

Search Engine Optimization **OVERVIEW**

What is **SEO**?

- The process of improving the volume and quality of traffic to your website from search engines like:



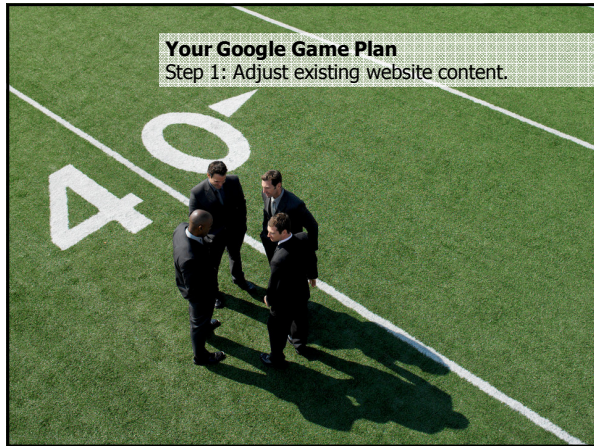
SEO is a process, **NOT** an event

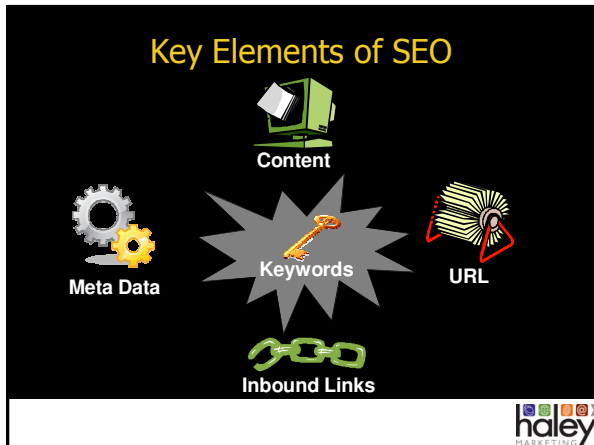


Why should I care?

- **1,770,000** – Number of Google Searches for "Staffing Services" or "Staffing Agencies" in April '12.
- **4,070,000** – Number of Google Searches for "Employment Agencies" in April '12.
- **90%** - Percentage of Internet searchers that don't get to page 2 of rankings.








Meta Data

- **Page Title**
 - Use keywords & geography
 - Roughly 60-75 characters
- **Page Description**
 - Use keywords
 - Sell the user on the value your page provides
- **Meta Keywords**
 - Not as important as they used to be!



Website Address/URL



- Are your keywords in your website address?
- Are your URLs search engine friendly?



www.staffingcompany.com/staffing-agency-memphis



www.example.com/page.php?var1=23&var2=blue&var3=whatever



Content

Better content = higher rankings!



- Start with a strong headline
- Include keywords throughout
- Be conversational (write for humans, tweak for search engines)
- Avoid duplication
- Create links with anchor text
- Make frequent updates
- Content includes video and audio as well



Inbound Links



See current inbound links by searching with:
<http://www.opensiteexplorer.org/>

How to increase inbound links:

- Run the above search on your competition
- Create YouTube and other social media accounts
- Submit comments to blogs
- Write and distribute articles/press releases
- Ask for a link from your trade associations
- Exchange links with your clients
- Write testimonials



Keywords



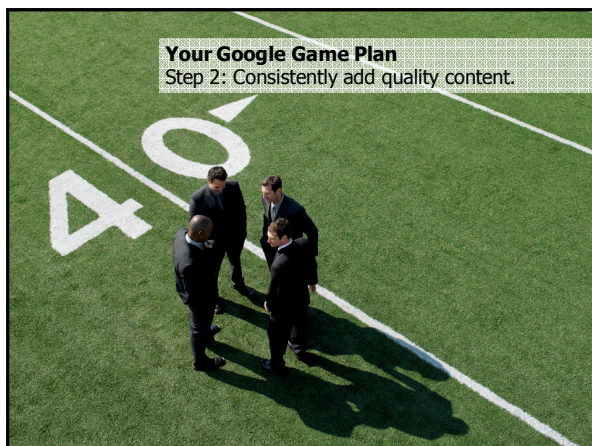
- Don't compete with Monster! Instead of trying to rank for "jobs" focus on "employment"
- Consider longer tail search strings that mix in position titles and geography (ex. Data Architects in Boston)
- Use "their" terminology, not "yours"
- Do your research...



Keyword Research

- Google Adwords Tool:
adwords.google.com/select/KeywordToolExternal
- KeywordSpy.com
- Advanced SEO Software
- Hint: Don't forget plurals





BLOGS: The Single Most Powerful SEO and Content Management Tool

What is a BLOG?

A type or part of a website usually maintained by an individual that shares regular news, commentary or updates.



Why should I BLOG?

- Direct communication
- Brand building
- Competitive differentiation
- Exploit a niche/Become an expert
- Media/Public Relations
- Relatively low cost marketing
- Search Engine Optimization



What should I **BLOG** and **how often**?

- Value/ROI of your services
- Case studies
- Company news/events
- Share interesting articles & insight
- Career and hiring advice

How often?

As often as you can!

(shoot for at least 1-2 times per week)



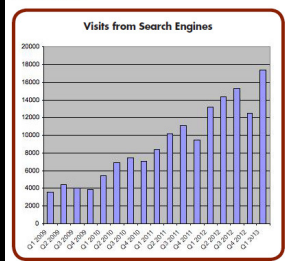
How to **get started**:

- Begin developing content
- Get everyone in your organization involved
- Decide on a blogging tool (Blogger, WordPress, etc.)
- Set a game plan and expectations
- Tie your blog into LinkedIn, Facebook, Twitter, etc.
- Analyze traffic (Google Analytics)
- Stick to it!



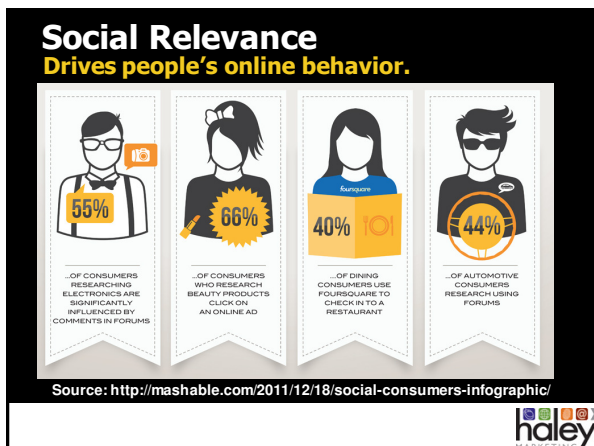
Blogs work. Want proof?

The results speak for themselves:
Commercial Staffing and Recruiting Firm in Virginia that blogs
four times/month.









Social Relevance It's becoming the new SEO.

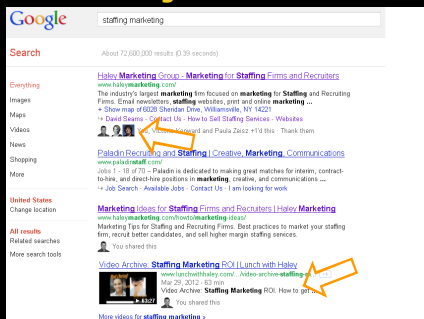
Social Media is a Key Indicator of Relevancy

"Does the rest of the world think you have a great product? If they do, they will amplify this. **If you're not engaged socially, you're missing the boat** because the conversation is happening socially about you and about your content. **Those are really important signals for [Bing].** Whether you're involved or not is your choice, but those signals still exist whether you're in the conversation or not."

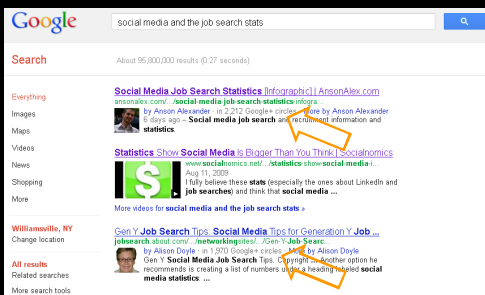
Duane Forrester
Sr. Product Manager
Bing's Webmaster Program

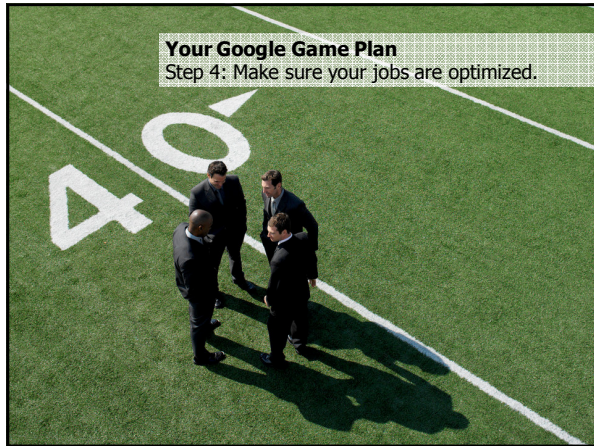


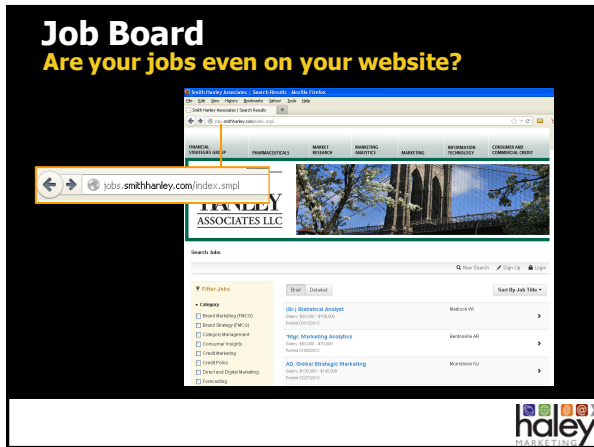
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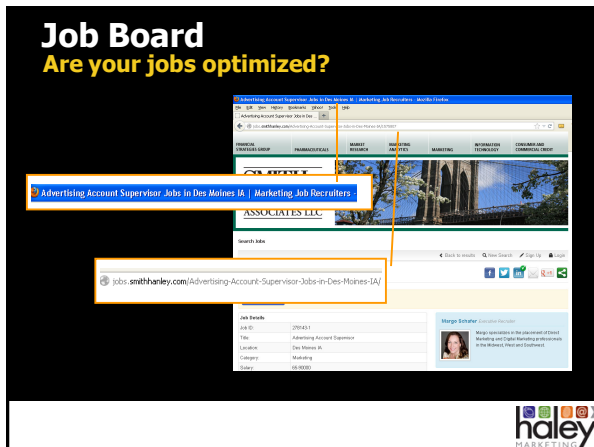


Social Relevance Drives people's online behavior.



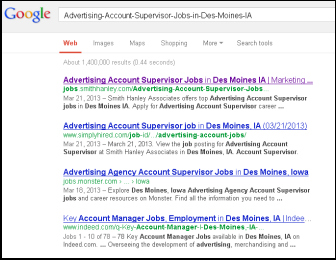







Job Board

Dynamically Created Meta Titles/Descriptions



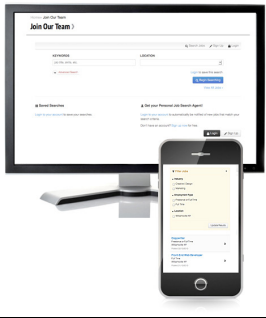
www.haleymarketing.com/services/web-development/job-boards/




Job Board

Make Sure It's Mobile!

- Application needs to be streamlined.
- Easily readable.
- One-click apply.
- Simple.

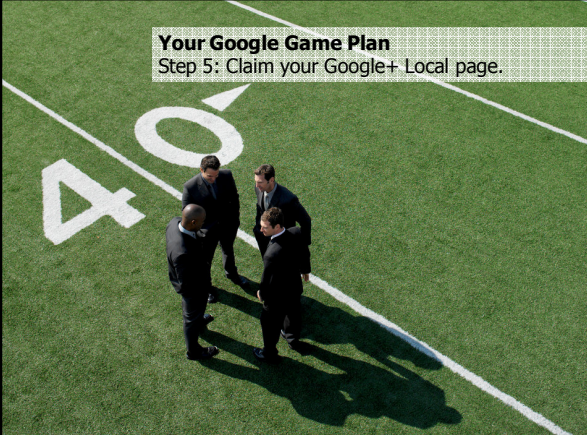


www.haleymarketing.com/services/web-development/job-boards/



Your Google Game Plan

Step 5: Claim your Google+ Local page.



Google Local Pages

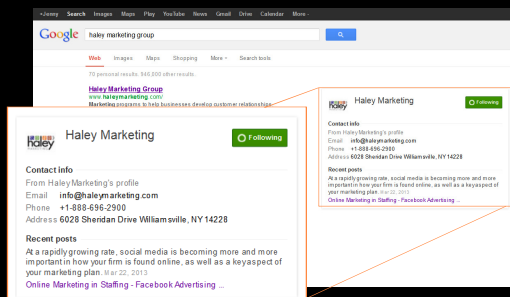
Why Do They Matter? And How Do We Get One?

What is a Google+ Local Page?

- Google+ Local Pages were originally called Google Places
- “Digital” yellow pages – but with reviews!
- Google+ Local Pages provide:
 - Website and contact information
 - Map and location information
 - Reviews/feedback
 - Google+ company profile/social information
 - Hours
 - Photos
 - Categories (e.g.: “Employment Firm,” “Recruiter”)



Where do Google+ Local Pages Appear?



What's the difference between a Google+ Local Page and Google Places?

Google+ Local Page (old "Places" page):

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What's the difference between a Google+ Local Page and Google Places?

Google+ Company Page

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What's the difference between a Google+ Local Page and Google Places?

Google+ Local Page combined with a Google+ Page

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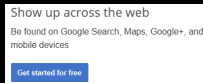
Why do Google+ Local Pages Matter?

- Reputation
- Ease of access – get found!
- SEO value
 - Google tries to deliver relevant, **local**, results.
 - Google is social! Be sure you are too.
 - Your online reviews matter – both the good and the bad. (What does your score say about you? How prominent is your listing?)
 - Keywords, description, and categories (relevance).



How to Claim/Create Your Google+ Local Page

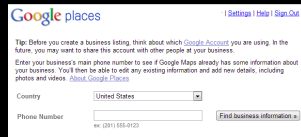
1. Go to: www.google.com/placesforbusiness/



2. Sign in with your Google account

3. Enter your business's phone number

4. Edit/input your business's information



Key Elements of Your Google+ Local Page

To reap the best results:

- **Fill out all pertinent fields!**
 - Phone
 - Company name
 - Website
 - Category
 - Additional Details (specialties)
 - Street address (need a physical address)
 - Email address
 - Description
 - Hours
 - Photos

Verify your location!

- Google will "call you" or send you a postcard



Valuable Insights

- How did they find you?
- How many times did you show up?
- What actions were taken by your audience?
- What locations did they request driving directions from?

Totals

- 881 impressions**
How many times users saw your business listing as a local search result
- 84 actions**
How many times users showed interest in your business listing
- 26** Clicks for more info on Maps
- 58** Clicks for driving directions

Top search queries

Query	Impressions
1. job	278
2. jobs	48
3. temp agencies	47
4. employment agencies	23
5. local temp agency	19
6. temporary employment agencies	12
7. staffing agencies	11
8. staffing services	10
9. employment agency	9
10. employment	7
Other	383

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Your Google Game Plan

Step 6: Pay attention to review sites.

Leveraging Review Sites

Google+
Yelp
Real People. Real Reviews.
Yahoo! LOCAL
Angie's list
Reviews you can trust™

What is Being Said About You?

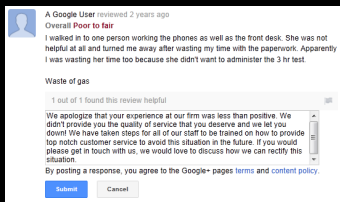
- People trust their peers and their experiences.
- An online review can make – *or break* – your chances of working with a prospect or new candidate.
- Most individuals will not leave a review unless they had a **poor** or **phenomenally positive** experience.



Handling Negative Reviews

Dealing with bad reviews:

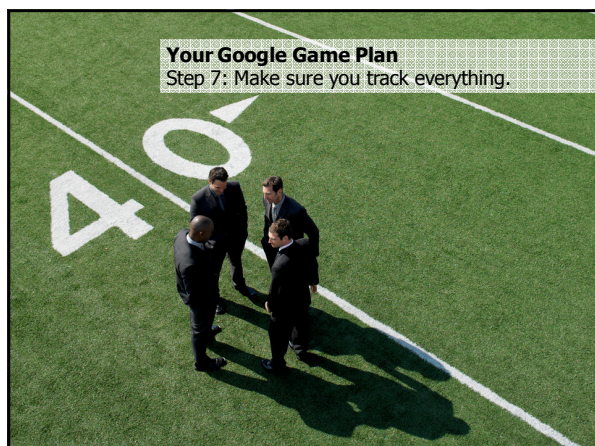
- Respond and **apologize!**
- Pick up the phone
- Try to rectify the situation
- Flood your profile with positive reviews

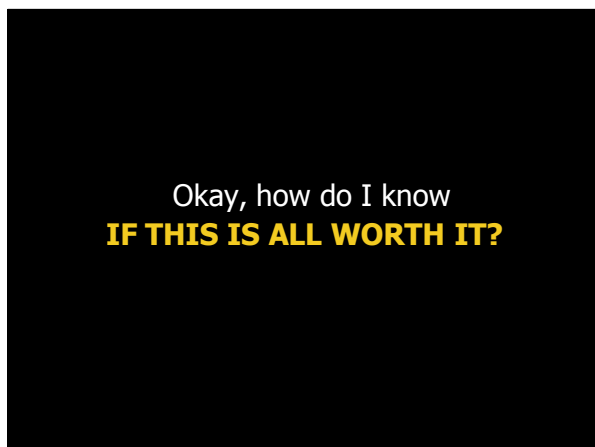


How to Get Your Firm Reviews

- Great in-person or email testimonial? Request that they share it on your page.
- Make your "social" presence known and encourage reviews.
 - Include links to your Google+/Google Local Page
 - Include a "+1" button on your website
- On-site "review stations" for candidates to use.









Google Analytics

If you don't have it, get it!

You'll discover:

- How people find your website
- How long people stay
- New vs. return visitors
- What keywords people used
- What sites are referring traffic
- Where traffic drops off
- Key spikes in traffic

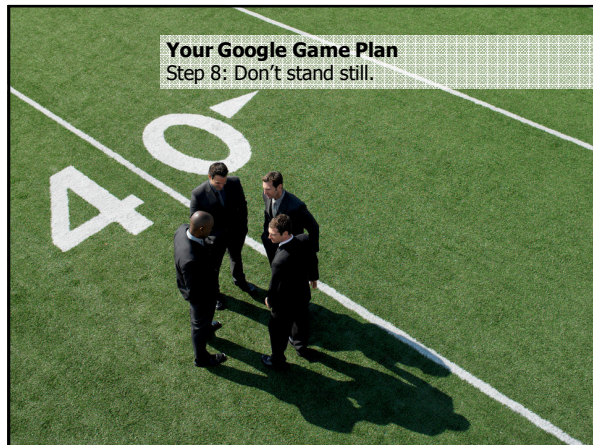



Google Analytics

Use the Data!

Now that you know how people use (or don't use) your website, put that data to good use.





SEO is a process, **NOT** an event!

In order to rank highly, you need to continually update your website with **fresh** and **relevant** content.





And if you need some help...



SEO & Social Media Services

- Search Engine Optimization (SEO)
- WordPress blog creation
- Social media Company Profile development
 - LinkedIn, Facebook, Twitter
- Outsourced blog writing
- Online PR development & distribution
- Monitoring and data analysis



Coming Next Month:
Overcoming the Challenges
of being a "Selling Manager"

Reserve your seat: www.lunchwithhaley.com
