



Your patience is appreciated...



...Lunch With Haley will be served shortly.

Staffing SEO in 2020

PRESENTED BY
Brad Smith
& Dan Hoang



SEO “Salesman”:

“I Googled ‘best human capital management and talent acquisition agencies’ and you weren’t #1 in Search results.

Your SEO stinks.”



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.

It is NOT ranking #1 for an obscure term!



Why Does SEO Matter?

- People are looking for jobs.
- Companies are looking to hire.
- Many start with Google.



Keyword Overview ▾ staffing		
PHRASE MATCH KEYWORDS (23,797)		
Keyword	Volume	CPC (USD)
staffing_agency	90,500	3.90
staffing_agencies_near_me	49,500	1.94
staffing_agencies	49,500	3.72

Keyword Overview ▾ temp agency		
PHRASE MATCH KEYWORDS (4,651)		
Keyword	Volume	CPC (USD)
temp_agencies	110,000	1.90
temp_agencies_near_me	74,000	1.28
temp_agency	18,100	1.66

**Where should
you start?**



Keyword Research



Keyword Research



Keyword Research

- Choose Keywords With “Buyer Intent”
- Examine Competition & Difficulty
- Check Link Profiles of Competition
- Run Competitive Analysis
- Ensure Keyword is Relevant to Page Content
- Don’t Focus on a SINGLE Term
- Context is Important
(more on that in a bit)
- Use Their Terms, Not Yours

	A	B	C	D	E	F	H
1	Keyword	Search Volume	Keyword Difficulty Index	CPC	Competition	Number of Results	
2	staffing agency	90500	68.15	3.9	0.34	138000000	
3	staffing agencies near me	49500	54.04	1.94	0.24	746000	
4	staffing agencies	49500	65.59	3.72	0.47	50800000	
5	staffing agencies in houston	3600	61.9	3.35	0.56	5800000	
6	medical staffing agencies	3600	46.23	6.91	0.69	2870000	
7	nurse staffing agency	2900	50.51	6.32	0.76	1760000	
8	staffing agencies nyc	2400	63.22	3.91	0.62	1270000	
9	staffing agency near me	2400	60.71	3.9	0.23	2190000	
10	staffing agencies chicago	2400	60.39	4.54	0.49	2220000	
11	staffing agencies in atlanta	1900	64.32	2.97	0.38	1620000	
12	healthcare staffing agencies	1900	57.19	9.42	0.62	3500000	
13	staffing agencies charlotte nc	1900	63.81	2.75	0.45	2080000	
14	staffing agencies in san antonio	1600	57.63	4.38	0.41	2300000	
15	temporary staffing agencies	1600	68.35	2.82	0.3	4420000	
16	staffing agencies in nj	1600	63.42	2.81	0.35	11600000	
17	staffing agency jacksonville fl	1600	59.94	4.52	0.35	758000	
18	staffing agency denver	1600	60.23	2.29	0.37	6060000	

**I have identified
keywords...**

Now what?



OLD SCHOOL SEO	NEW SCHOOL SEO
• Singular Keyword Focus	• Engagement & User Intent Focused
• Ranking Focused	• ROI & Conversion Focused
• Content Created for Search Engines Only	• Optimized Content Created for Humans
• Keyword Stuffing	• Tasteful Optimization
• Backlinks – Quantity over Quality	• Backlinks – Quality over Quantity
• Website Design Not Important	• Mobile-friendly, Fast & Responsive Website Design
• High-Quality Unique Content <u>Optional</u>	• High-Quality Unique Content <u>Essential</u>



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 Schema Markup	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

Your Domain



- Pick a good one and stick with it!
- Short and brandable domains are preferred by search engines.
- If your domain has good history and authority, don't change it!
- Buying a lot of different domains stuffed with keywords won't help your SEO rank.

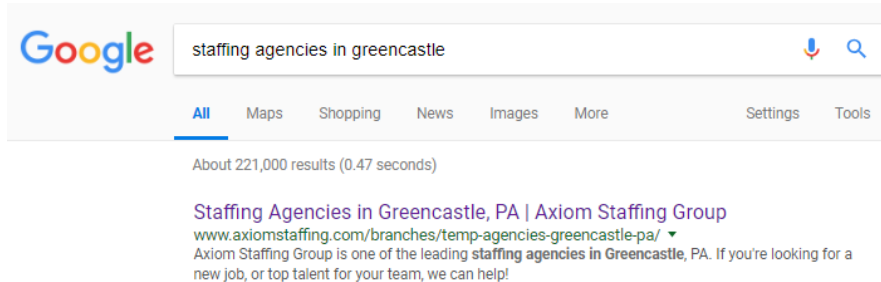
On-Page SEO



- Title Tags in Meta Data

Part of the code of each page on your site:

```
<title>Staffing Agencies in Greencastle, PA | Axiom Staffing</title>
```



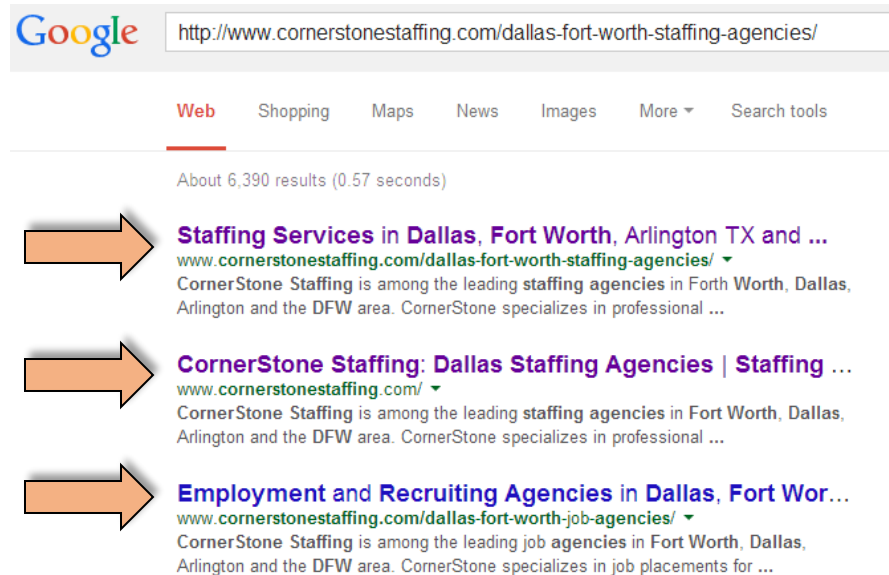
- Mix in keywords near the beginning of the title, but don't go overboard!
- Keep it between 50-60 characters in length.



On-Page SEO



- Each page should have unique title tags.



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



On-Page SEO



Meta Page Description

Kinsa Group: Food and Beverage Executive Recruiters

<https://www.kinsa.com/> ▼

Kinsa's **food and beverage recruiters** have the tools and flexibility for exceptional hiring. Increase the speed and success of your next hire in the **food and beverage** industry with our proven search and assessment process. Select the right executive search package for you - contingency, priority, retained or contract.

[Food Industry Executive ...](#) - [Food & Beverage Jobs](#) - [Employers](#) - [Our Team](#)

- 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.
- **NEW:** You can now use up to 300 characters in your meta descriptions

On-Page SEO



LIGHTHOUSE
TECHNOLOGY SERVICES

Home **IT Services** IT Job Seekers Search IT Jobs

IT Staffing Services for Your IT Team

IT Staffing is hard. We've been a partner with some of the largest technology departments at the largest organizations around Buffalo, NY, since 2004 – and we know it's hard.

There is more demand for IT talent today than there is supply, and finding skilled professionals for a project or contracted period of time is a big challenge. But the risks for hiring on someone full-time when you don't know if you'll need them in 12 months is high as well.

This is what we're great at – IT Staff Augmentation.

If you're a Senior IT Executive trying to set a strategy that makes financial sense, an IT Hiring Manager looking for skilled people that can deliver, or an HR Leader trying to find options and people that meet your company's cultural needs, look at partnering with us. Whether you need one contracted Technology Professional, or dozens, we have solutions for you.

We serve Local, National, and even Global Fortune 100 Companies for good reason. Reduce your risk, lower your costs, and achieve your IT personnel hiring goals with Lighthouse Technology Services.

Our Partnership Options:

IT Staff Augmentation & Staffing Services

Numerous options are available to you no matter the type IT job requirement or length of term.

- + Contract Employees
- + Contract-to-Hire
- + Direct Placement
- + Payroll Servicing

Plenty of options available to you as you leverage us as an IT Staff Augmentation Partner. We're also an **Ariba Ready organization**, making payables and receivables a streamlined process for most large organizations.

Have an IT job requirement? You can **submit an IT requirement** to us at any time. We'd be happy to review your requirement and connect with you to outline available options.

Headlines: H1 and H2 Tags

- 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 humans first!





Security



What are you waiting for?

- 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.
- By mid-2020, users won't be able to download files in Chrome from non-SSL sites.

Google Security Blog

The latest news and insights from Google on security and safety on the Internet

Eventual treatment of all
HTTP pages in Chrome:

 Not secure | example.com

A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a blue button-down shirt. The background is blurred, showing what appears to be an office or indoor setting. A semi-transparent white rectangular box is centered over the phone, containing the text 'Mobile SEO' in a bold, black, sans-serif font.

Mobile SEO

Is your website mobile optimized?

- 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!



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.





**Those Are Just The
Table Stakes Today!**

SEO is Getting Tougher in 2020

Let's Talk:

- **Relevance**
- **Zero-Click Searches**
- **User Engagement**
- **Content Strategy**
- **Links**
- **Job Schema**



Relevance is Google's #1 Ranking Factor

How does Google
determine if a search
result is relevant?

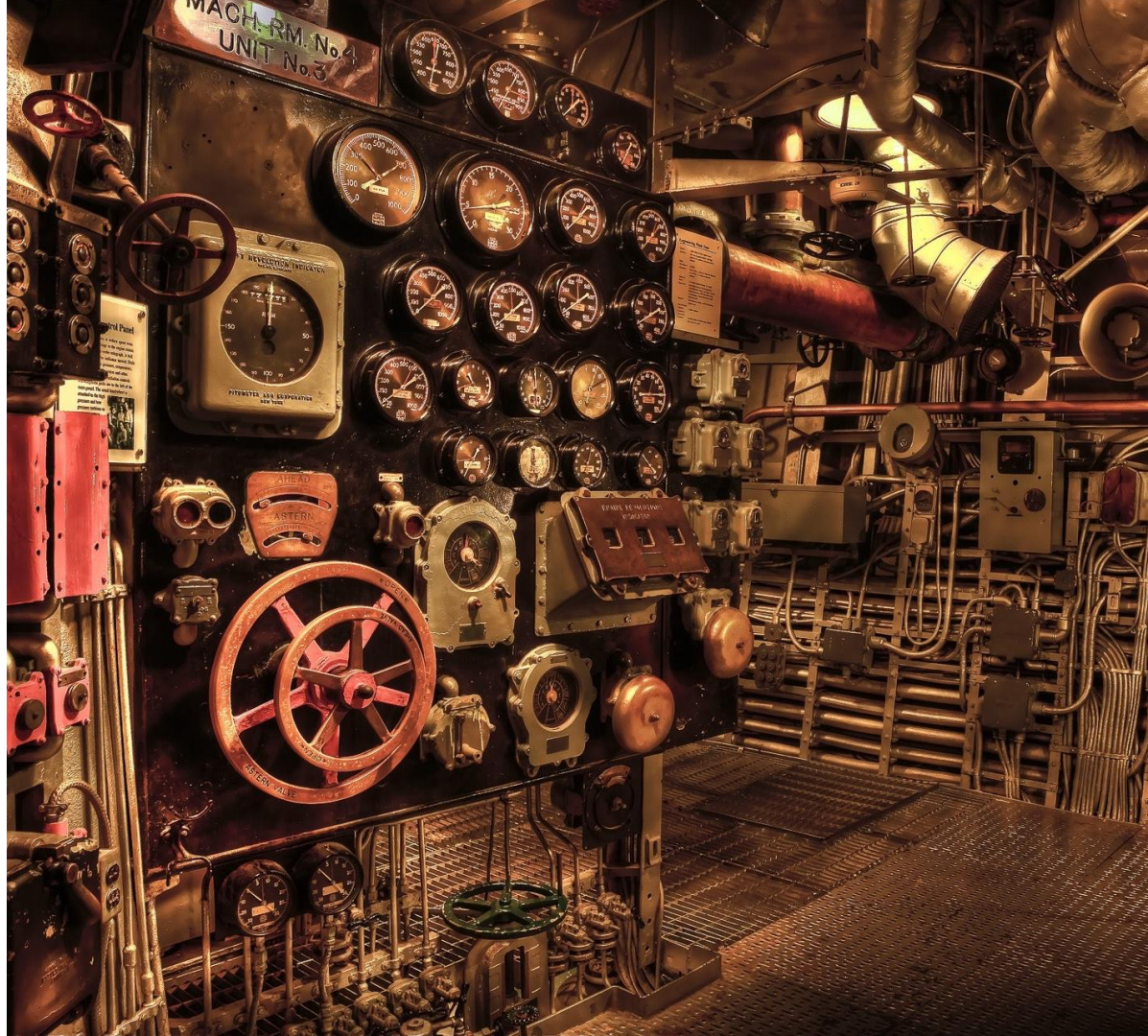
- Search Intent
- Semantic Search



What is Search Intent?

The main goal someone has when typing a search query into a search engine.

- Informational
- Commercial Investigation
- Navigational
- Transactional



If your content does not match search intent, then you will NOT Rank!

- It's NOT just about "keywords."
- It's about creating relevant content users are searching for.
- If we were to write a post about why Secrets of Staffing Success is the "best recruitment podcast," it will NOT rank.

11 Recruiting Podcasts You Should Subscribe to in 2019 ...

<https://harver.com/blog/recruiting-podcasts-2019> ▼

Looking for podcasts for recruiters to listen to in 2019? Discover the **best recruiting podcasts** in this article and get inspired!

The Chad & Cheese ... · The Laptop Recruiter with ... · IdeaCast with HBR

10 Podcasts Every Recruiter Should Listen To - Entelo Blog

<https://blog.entelo.com/10-podcasts-every-recruiter-should-listen-to> ▼

Jun 20, 2019 - The **Best Recruiting** and HR Podcasts. Hiring On All Cylinders. **Recruiting** HR Happy Hour. Renegade Recruiter Unleashed. Human Capital Institute. Harvard Business Review's Ideacast. TED Radio Hour. How I Built This.

5 Podcasts Every Recruiter Should Listen to | LinkedIn Talent

<https://business.linkedin.com/talent-solutions/blog/recruiting-tips/5-...>

May 31, 2017 - 5 **Podcasts** Every Recruiter Should Listen to. HBR Ideacast. Slate's World's **Best** Part of My Job. Freakonomics Radio. **Recruiting** Future. 3 Traits of Effective Leaders Will Shatter Your Stereotypes.

8 Recruitment Podcasts Every Recruiter Should Listen To

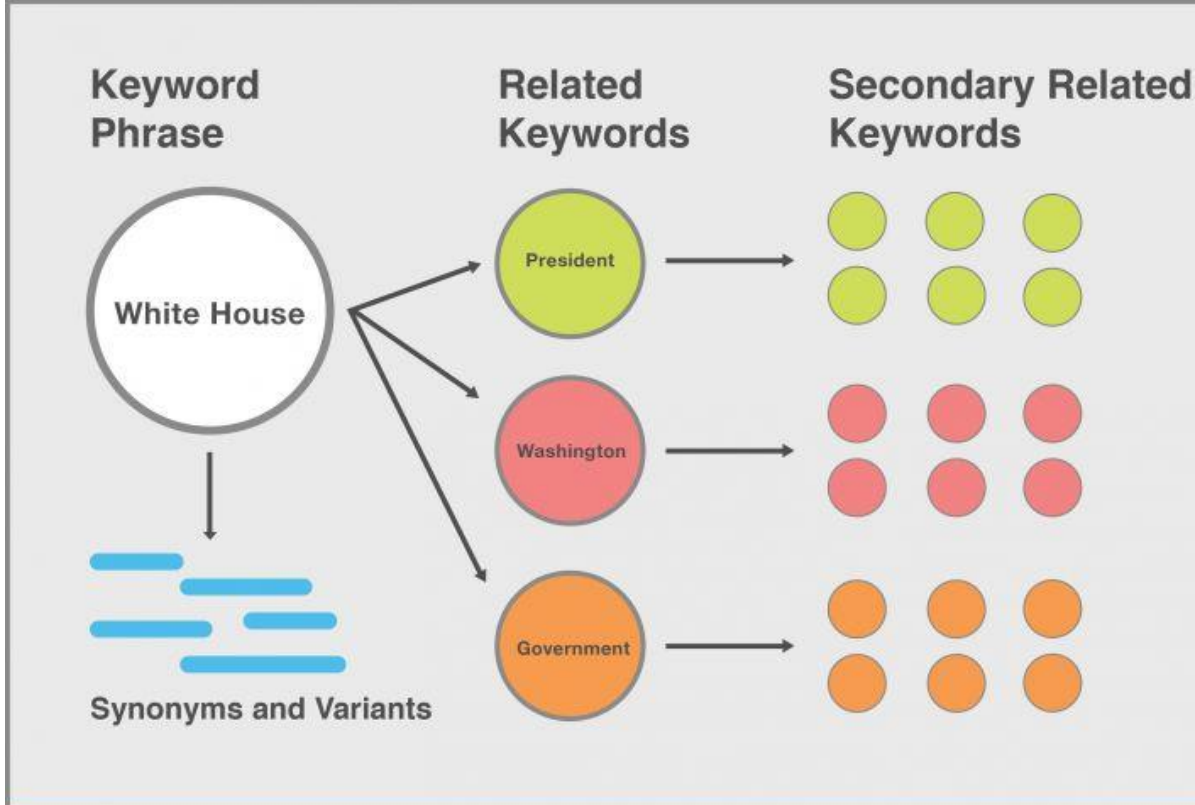
<https://blog.firefishsoftware.com/8-recruitment-podcasts-every-recruiter-should-listen-to>

We've put together a bit list of the **best recruitment podcasts** for you to listen to and subscribe to. Learn recruitment tips on your daily commute!

Semantic Search:

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

This helps Google gauge context and relevance of your content.

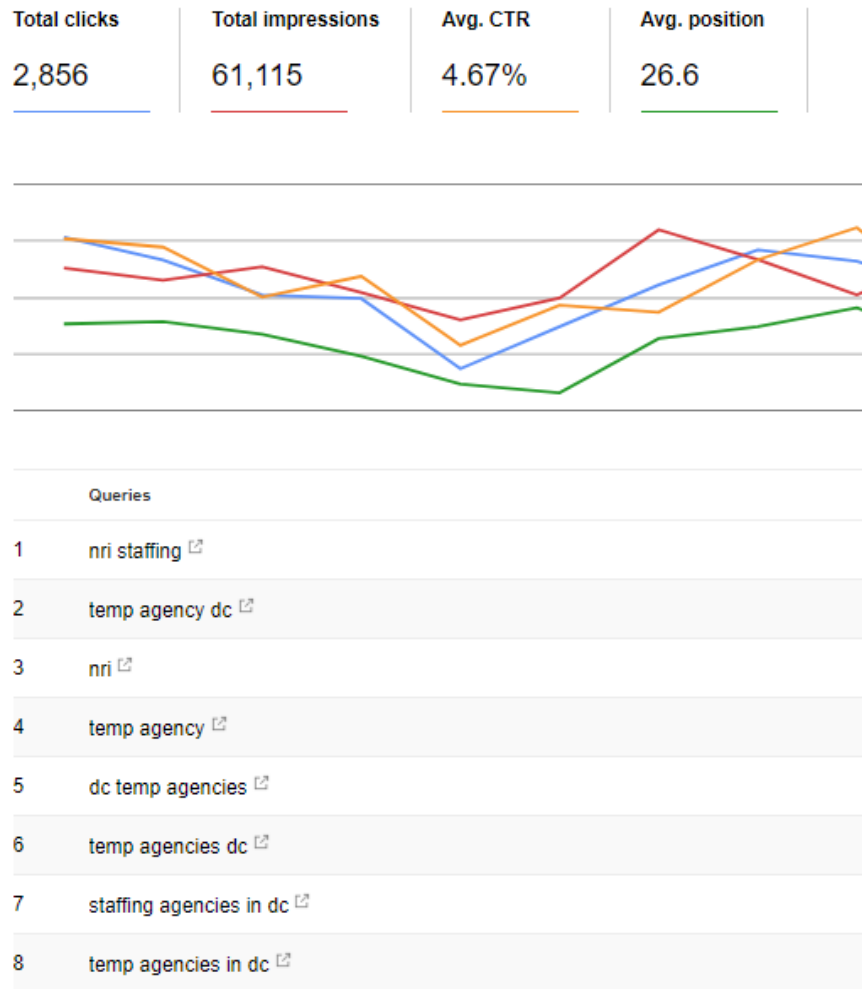


Keywords and Relationships

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

Google Search Console


- Search Queries
- Related Terms
- URL Ranking
- Position Ranking



The Rise of Zero-Click Searches

job interview tips

About 1,050,000,000 results (0.91 seconds)



20 Tips for Great Job Interviews

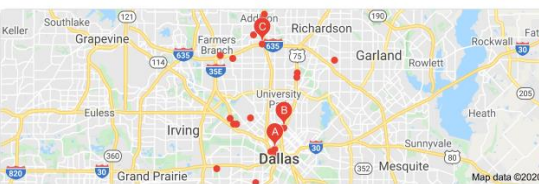
- Research the industry and company. ...
- Clarify your "selling points" and the reasons you want the job. ...
- Anticipate the interviewer's concerns and reservations. ...
- Prepare for common **interview** questions. ...
- Line up your questions for the interviewer. ...
- Practice, practice, practice. ...
- Score a success in the first five minutes.

[More items...](#)

20 Tips for Great Job Interviews - Experis
https://www.experisjobs.us/exp_us/career-advice/20-tips-job-interviews

staffing agencies in dallas

About 124,000,000 results (0.74 seconds)



Hours ▾ Your past visits ▾




A CornerStone Staffing	Dallas, TX Open · Closes 5PM · (214) 785-6700	WEBSITE	DIRECTIONS
B Frontline Source Group	Dallas, TX Open · Closes 6PM · (214) 744-5627	WEBSITE	DIRECTIONS
C High Profile Staffing	Dallas, TX Open · Closes 5:30PM · (972) 991-7900	WEBSITE	DIRECTIONS

career advice

Best Career Advice You'll Ever Get (Articles with Tips) - Zety
<https://zety.com> · Zety Blog ▾
Great **career advice** that will boost your chances of getting promoted, getting a raise, or landing a new job. Professional career tips for those who know their ...

Career Advice - Indeed
<https://www.indeed.com/career-advice> ▾
Career advice on how to find a job, write your resume and cover letter, ace your interviews, start a new job, and choose career paths.

Videos

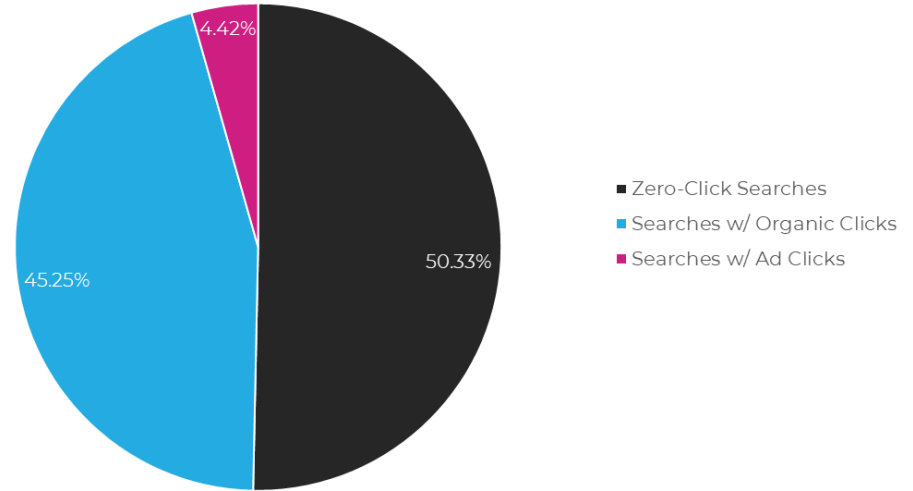
 Should You Give Career Advice? CollegeHumor YouTube · Aug 20, 2019	 Unconventional Career Advice Christine Bailey TEDx Talks YouTube · Jun 21, 2016	 Career Advice (If You're Feeling Behind in Your Career) Linda Raynier YouTube · Jul 25, 2018
--	---	--

Zero-Click Searches


- As of 2019, over 50% of searches do NOT result in a click.
- Google is answering questions directly in the search results without the user needing to click through to a website.
- Since less people are clicking on results, it is **HARDER** to get traffic to your website.

Paid, Organic, & Zero-Click Searches in Google (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States




Featured Snippets & People Also Ask



[All](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 2,130,000 results (0.44 seconds)

Past **Examples** To Demonstrate **Detail Oriented** Skills. This is another great opportunity to illustrate your incredible attention to **detail** skills. When asked about a previous situation or problem that you've solved, get specific. Rather than simply state that you made your boss's travel arrangements, get into the details ... Jul 21, 2016



www.businessphrases.net

[How to Prove You're Detail Oriented in An Interview | Top Notch](https://www.tntpersonnel.com/detail-oriented-interview-wichita/)
<https://www.tntpersonnel.com/detail-oriented-interview-wichita/>

[About this result](#) [Feedback](#)

People also ask

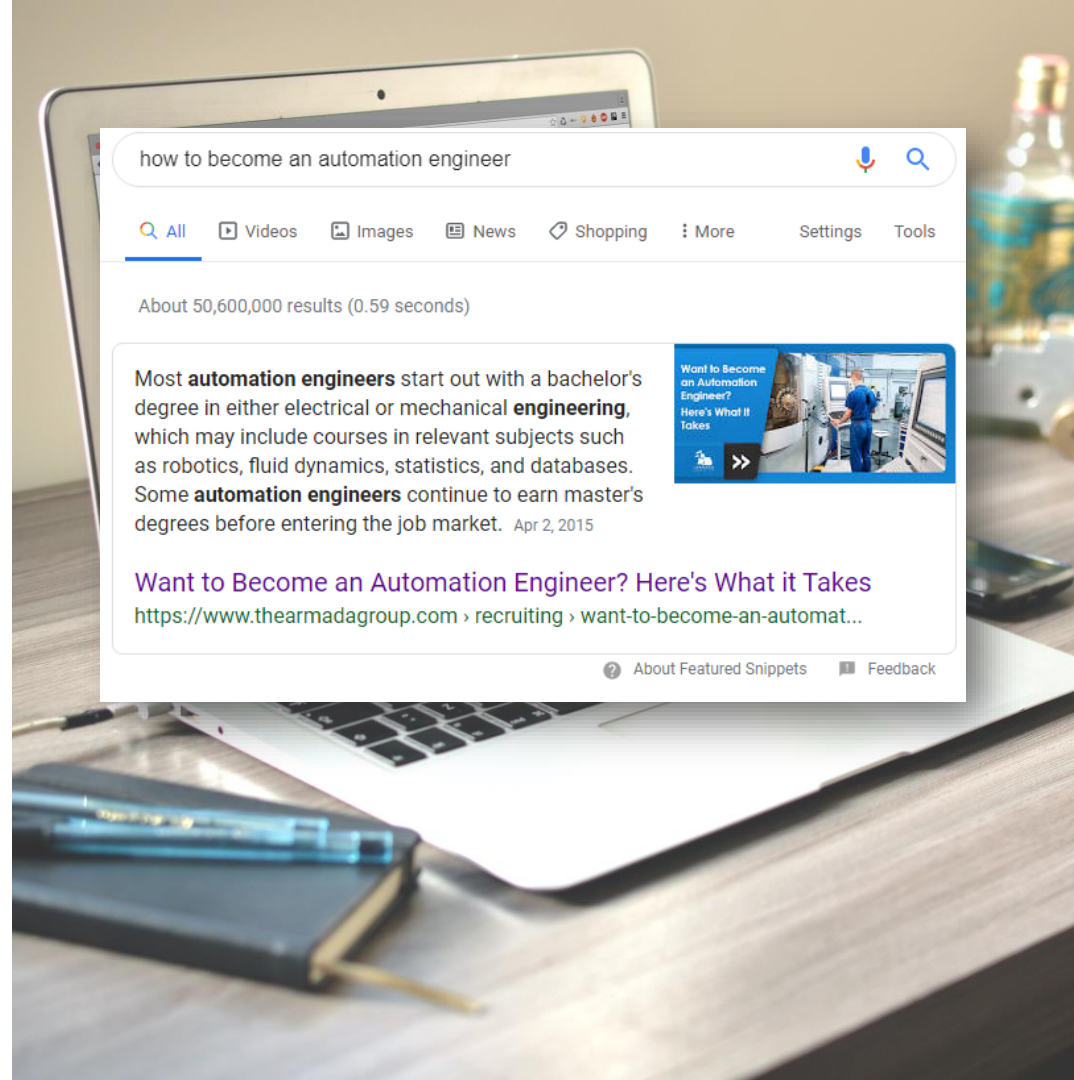
- What is the meaning of detail oriented?
- What do you call a person who pays attention to detail?
- What do you mean by attention to detail?
- Do you hyphenate detail oriented?

[Feedback](#)

Page	Pageviews	% Pageviews
1. /detail-oriented-interview-wichita/		
Jan 1, 2018 - Feb 26, 2018	4,232	27.57%
Nov 5, 2017 - Dec 31, 2017	2,170	21.57%
% Change	95.02%	27.81%
2. /		
Jan 1, 2018 - Feb 26, 2018	3,877	25.26%
Nov 5, 2017 - Dec 31, 2017	2,615	26.00%
% Change	48.26%	-2.84%

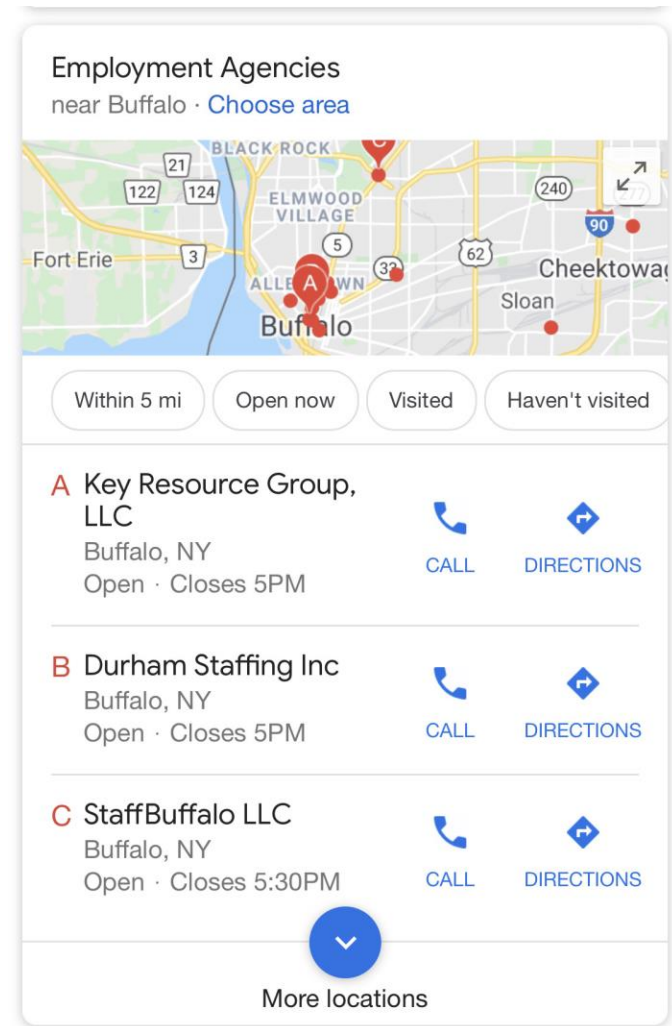
How to Get a Featured Snippet

- Write "how-to" articles.
- Ask and answer questions:
 - "What are the most common interview questions?"
 - "What should I ask during a reference check?"
- Use tools to help:
 - SEM Rush Snippet Search Tool
 - AnswerThePublic.com
- Be direct and get to the point. Featured snippets are usually 40-50 words.
- Structure your content with "Heading Tags."



Local SEO

- Local map and business listings appear above all organic listings.
- Users can call right from the SERPs without ever landing on a website.
- Appearing in the map pack can be even more important than ranking number 1.



How to Appear in Local Listings

- Claim and set up Google My Business Listing.
- Include NAP on your website and make sure all information is consistent with your GMB.
- Upload images of your office to GMB.
- Acquire customer reviews on your GMB listing.
- Claim local citations from other sites (Bing, Facebook, Yelp, etc.).



Video & SEO

- Over 62% of searches include video results (mostly from YouTube).
- Video search results have a 41% higher click-through rate.
- Posts with videos attract 3x more inbound links.

how to talk to a recruiter



Oct 24, 2018 - About a third of jobs are filled through **recruiters**, retained or contingent. So when a **recruiter** calls, it's important to know how to respond in the ...

Videos



[How to Talk to a Recruiter \(or Headhunter\) to Find a New Job](#)

Linda Raynier
YouTube - Oct 10, 2018



Talking to a Recruiter

Marines - Mar 24, 2017



[How To Reach Out To A Recruiter - Coaching Moment](#)

Work It Daily
YouTube - Oct 14, 2018

How to Talk to a Recruiter | Glassdoor Guides

<https://www.glassdoor.com/blog/guide/how-to-talk-to-a-recruiter>

Recruiters can seem intimidating, a last line of defense between you and your dream job. But we promise that **talking to a recruiter** doesn't have to be ...

Make a good first impression · Don't be over-eager · Do your research

What is User Engagement?

How a person interacts within your website once they enter the website from the search engine query.



Key User Engagement Metrics

Click-Through Rate (CTR)

Percentage of people that clicked on your website when appearing in search results.

Dwell Time

Combination of user engagement on your site and session duration.

Bounce Rate

Percentage of people that leave your site after only visiting one page.



How to Improve CTR

- Examine Google Search Console for Low CTR
- Update Meta Page Title
- Update Meta Page Description
- Test Different Languages
- Add More Value – WIIFM
- Refocus Keyword Strategy for That Page



How to Improve Dwell Time

- Identify top- and bottom-performing pages on site
- Better match searcher intent
- Add rich media to your website:
 - Video
 - SlideShares
 - Infographics
- Add more valuable content
- Improve mobile experience
- Make sure your site is current/contemporary
- Present content in an easy-to-digest format
- Use good internal linking and share “related content”



How to Improve Bounce Rate

- Use Google Analytics to identify top bounce pages
- Provide a better experience; improve readability
- Add stronger calls-to-action
- Define the desired next path for the visitor
- Make sure page is optimized for the right term
- Improve site speed and mobile experience
- Share related content
- Add more rich media
- Create value people can't get elsewhere – make it worth their time
- Create long-form content
- Add pop-ups or “Exit Technology”



Make Your Site a Destination With Good Content



Do you have an ongoing content plan?

- Google rewards websites that regularly provide fresh and relevant content.
- Create content that aligns with your goals.
- Create content that adds user value.
- Mix in different forms of rich media.
- Add content to your site weekly in the form of blog posts/articles/resources, etc.
- Be consistent.



Create Pillar Content

A substantial/informative piece of content that can be broken down and supported with smaller content “nuggets.”



The diagram illustrates the concept of 'Pillar Content' using the Parthenon as a metaphor. A large blue square labeled 'Whitepaper' is positioned in the center, representing the main pillar. To its right, a vertical stack of six smaller blue boxes represents the supporting 'nuggets'. These boxes are labeled from top to bottom: 'Blog post series', 'Infographics', 'SlideShare', 'Press Release', 'Social Sharables', and 'Videos'. Thin blue lines connect the 'Whitepaper' box to each of the 'nugget' boxes, showing how the main content is supported by smaller pieces.

Whitepaper

Blog post series

Infographics

SlideShare

Press Release

Social Sharables

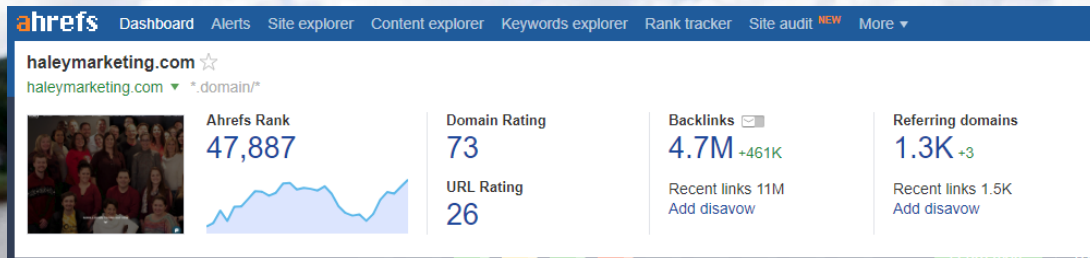
Videos



**Great Content Will
Help Build More Links**

Why are links important & what is Google looking at?

- Off-site Links
- Quality vs. Quantity
- Trust & Authority
- Diversity of Referring Domains



Great Content Will Help Generate Links

#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.



Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

So how can you engage more users and potentially increase merit-based inbound links?

Many webmasters have written about their success in growing their audience. We've compiled several 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.

Other Link-Building Strategies

- 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.
- Create pillar content.
- **DON'T BUY LINKS!**





Schema Markup & Your Jobs

Secure | https://www.google.com/search?ei=hEHZWv-0Llid_Qbh2JPQDw&q=jobs&oq=jobs&gs_l=...

Google jobs
Harris Hill, NY

JOB SAVED ALERTS

Category Title Location Date posted Type Company type Employer

All Manufacturing & Warehouse Education Management Healthcare Computer & IT Sales & Retail Transportation & Logistics Accounting & Finance

OPEN INTERVIEWS
The Arc Erie County New York
Buffalo, NY
via WNY Jobs
5 hours ago Full-time

Spectrum Retail Sales Associate
SPECTRUM
Cheektowaga, NY
via Spectrum | Jobs
19 hours ago 19 min Full-time

IMMEDIATE INTERVIEWS
SPS / TQA
Tonawanda, NY
via WNY Jobs
10 hours ago Full-time

Data Entry Clerk
Randstad US
Getzville, NY
via Randstad USA
3 days ago \$ 12.25-12.50 an hour

Sales Executive
Best Version Media
Harris Hill, NY
via ZipRecruiter
2 days ago Full-time

OPEN INTERVIEWS
The Arc Erie County New York
Buffalo, NY

Apply
WNY Jobs

5 hours ago Full-time

Open Interviews!
Main St. Office
2643 Main St., Buffalo, NY, 14214

May 16, 2018 (Wednesday) ---*
3:30p to 6:00p

Learn, Grow & Advance your Career!
• *Paid Training**Certifications**Great Pay**Excellent Benefits**Advancement Opportunities**
• *Seeking Residential Direct Care, Residential Management and Residential Supervisors**

Apply Today! Visit <http://www.ArcErieCounty.org/Careers/>
OR Email
Reply to this Posting

Achieve With Us.

Haley Marketing Job Board is Optimized

```
<div itemscope itemtype="http://schema.org/JobPosting">
  <span hidden itemprop="hiringOrganization" itemscope itemtype="http://schema.org/Organization">
    <span hidden itemprop="name">Haley Marketing Group</span>
    <span hidden itemprop="image">http://www.haleymarketing.com/wp-content/uploads/2017/08/HMG-logo_400x400.png</span>
    <span hidden itemprop="url">https://www.haleymarketing.com</span>
    <span hidden itemprop="sameAs"></span>
  </span>

  <span hidden itemprop="baseSalary" itemscope itemtype="http://schema.org/MonetaryAmount">
    <span hidden itemprop="currency">USD</span>
    <span hidden itemprop="value">
      <span hidden itemscope itemtype="http://schema.org/QuantitativeValue">

        <span hidden itemprop="minValue">25350</span>
        <span hidden itemprop="maxValue">500</span>
```

<https://developers.google.com/search/docs/data-types/job-posting>

Top 5 Things to Do in 2020



1. Create Pillar Content

Whitepaper

Blog post series

Infographics


SlideShare



Press Release

Social Sharables

Videos

2. Optimize for Featured Snippets





All

Images

News

Videos

Shopping


More

SettingsTools

About 2,130,000 results (0.44 seconds)

Past **Examples** To Demonstrate **Detail Oriented** Skills. This is another great opportunity to illustrate your incredible attention to **detail** skills. When asked about a previous situation or problem that you've solved, get specific. Rather than simply state that you made your boss's travel arrangements, get into the details ... Jul 21, 2016

[How to Prove You're Detail Oriented in An Interview | Top Notch](https://www.tntpersonnel.com/detail-oriented-interview-wichita/)
<https://www.tntpersonnel.com/detail-oriented-interview-wichita/>



People also ask

What is the meaning of de

What do you call a person

What do you mean by atte

Do you hyphenate detail o

Page	Pageviews	% Pageviews
1. /detail-oriented-interview-wichita/		
Jan 1, 2018 - Feb 26, 2018	4,232	<div></div> 27.57%
Nov 5, 2017 - Dec 31, 2017	2,170	<div></div> 21.57%
% Change	95.02%	27.81%
2. /		
Jan 1, 2018 - Feb 26, 2018	3,877	<div></div> 25.26%
Nov 5, 2017 - Dec 31, 2017	2,615	<div></div> 26.00%
% Change	48.26%	-2.84%

3. Focus on Local Search



4. SSL & Schema on Jobs



5. Constant Updates





Any questions?



1.888.696.2900



info@haleymarketing.com



@haleymarketing



www.facebook.com/HaleyMarketing/



SEO Services

Leverage SEO Trends and Best Practices to Stay Ahead of the Competition
Tuesday, February 18 at 2 PM ET

Reserve your seat:
www.lunchwithhaley.com