






Staffing Websites Optimizing ROI





PRESENTED BY
David Searns
Kaitlin Bolling
Mark Yesilevskiy

Agenda

- Your site's real value
- Top problems
- 11 tips for more ROI
- Q&A





What a staffing website CAN do for you


 @haleymarketing #lunchwithhaley
 

Top problems with staffing websites

- Outdated
- Boring
- Fail the 3-second rule
- No clear direction
- They don't produce half the response they could

 @haleymarketing #lunchwithhaley
 

So what do the best staffing websites do **differently?**



CTAs – more (throughout the site)

- Inline

Hire with higher expectations.
Meet some lateral hires people to help complete a project, a top executive to lead your team or growing service to increase your revenue. Our ACE Employment Services has a solution for you. Being hired and approved since 1989, ACE provides a range of subcontractor solutions and temporary staffing services in Boston and throughout the state.

We can help you:

- Reduce the cost and risk of hiring.
- Improve productivity and profitability.
- Increase focus and get more done.

[VIEW OUR SERVICES](#) [SEE THE PEOPLE WE PLACE](#)

We're so confident in our candidates – our results are guaranteed.
Temporary: If an employee does not meet your expectations after the first day, you will not be billed for their time worked and all contractual requirements will be met.
Direct Hire: All placements come with a 30-60-90-day guarantee: 100% refund (0-30 days), 85% refund (31-60 days) or 35% refund (61-90 days).

ACE brings you today's talent for tomorrow's success.

[REQUEST AN EMPLOYEE](#) [CONTACT US](#)

@haleymarketing #lunchwithhaley



CTAs – more (throughout the site)

- End of page
- End of blog posts

[Search job opportunities](#)

SIGN-UP!
Receive up-to-date info and industry insight from PMAC Sign up for monthly updates

Email:

I am a: Job Seeker Employer

[SIGN UP](#)

@haleymarketing #lunchwithhaley



CTAs – more (throughout the site)

- Sidebars

THE STARTING SALARIES FOR VARIOUS ROLE LEVELS people come...

We can help you:

<p>Temp</p> <p>a variety of job levels ensuring for a full-time position</p>	<p>Direct</p> <p>a flexible approach to your search ensuring for a full-time position</p>
<p>Temp</p> <p>get the absolute lowest rates and improving your profits</p>	<p>Direct</p> <p>high-paying workers and prepare for tomorrow</p>

[Request a Quote](#) [Request a Quote](#) [Request a Quote](#)

Connect with leading employers in Massachusetts, New Hampshire, Maine, Rhode Island, New York and Connecticut.

[Request a Quote](#) [Request a Quote](#) [Request a Quote](#)

Overview

- Search Jobs
- Work Order
- Hiring Process
- Benefits
- Make a Post

[Create Account](#)

[Sign Up](#)

[Join Our Team Network](#)

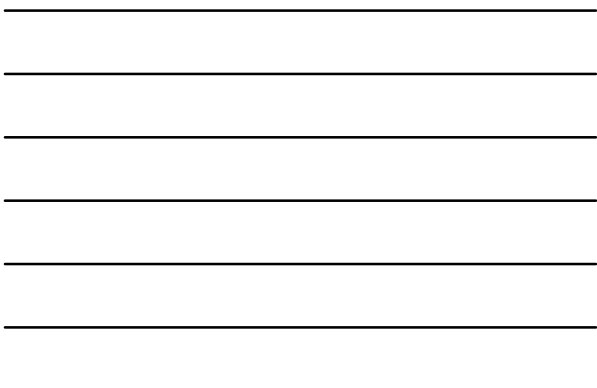
SIGN UP FOR OUR NEWSLETTER!
Get our monthly newsletter full of job alerts, interesting news, advice tips and more!

[Subscribe](#)

NEWS
A Tip for Marketing a Diverse Talent Pool

When you are managing a team that's based on diversity, it's important to get inside some important HR best practices...

@haleymarketing #lunchwithhaley



CTAs – more (throughout the site)

- Fly-ins

The screenshot shows a website layout. On the left, there's a section titled 'your expectations' with a blue button. On the right, there's a 'Submit a Resume' form with fields for Name (First and Last), Phone, Email, and Location (dropdown menu). Below the form are checkboxes for 'Resume' and 'No Ref of Email'. At the bottom left is a Twitter logo with '@haleymarketing' and '#lunchwithhaley'. At the bottom right is the 'haley MARKETING' logo.

CTAs – better

- More reasons to respond

The screenshot shows a website layout. On the right, there's a section titled 'Have a friend to recommend?' with the text 'Give us their info and we'll give them a call.' and a 'REFER A FRIEND' button with a right-pointing arrow. At the bottom left is a Twitter logo with '@haleymarketing' and '#lunchwithhaley'. At the bottom right is the 'haley MARKETING' logo.

CTAs – better

- More reasons to respond
- More ways to respond

The screenshot shows a website layout. On the left, there's a 'Job Seekers' section with the text 'Our Business To Your Employment...' and 'We Put People and Companies Together.' On the right, there's a 'Sign up for Our Newsletters' section with two 'SIGN UP NOW!' buttons. Below that is an 'Employee Resources' section with an 'EMPLOYEE RESOURCES' button. At the bottom left is a Twitter logo with '@haleymarketing' and '#lunchwithhaley'. At the bottom right is the 'haley MARKETING' logo.

CTAs – better

- More reasons to respond
- More ways to respond
- Stronger copy

The right engineering and information technology staffing agency can make all the difference. How can we help you reach your **PEAK?**



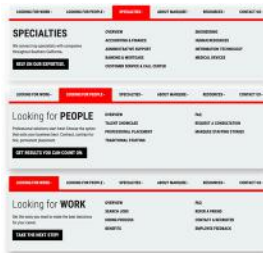
Improve the user experience

- More intuitive



Improve the user experience

- More intuitive
- Large format drop down
- Direct the reader's eye



Improve the user experience

- More intuitive
- Large format drop down
- Direct the reader's eye
- Shorter forms!

Experts in Human Capital
How can we help?

Thank you for contacting The Panther Group. If you are researching managed staffing companies, contract staffing companies or temporary staffing companies, we would be happy to discuss the Panther Group difference with you. Please use the form below to submit your questions, comments or suggestions, and someone will contact you within normal business hours.

NAME:

COMPANY:

PHONE NUMBER: EMAIL ADDRESS:

QUESTIONS OR COMMENTS:

Submit



Mobile responsive design

- Able to easily respond from any device
- On mobile, click to call



Google Analytics

Analyze what's happening with the traffic on your site

- How do people get to you?
- What pages do they visit most frequently?
- Where do they leave the site?
- What is the conversion rate on your forms?
- Where can you make improvements?



Improve your messaging

- Tell a better story



Improve your messaging

- Tell a better story
- Be compelling



Improve your messaging

- Tell a better story
- Be compelling
- Focus on the problems you solve



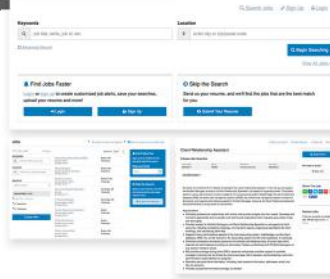
Improve your messaging

- Tell a better story
- Be compelling
- Focus on the problems you solve
- Emphasize results



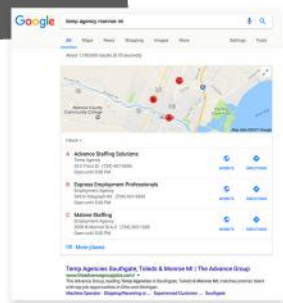
More jobs. Better jobs.

- Post all open jobs
- Include "evergreen" jobs
- Feature pay rates
- Co-brand (if you can)



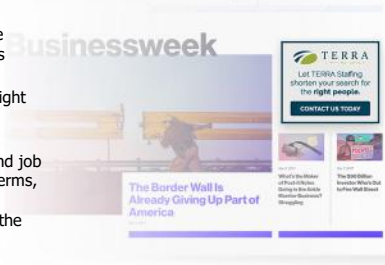
SEO

- The rules have changed
- It's about content
- More is better
- Be original
- Tech issues still important



PPC

- Buy your way to the top of search results
- Get in front of the right people on social
- Target employers and job seekers by search terms, demographics, past behavior, and even the names in your ATS



Repeat visitors are more valuable than first time visitors.

- Give people a reason to come back (content)



Repeat visitors are more valuable than first time visitors.

- Give people a reason to come back (content)



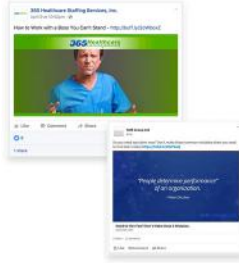
Repeat visitors are more valuable than first time visitors.

- Give people a reason to come back (content)
- Remarketing
- Marketing automation
- Email marketing



Get social (More social).

- Share more content
- Get your team involved
- Focus on getting people to your website



Landing pages and A/B testing.

- Landing page = one action
- Blog post = landing page



Landing pages and A/B testing.

- Test, test, test
- Shorten forms





Any questions?

1.888.696.2900
info@haleymarketing.com
[@haleymarketing](https://twitter.com/haleymarketing)
www.facebook.com/HaleyMarketing/





Coming Next:
SEO – Strategies and Tactics
Thursday, May 11 at 2 PM EDT



SEO Services
Tuesday, May 23 at 2 PM EDT

Reserve your seat: www.lunchwithhaley.com