



SEO

In 2017

PRESENTED BY
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DIRECTOR OF SEO & SOCIAL MEDIA

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- ✓ ASK QUESTIONS
- ✓ GET ANSWERS
- ✓ POST COMMENTS
- ✓ ENGAGE OTHERS
- ✓ TELL US WHAT YOU THINK

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TODAY'S AGENDA

- DEFINING SEO
- WHY IT MATTERS
- OLD SCHOOL VS NEW SCHOOL
- TODAY'S SEO
- GOOGLE RANKBRAIN
- SPECIFIC ACTIONS / TAKEAWAYS
- RESULTS
- WHAT NOT TO DO!
- THINGS TO REMEMBER
- FOUR BEST SEO TACTICS



WHAT IS SEO?

Search Engine Optimization (SEO):

The process of driving targeted traffic to your website from people that are using search engines to look for the products, services or information you provide.



WHY SHOULD YOU CARE?

Keyword	Search volume	Competition
Your product is visible	10K - 19K	Low
Agency for hire	10K - 19K	Low
Agency for hire near me	10K - 19K	Low
Agency for hire near me	10K - 19K	Low
Agency for hire near me	10K - 19K	Low
Agency for hire near me	10K - 19K	Low
Agency for hire near me	10K - 19K	Low
Agency for hire near me	10K - 19K	Low
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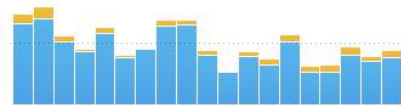


WHY SHOULD YOU CARE?



Total clicks ↓

Paid 12%
Organic 88%



Trend since Sep '15



OLD SCHOOL SEO

- Singular Keyword Focus
- Ranking Focused
- Content Created for Search Engines Only
- Keyword Stuffing
- Backlinks - **Quantity over Quality**
- Website Design Not Important
- High-Quality Unique Content **Optional**

NEW SCHOOL SEO

- Engagement & User Intent Focused
- ROI & Conversion Focused
- Optimized Content Created for Humans
- Tasteful Optimization
- Backlinks - **Quality over Quantity**
- Mobile-friendly, Fast & Responsive Website Design
- High-Quality Unique Content **Essential**



SEO IN 2017



Domain	On-Page	Links	Experience	Social
Age Authority Keyword in domain Keyword position Domain length Domain registration Subdomain(s) History Public/Private Country/extension Spammer Trust URL length URL readability	Title tags Meta descriptions Location of keyword KW in Heading Tags KW in content KW density Duplicate content Alt tags on images Frequency of updates KW Word order Original content Rich Media Bullets/numbers Clean code Logical Formatting Semantic Keywords	External links Internal links Quality of links Anchor text of links Alt text of links Broken links Purchased links Link farms KW in URL Sitemap Diversity of links Amount of links on page Text around the link Age of link Authority of link	KW click-through rate Page load speed Time spent on site Bounce rate Easy navigation Page layout Site up/downtime Mobile optimized Responsive sites Pages viewed Overall traffic User reviews Interaction Flash Direct/repeat traffic	Social Likes Twitter Shares Authority of sharer Facebook Likes Facebook Shares # of Google+1s Directory Reviews Google+ Accounts Google My Business Traffic from social Content shares Publisher Markup LinkedIn Shares



GOOGLE RANKBRAIN



What is RankBrain?

RankBrain is Google's name for a machine-learning artificial intelligence system that's used to help process its search results.

What is Machine Learning?

Machine learning is when a computer teaches itself how to do something, which is both scary and cool at the same time.





KEYWORD RESEARCH



- If you choose the wrong keywords, you instantly put the odds against you! Choose **high-traffic phrases** with **low competition** to increase your chances of acquiring traffic from search engines.

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad exp. share	Add to plan
jobs in buffalo ny	5,400	Medium	\$0.40	0%	
buffalo jobs	4,400	Low	\$0.70	0%	
buffalo job finder	1,900	Medium	\$0.48	0%	
buffalo ny jobs	1,300	Medium	\$0.75	0%	

- NOTE:** The column labeled "competition" in the picture above is only an indicator of Google AdWords competition, not SEO competition.



KEYWORD RESEARCH



- Make sure your keywords are “buyer” keywords with commercial value. In other words, will they drive an action?
- Search the keyword in Google (You can try Bing & Yahoo as well).
- Look at the top 10 results—that’s your competition. Also, look at “Related Keywords”
- If the top 10 results are filled with authoritative websites (Monster, Indeed, CareerBuilder, etc.), choose a different keyword to target!
- Make sure your keywords on each page are 100% relevant to that page’s content. The page must seek to answer the user’s query.



YOUR DOMAIN



- Pick a good one and stick with it!
- Short and brandable domains are preferred by search engines.
- Include keywords only if it makes sense:

Instead of: www.ConductoHumanCapital.com

Choose: www.ConductoStaffingAgency.com

- If your domain has good history and authority, stick with it!
- Register your domain for an extended period of time.

(2) Certain signals may be used to distinguish between illegitimate and legitimate domains. ... **Valuable (legitimate) domains are often paid for several years in advance**, while doorway (**illegitimate**) domains rarely are used for more than a year. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain and, thus, the documents associated therewith.



YOUR DOMAIN



- Stick with the .com

Stay away from country codes! A Physical Therapy staffing company might be inclined to buy a .pt domain name (real example). This would really limit them in ranking in the U.S. since .pt is the country extension for Portugal.

- Buying a lot of domains and redirecting them won't help.

In order for a domain to have any “authority” it has to have good content. Simply owning a domain or having a doorway page will add no SEO value.



YOUR DOMAIN



- **Don't** get carried away with long domains.

www.StaffingAgenciesAndRecruitmentServicesinDallasTexas.com

- **Do** include keywords in URL for subpages.

www.XYZStaffing.com/Staffing-Agencies-Tulsa



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ON-PAGE SEO



- Title Tags in Meta Data

Part of the code of each page on your site:

```
<title>Staffing Agencies OKC | Terry Neese Personnel</title>
```



- Mix in keywords near the beginning of the title, but don't go overboard!
- Keep it between 50-60 characters in length.



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ON-PAGE SEO



- Each page should have unique title tags.

<http://www.careersandstaffing.com/dallas-fort-worth-staffing-agencies/>



- Use keywords specific to the content of that page.
- Use keywords early and put the company name at the end of the page title.



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ON-PAGE SEO



• Meta Page Description

Part of the code of each page on your site.

```
<meta name="description" content="If you're looking for staffing agencies in San Diego, contact Longview Search Alliance today! We're your leading San Diego staffing agency."/>
```

Longview Search Alliance: Staffing Agencies in San Diego



www.longviewsearch.com - If you're looking for staffing agencies in San Diego, contact Longview Search Alliance today! We're your leading San Diego staffing agency.

- Including keywords in the meta description is not a ranking factor; however, keywords that match search criteria will be in **bold**.
- Click-through rate (CTR) IS a ranking factor.
- Sell value. Try to encourage a click.
- Keep it between 150-160 characters in length.



ON-PAGE SEO



• Headlines: H1 and H2 Tags

If coded properly, your website content should have a hierarchy that includes H1 and H2 tags, e.g., <h2>Life Sciences Careers:</h2>

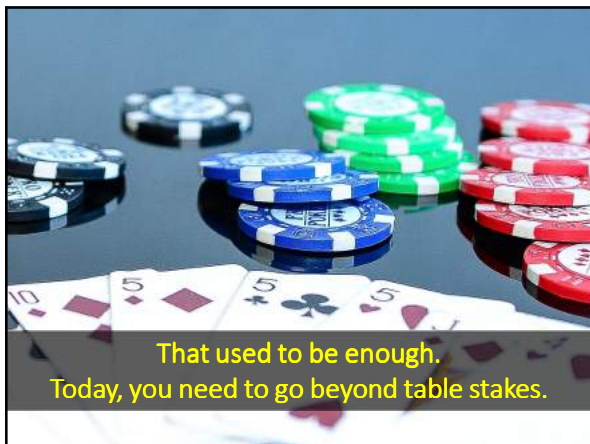


Life Sciences Careers:

Leverage your skills and knowledge with employers interested in developing in the product and service industry. We're here to help you find the right career path in our life science industry.

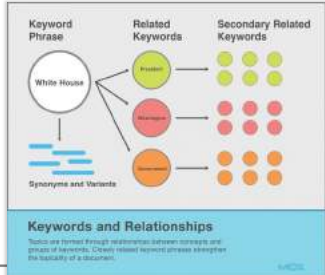
- Mix keywords into your Heading tags. (H1, H2, etc.)
- Items of equal importance get equal headings!
- This helps search engines determine what your page is about.
- Include keywords early on the page content/body copy. Write for the human first!





ON-PAGE SEO

- Use related keywords & secondary keywords throughout. These are often referred to as semantic keywords.



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ON-PAGE SEO

- Update Content Frequently

The screenshot shows a Google blog post titled 'Giving you fresher, more recent search results'. The text discusses how Google's algorithm prioritizes fresh content. Key points include: 'Search results that were published within the last week or two are more likely to be shown than older results', 'Significant updates to search results are more likely to be shown than minor updates', and 'We've updated our freshness algorithm to help you see the most recent information first on the first page of search results'. The post also mentions that 'Nearly 35% of all searches changed because Google's Caffeine update values "fresh" content.'

Search results are best when they are fresh.

Google changed their indexing system to display "fresh" content more frequently.

Nearly 35% of all searches changed because Google's Caffeine update values "fresh" content.

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ONGOING CONTENT PLAN

Do you have an ongoing content plan?

- Google rewards websites who regularly provide fresh and relevant content. It is good for both search engines and people!
- You should have a long-term content plan based on specific goals. Do you need more clients or more candidates? Create content that appeals to the right audience based on your goals.
- Ongoing SEO and content creation is not an annoyance, but rather an asset. See it as a means to get people started down the sales funnel.

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ON-PAGE SEO



- Add Different Forms of Content & Rich Media



- Google owns YouTube, so create some videos and a channel there!
- Video, photos, infographics, etc., are seen as a sign of higher-quality content.



LINK BUILDING



Do you have a plan to obtain backlinks?

- Backlinks are the core part of Google's algorithm. They are the most powerful ranking signal.
- Not all backlinks are created equal. Low-quality backlinks from irrelevant websites may not do anything for your rankings, or potentially hurt them.
- High-quality backlinks from authoritative, niche relevant websites will positively impact your ranking.
- Manual outreach and custom content creation is still the most effective approach to building legitimate high-quality backlinks.



LINK BUILDING



- More quality inbound links = more opportunity to gain traffic.



- Sites with more quality inbound links will outrank sites without links.
- Reputable links = credibility in the eyes of a search engine.



LINK BUILDING

- Avoid Buying or Selling Links



A reminder about selling links that pass PageRank

Friday, February 22, 2013 at 12:00 PM
Webmaster level: all

Google has said for years that [selling links that pass PageRank](#) violates our [quality guidelines](#). We continue to [update that guidance periodically](#) to help combat site owners' [violations](#) of that policy.

Please be wary if someone approaches you and wants to pay you to create or "advertise" pages on your site that pass PageRank. Selling links (or entire sites) to pages with embedded links that pass PageRank violates our quality guidelines, and Google does take [action](#) on violations. The consequences for a violating site start with [lowering the site's search results](#), as well as reduction of the site's visible PageRank in the Google Toolbar. The consequences can also include lower rankings for that site in Google's search results.

Buying/Selling links leads to lost trust in Google's search results.

Consequences include lower rankings in Google's search results.



LINK BUILDING

- Text within links is important (anchor text).
- Keywords within the link are a ranking signal.
- Anchor text diversity helps a website's link profile look more natural.
- The text surrounding your link is important! Contextual links have higher value.

There is a big difference between these two links:

Generic Anchor vs. Keyword Anchor

[Click here](#) to learn more about our IT recruiting services.

Learn more about our [IT recruiters in Dallas](#) and beyond!

- Include a call to action with links on nearly every page within your website.



LINK BUILDING

Want more links? Start [blogging](#) and be [social](#)!



So how can you engage more users and potentially increase [marketing based inbound links](#)?

Many webmasters have written about their success in growing their audience. We've compiled social ideas and resources that can improve the web for all users.

Create unique and compelling content on your site and the web in general.

- Start a blog, make videos, do original research, and post interesting stuff on a regular basis. If you're passionate about your site's topic, there are lots of great avenues to engage more users.

- #1 tip on Google's Webmaster blog for building links is to start [blogging](#)!
- Share your content across Social Media to encourage others to link back to your content.



LINK BUILDING



Want more links? Here are a few more tips:

- Create press releases for newsworthy information like awards, new hires, promotions, etc.
- Submit career fairs and open houses to local newspapers as events.
- Share content on social networks.
- Provide testimonials to your vendors.
- Claim all social and local listings.
- Ask local/industry organizations to list you on their sites.
- Connect with local college and university career offices.
- Guest blog for quality niche-relevant news sites.



USER EXPERIENCE



Easy Navigation and Page Layout Helps with SEO



- Consider large format drop down navigation for more complex sites.
- Make it simple and easy for users to navigate to any page in your site.
- Use headlines, bullets, numbered lists, etc., to make content easy!



USER EXPERIENCE



Use a good host!

- Page load speed is a ranking factor.
 - Use a host that offers speedy servers & quick response times.
 - Host your videos on a site like YouTube or Vimeo.
 - Good, clean programming speeds up sites.
 - Caching and Content Delivery Networks (CDNs) speed up load time.
- Ask your host about site uptime/downtime.
- Choose a good Content Management Platform and keep plug-ins up-to-date for security purposes.
- Host DNS with a reputable registrar (e.g., GoDaddy, Network Solutions, Register.com, etc.).
- Use a host with redundancy built throughout infrastructure (don't host internally!).



WEBSITE SPEED



Is your website fast?

- 47% of consumers expect a web page to load in 2 seconds or less.
- A 1-second delay in page response can result in a 7% reduction in conversions.
- 40% of people abandon a website that takes more than 3 seconds to load.
- If an e-commerce site is making \$100,000 per day, a 1-second page delay could potentially cost you \$2.5 million in lost sales every year.



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WEBSITE SPEED



Building a fast website starts with a solid framework.

- Do you have fast web hosting?
- Do you have proper caching implemented?
- Did you minify JavaScript and CSS files?
- Do you utilize a CDN (Content Delivery Network)?
- Are your images properly compressed?
- Does the website use clean code with lightweight plugins?



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USER EXPERIENCE



Examine "Bounce Rate"



- Bounce rate is the percentage of people that land on your site and leave after one page.
- Average we see across the industry is about 65% site wide.
- Aim for below 50%.
- Good bounce rate signals relevancy to search engines.

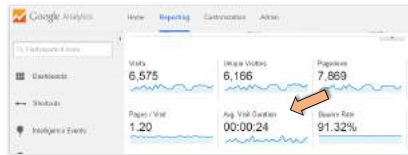


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USER EXPERIENCE

Examine "Avg. Visit Duration"

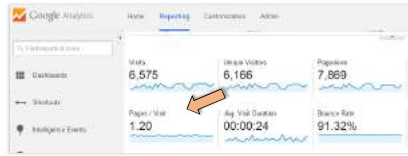


- Average visit duration is the amount of time an average visitor spends on your website.
- Average we see across the industry is about 1:15.
- Aim for 2 minutes or more.
- Longer visits signal relevancy and usefulness to search engines.



USER EXPERIENCE

Examine "Pages/Visit"



- Average pages/visit is the amount of pages the typical visitor sees when coming to your site.
- Average we see across the industry is about 1.5.
- Shoot for 3+.
- Including better calls to action, easier navigation and sticky content will help.
- More page views signals relevancy and usefulness to search engines.



USER EXPERIENCE

Set up and look at Webmaster Tools

Query	Impressions	Clicks	CTR	Avg. position
☆	15,662	4,754	30%	1.0
☆ staffing agencies in atlanta	2,416	231	10%	2.1
☆ temp agencies in atlanta ga	2,433	101	4%	4.3

- Provides insight into how you rank for certain search queries.
- Shows click-through rate.
- High click-through rates (10% and up) show that you are relevant and deserve to be ranked high.
- Lower click-through rates mean that maybe you don't!
- Look for opportunities to jump from 5-15, to 1-5.



OPTIMIZE FOR MOBILE



Is your website built for mobile?

- The world has made a rapid shift from desktop and laptop to cell phone and tablets – so has Google.
- More searches are conducted on mobile than on any other device.
- It's important to make sure your website looks great on a small screen and loads fast.
- CHECK YOUR JOB BOARD!



OPTIMIZE FOR MOBILE



Responsive Website Design

- In the past, webmasters had to build two separate sites for desktop and mobile.
- Responsive Design allows on-page elements to adjust to the user's screen automatically.
- Ideal for user experience and Google's preferred website design.



OPTIMIZE FOR MOBILE



Accelerated Mobile Pages (AMP)

- AMP is a new initiative by Google to bring the web to mobile users at lightning speed.
- Since Google has made their shift to the mobile first index, websites that take advantage of AMP see a slight boost in rankings.



SECURITY



Is your website secure with SSL?

- In 2014 Google encouraged webmasters to use SSL encryption to improve data security.
- In 2016 Google told webmasters that unencrypted sites would soon be marked as "unsafe" by displaying a red "x" in the Chrome Browser.
- HTTP is not secure and HTTPS is secure.
- If you are not utilizing SSL encryption, it should be a top priority in 2017.



SOCIAL MEDIA



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



SOCIAL MEDIA



Use your blog as a content hub, share content socially, and drive traffic back to your site.



SOCIAL MEDIA



Make it easy to interact with you socially.



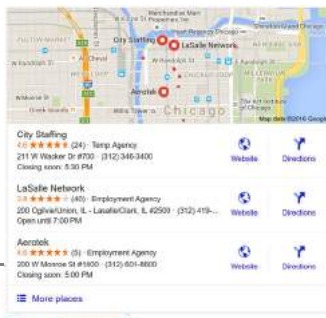
Nearly 400 Social Shares



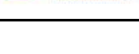
SOCIAL MEDIA



Claim your Google+ Local Listing & get reviews!



Common question:
"How do I get on the map?"
1. Claim your page (<http://www.google.com/business/>).
2. Verify ownership and update your profile.
3. Get reviews!



LOCAL CITATIONS



Consistency is important! Make sure to use the same information with each business listing:

- Name
- Address
- Phone #

Focus on your listings on major "citation" sites:

- Facebook
- Google
- Indeed
- Glassdoor
- Bing
- Yelp

For a more complete list, visit our blog:

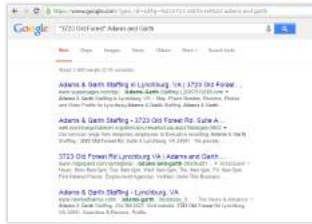
[Top Online Business Directory Listings for Staffing Companies](#)



LOCAL CITATIONS



Update Listings if you've moved or changed information.



Local Citation Tools to Help:
- Yext.com
- moz.com/local/search
- google.com/business/
- neustarlocaleze.biz



HOW TO MEASURE SUCCESS

TRUTH ABOUT SEO...



If someone promises you "x" number of first page Google rankings, run the other way!



The goal of SEO isn't to rank #1.

Ranking #1 doesn't guarantee you anything!

The goal is to **increase targeted traffic** to your website.



Google Analytics

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

Visits from Search Engines

How can you get results like this?

- Have a user-friendly, mobile website
- Optimize it for search engines
- Make it fast!
- Make it easy to navigate
- Make it engaging
- Blog regularly
- Share content on social media

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Google Analytics

Monitor your conversion rate:

226 Blog → 196 [page view] → 30 (13.27%) Contact Us

13.27% overall conversion rate

Think about the actions you want your users to take on the website, and **set up goals** in Google Analytics to monitor your conversion rates.

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Google Analytics

Key Metrics:

1. Overall site traffic
2. Traffic sources
3. Bounce rate (look at site level and page level)
4. Time on site
5. Pages viewed
6. Location of visitors
7. Popular content
8. Spikes in traffic
9. Monitor conversions

Compare each stat to previous time periods, and compare across different traffic sources.

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WHAT NOT TO DO



SEO can be powerful, but it takes **time & hard work!**

If it seems too good to be true, it probably is. There is no magic formula to guarantee first-page rankings.

1. Don't buy backlinks to your website
2. Don't buy fake followers
3. Don't buy fake reviews
4. Don't buy large quantities of citations / local listings
5. Don't over-optimize or "keyword stuff" pages
6. Don't sacrifice quality for quantity when blogging
7. Don't buy extra domains or focus on redirects
8. Don't forget about Social Media!
9. Don't stop updating



THE SEVEN MOST EFFECTIVE
SEO TACTICS FOR 2017

ADD CONTENT TO YOUR SITE



- Add a blog with frequent content.
 - We see search engine traffic skyrocket with consistent blogging efforts.
- Add a job board that resides on your website (not a different URL) and post jobs frequently.
 - The #1 most trafficked section of every staffing website is a job board.



GET MORE INBOUND LINKS



- Create press releases for newsworthy information like awards, new hires, promotions, etc.
- Submit career fairs and open houses to local newspapers as events.
- Share content on social networks.
- Provide testimonials to your vendors.
- Claim all social and local listings.
- Ask local/industry organizations to list you on their sites.
- Connect with local college and university career offices.
- Guest blog for quality niche-relevant news sites.



OPTIMIZE YOUR JOB BOARD



Make sure to **optimize** each individual job post:

1. Include job title & geography in the Page **Title**, the **URL**, the **meta description**, and once in the **body** of the actual listing.
2. Place **keywords early** in the Page Title and URL, and early in the body copy. This is a signal of keyword importance.
3. Include the **salary range**. Candidates are much more likely to apply to a position if they know what it pays!
4. If one position has several names, **list it multiple times!** Make sure to have unique Titles, meta descriptions, and body copy.



GET ACTIVE ON SOCIAL MEDIA



- Build a following
- Share regularly
- Claim local listings
- Encourage engagement
- Drive traffic back to your website



GET POSITIVE REVIEWS



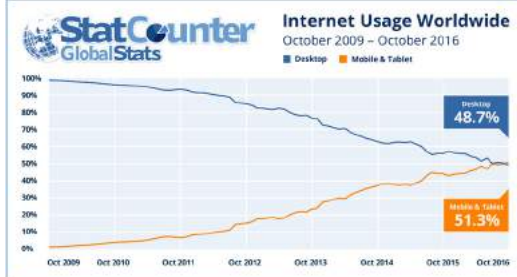
- Improve image
- Increase visibility
- Improve search ranking
- Differentiate your firm



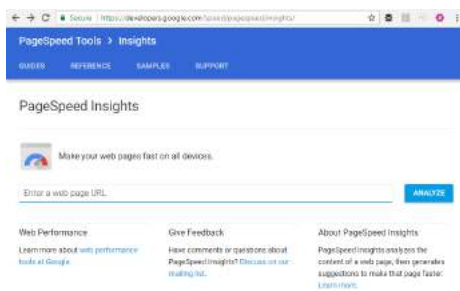
"79% of Consumers Trust Online Reviews as Much as Personal Recommendations!"



GET MOBILE



GET FASTER



ADDITIONAL RESOURCES



Staffing Website Optimization 101

17-page intro guide to SEO for staffing and recruiting firms.
<http://www.haleymarketing.com/idealab/ebooks/staffing-seo-101/>

Social Media Guide - A game plan for Staffing Firms

50 pages - the most comprehensive social media guide for the staffing and recruiting industry.
<http://www.haleymarketing.com/idealab/ebooks/social-media-marketing/>

Creating a Killer Staffing Website

42 pages of mind-blowing design and content ideas!
www.haleymarketing.com/idealab/ebooks/killer-staffing-websites/

Haley Idea Club

Hundreds of resources for staffing firms. White papers, webinars, articles, guides and more!
www.haleymarketing.com/idealab/





Any questions?

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Coming Next:

SEO Services
Tuesday, May 23 at 2 PM EDT



Understanding Marketing Analytics
How to Turn Your Website, Social Marketing & Email Marketing
into Sales and Recruiting Workhorses.
Thursday, June 15 at 2 PM EDT

Reserve your seat: www.lunchwithhaley.com