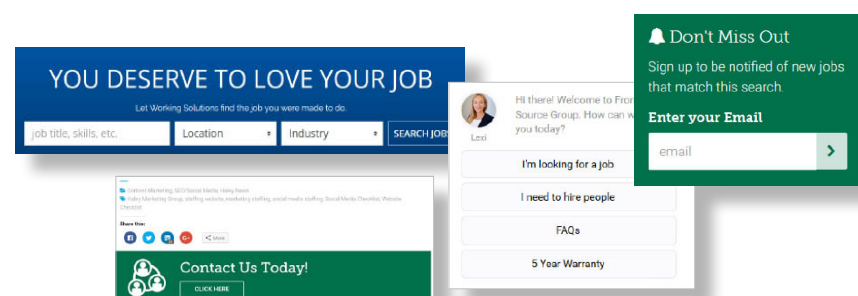
6 Get a Better Career Portal
Improve search and filtering capabilities. Streamline the application process with short forms, easy-to-follow steps, and one-click apply options. Boost your job listings' SEO to get more results. Optimize your listings for Google for Jobs. Reengage and retarget candidates to bring them back to your site even if they're not ready to apply right now. **Check out our career portal page!**

7 Expand Your CTAs
Maximize the response to your site's CTAs by spacing them out, so they don't overwhelm your design. Vary the design and format, and use action-oriented language ("Find your dream job!").

8 Write Less...but Better!
Your candidates and clients are busy. They need you to get the point – quickly. Clarify your core messaging and shorten copy on top-level pages. Try putting in-depth content on subpages (where it's ideal for SEO).

9 Design for Response
Make sure your site employs a clean, intuitive layout. Use great imagery and photos that stand out. Use bold colors and shapes in your CTAs to make it clear what employers and job seekers should do next.
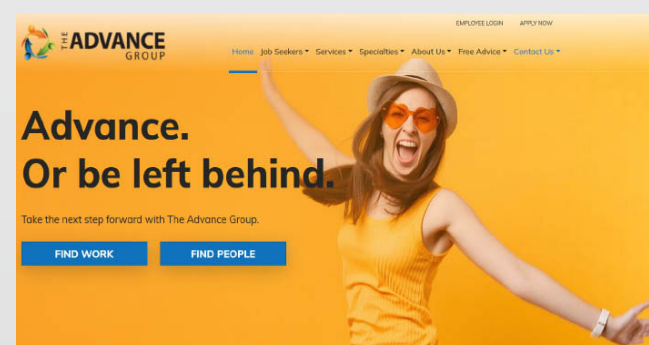
10 Think Beyond Responsive Design
Driving conversions across multiple devices goes beyond adjusting for various screen sizes. Add a quick-action bar to your mobile site; customize the bar to include the most important actions visitors can take, including contacting you, applying, or requesting talent.
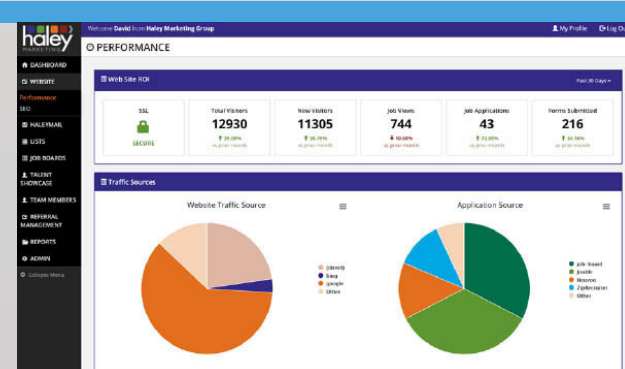
11 Improve SEO Strategy
Conduct keyword research and perform on-page SEO to make your site rank well. Add fresh, original, and relevant content to your site. And keep people on your site longer by recommending related content, sharing on social, and investing in pay-per-click advertising.

12 Use Data to Make Decisions
Use tools like Google Analytics and the ROI dashboard to examine key performance indicators and leverage those insights to make data-driven decisions on further improving your site.

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