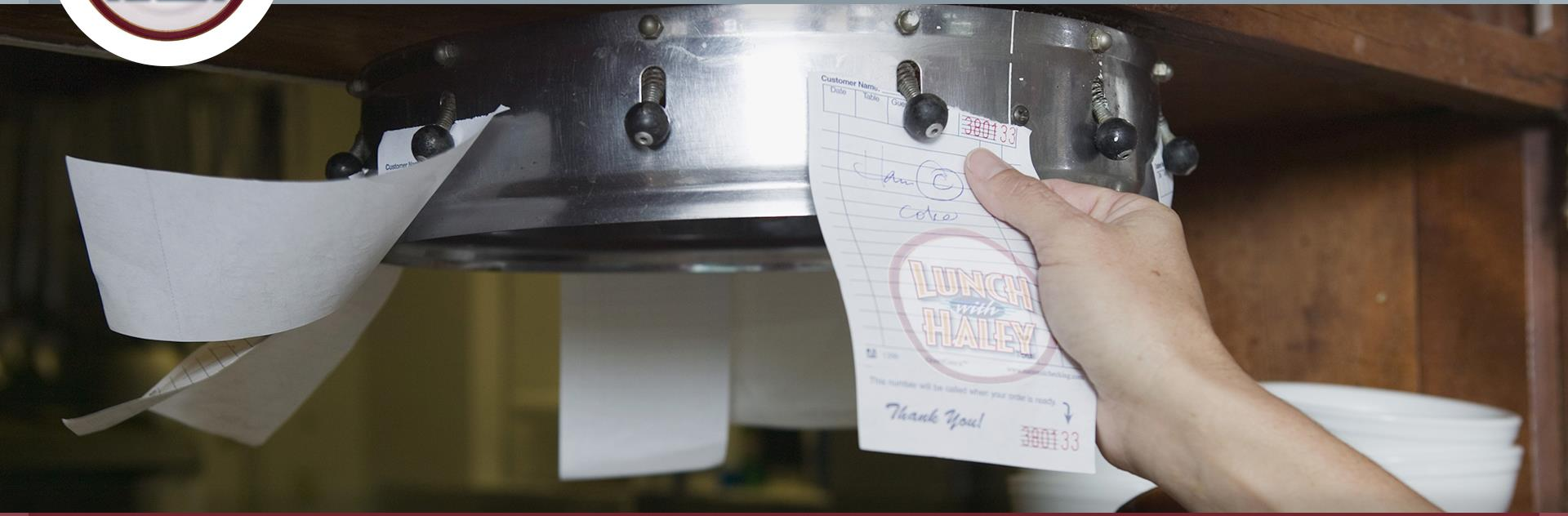
Your patience is appreciated...



...Lunch With Haley will be served shortly.

Staffing SEO in 2020

PRESENTED BY
Brad Smith
& Dan Hoang

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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!

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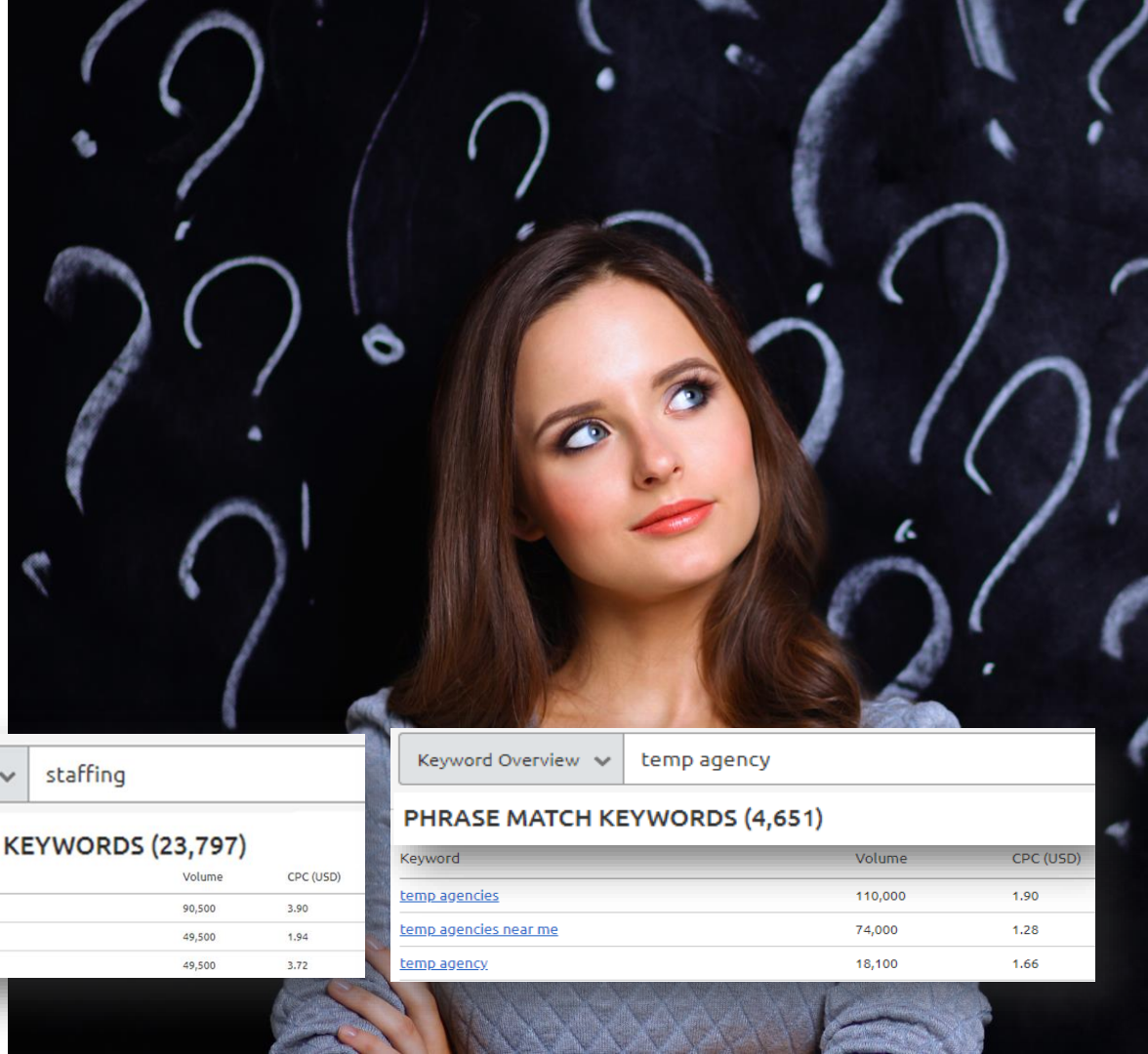
Why Does SEO Matter?

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



Where should you start?

Keyword Research

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Keyword Research

Google Search Console

semrush

ahrefs

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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	

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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 Optional	• High-Quality Unique Content Essential

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

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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.

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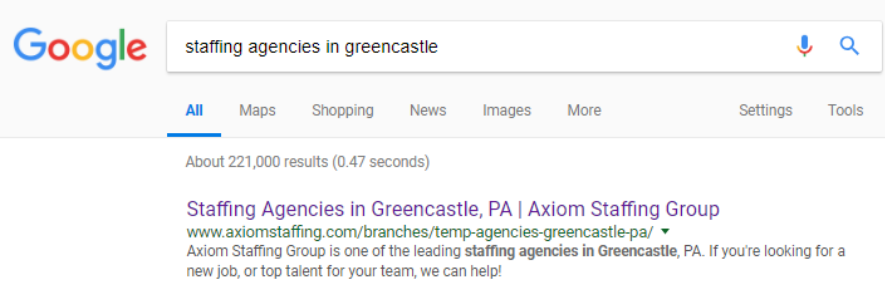
On-Page SEO

- Title Tags in Meta Data

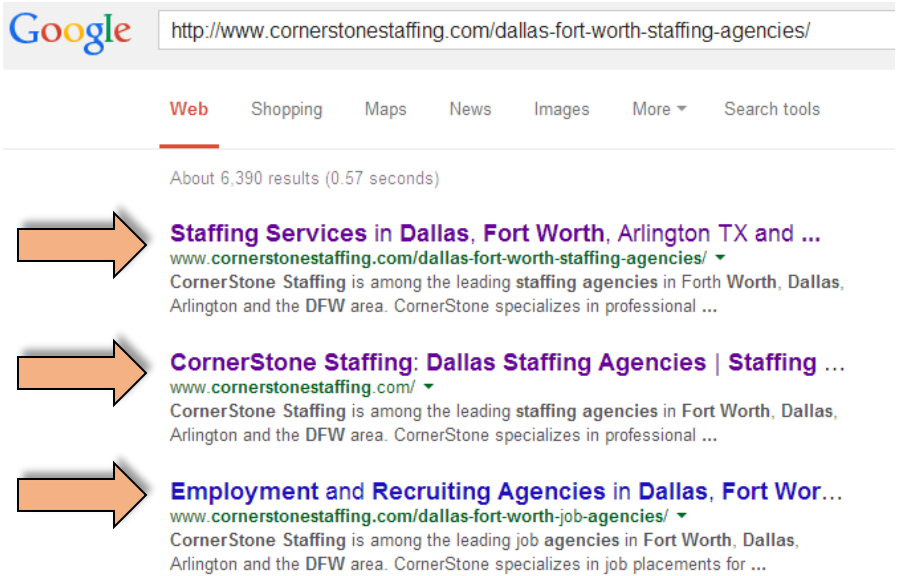
Part of the code of each page on your site:
<title>Staffing Agencies in Greencastle, PA | Axiom Staffing</title>



- 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.



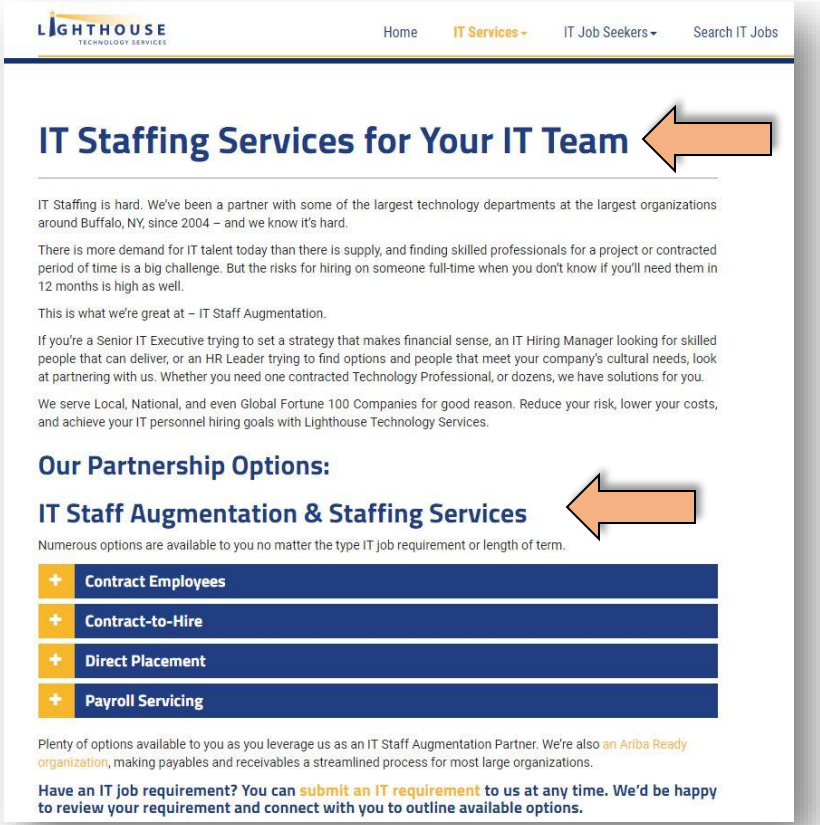
- Use keywords specific to the content of that page.
- Use keywords early and put the company name at the end of the page title.

On-Page SEO

Meta Page Description

- 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



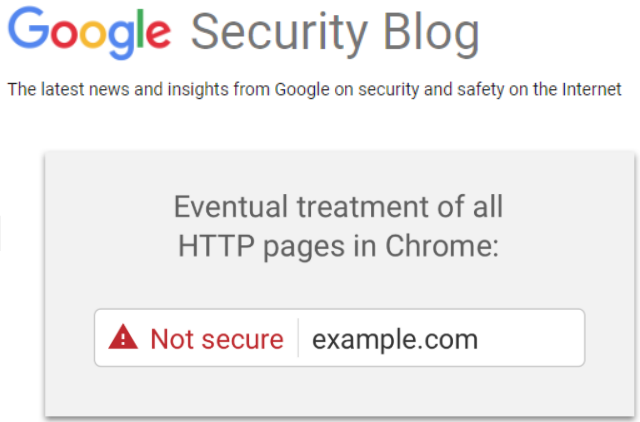
Headlines: H1 and H2 Tags

- 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.



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!

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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.

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Those Are Just The
Table Stakes Today!
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SEO is Getting
Tougher
in 2020
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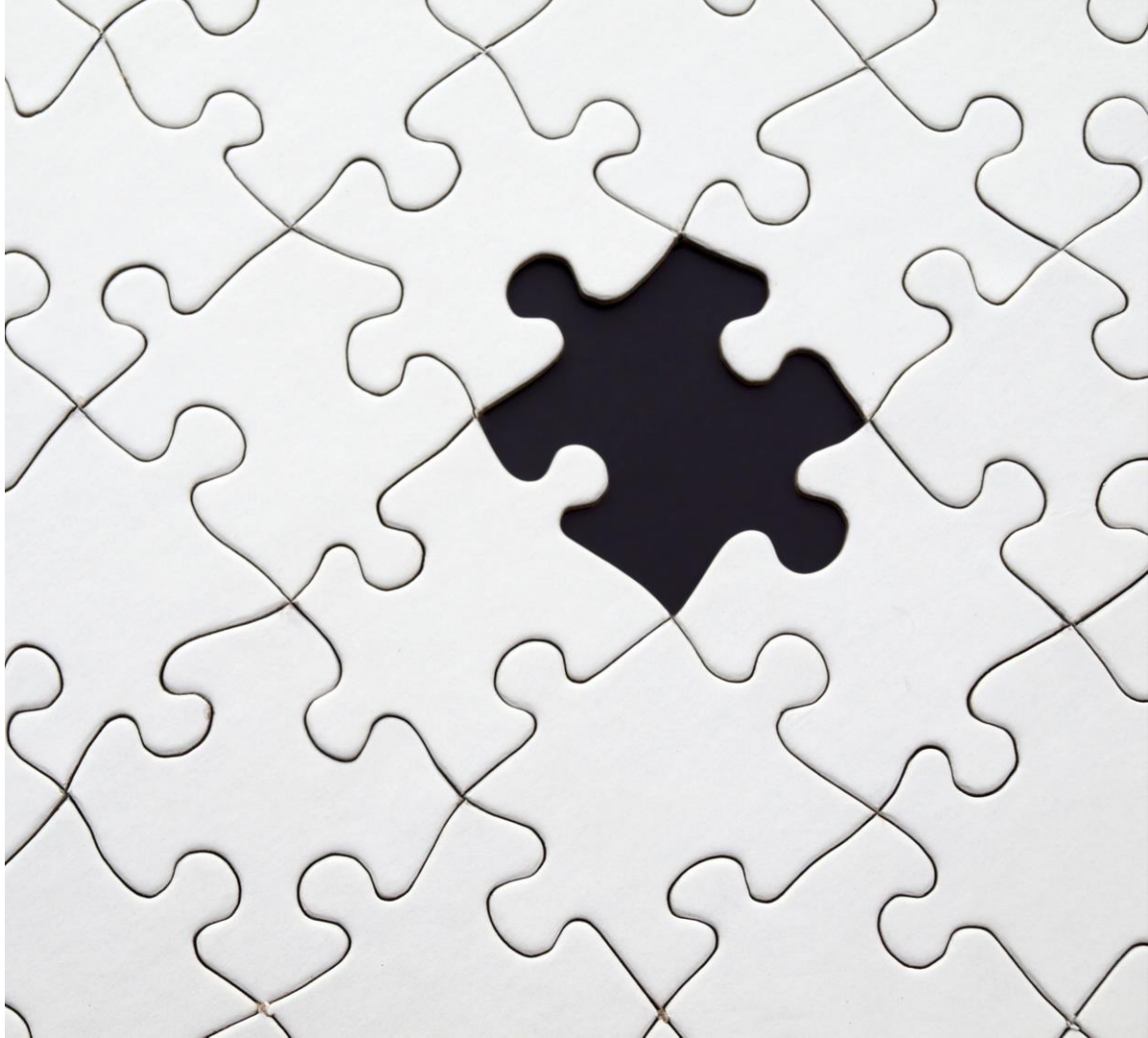
Let's Talk:

- 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?

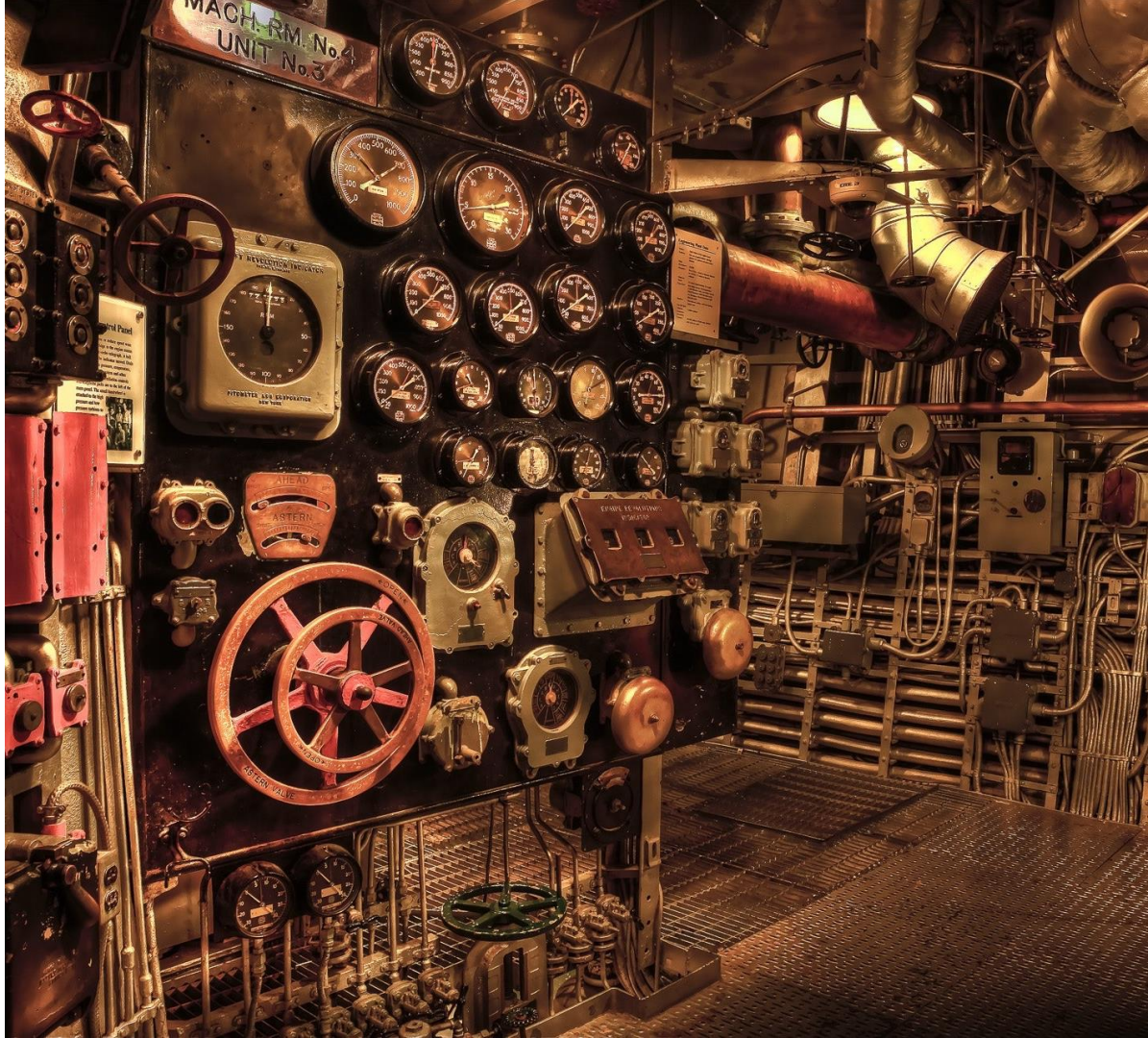
- Search Intent
- Semantic Search



What is Search Intent?

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

- Informational
- Commercial Investigation
- Navigational
- Transactional



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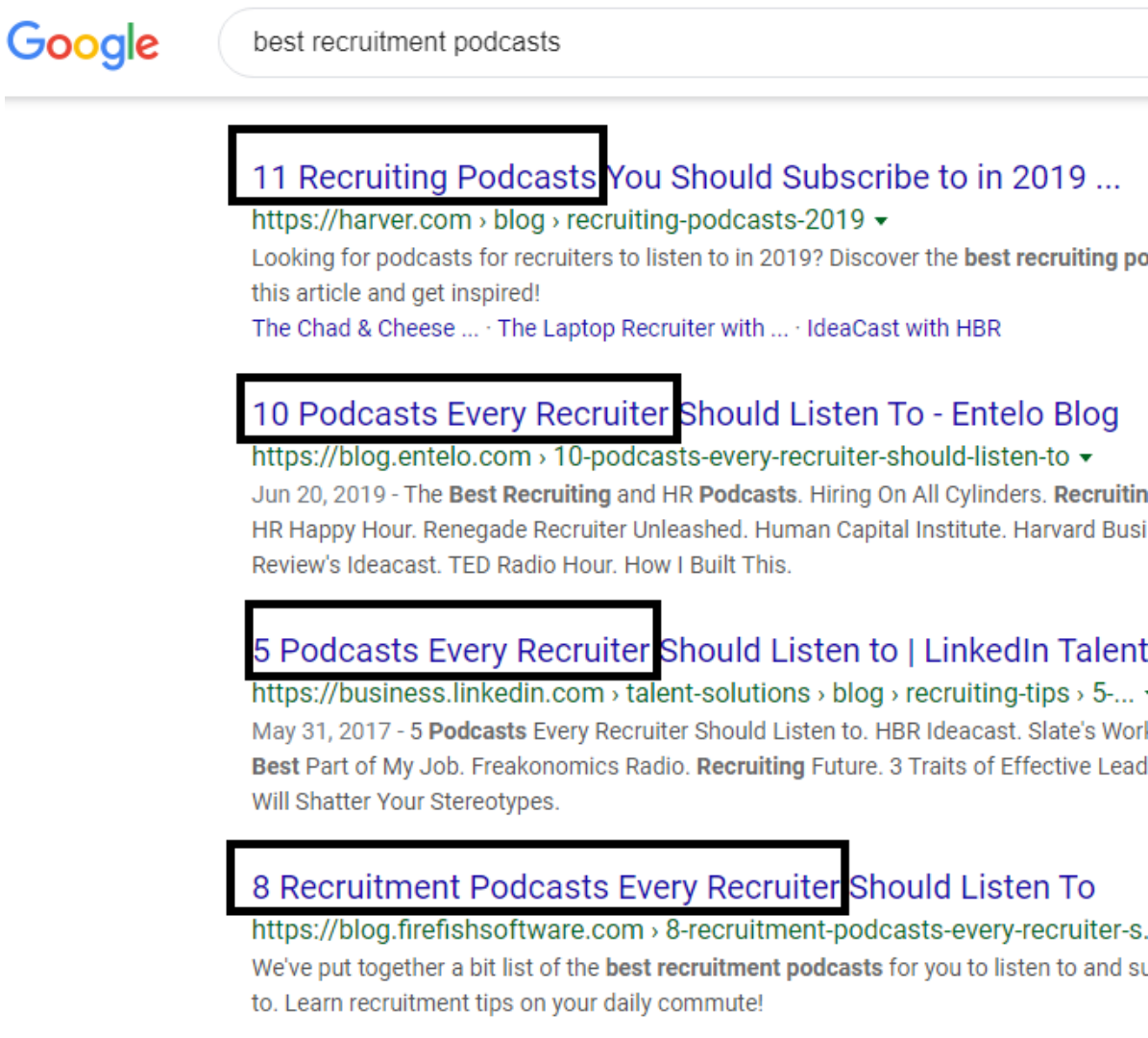
If your content does not match search intent, then you will NOT Rank!

- 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.



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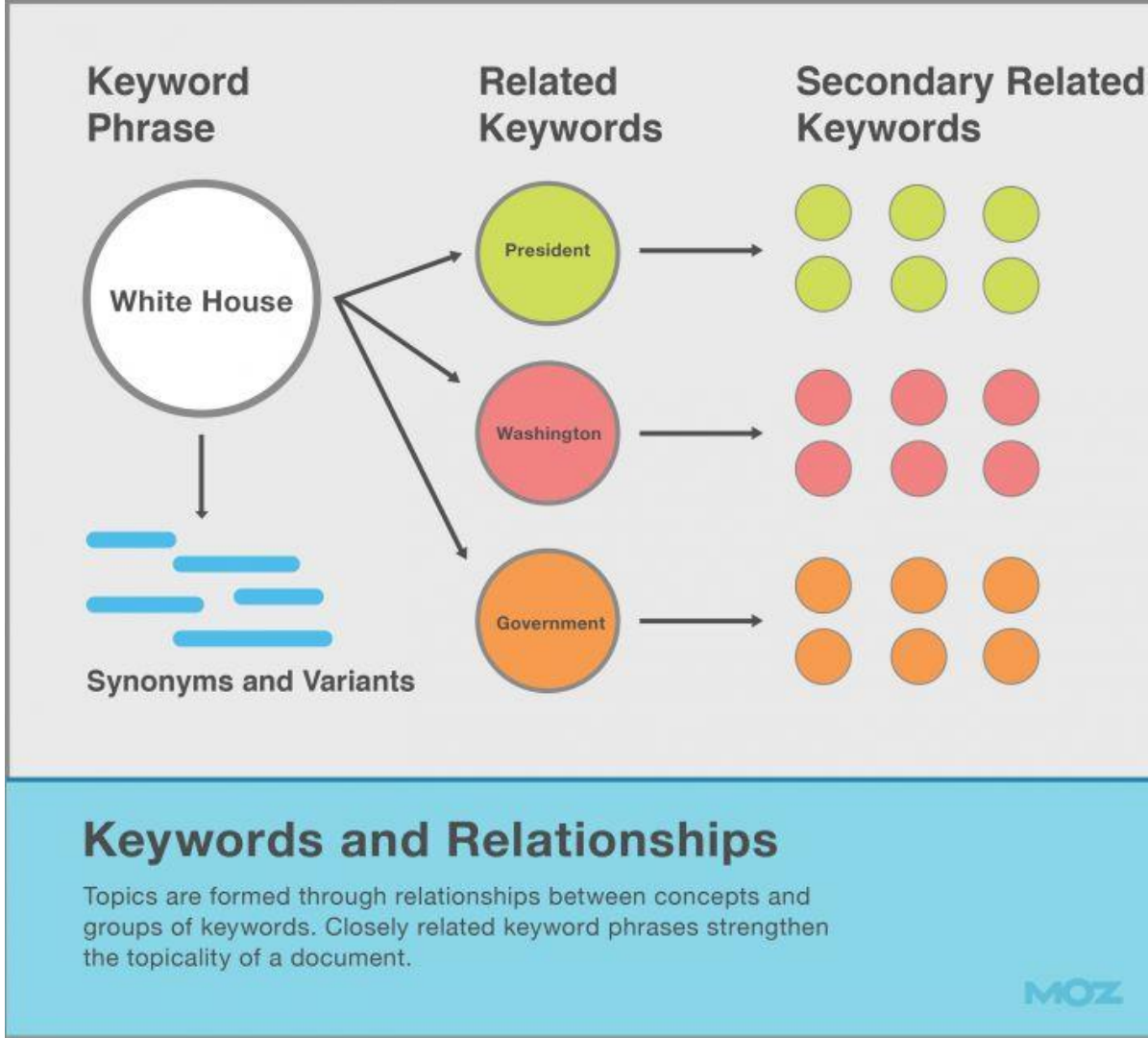
Semantic Search:

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

This helps Google gauge context and relevance of your content.



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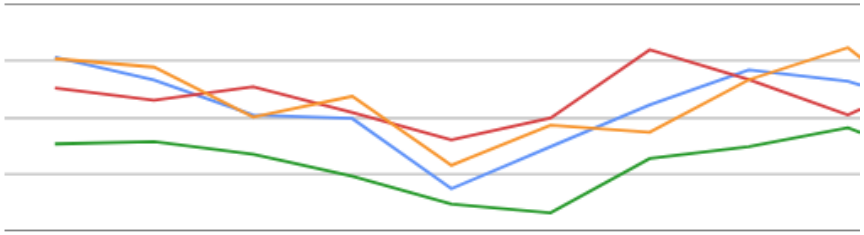
Google Search Console

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

Total clicks	Total impressions	Avg. CTR	Avg. position
2,856	61,115	4.67%	26.6



	Queries
1	nri staffing
2	temp agency dc
3	nri
4	temp agency
5	dc temp agencies
6	temp agencies dc
7	staffing agencies in dc
8	temp agencies in dc

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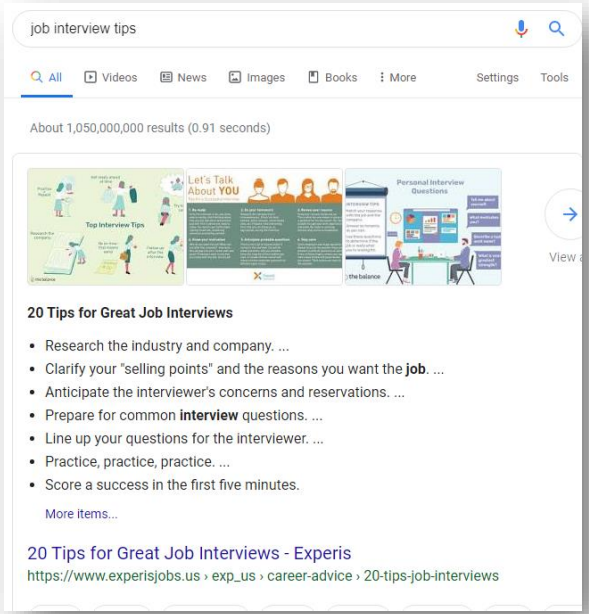
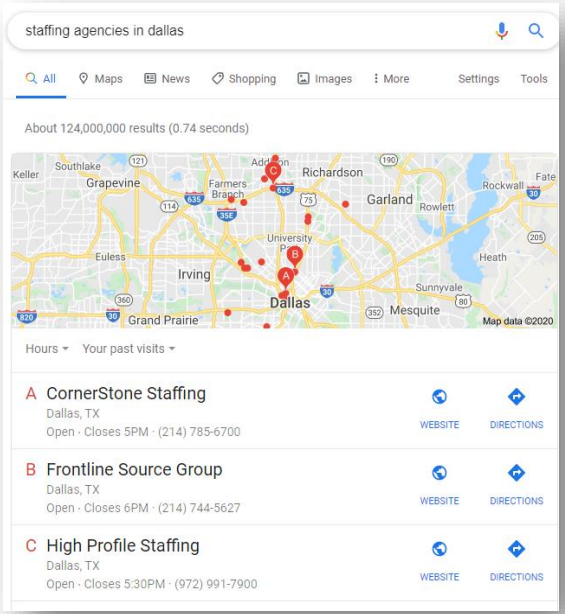
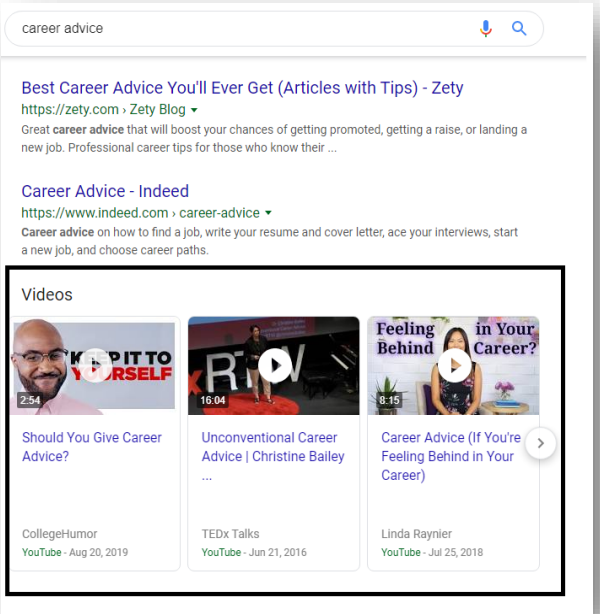
The Rise of Zero-Click Searches







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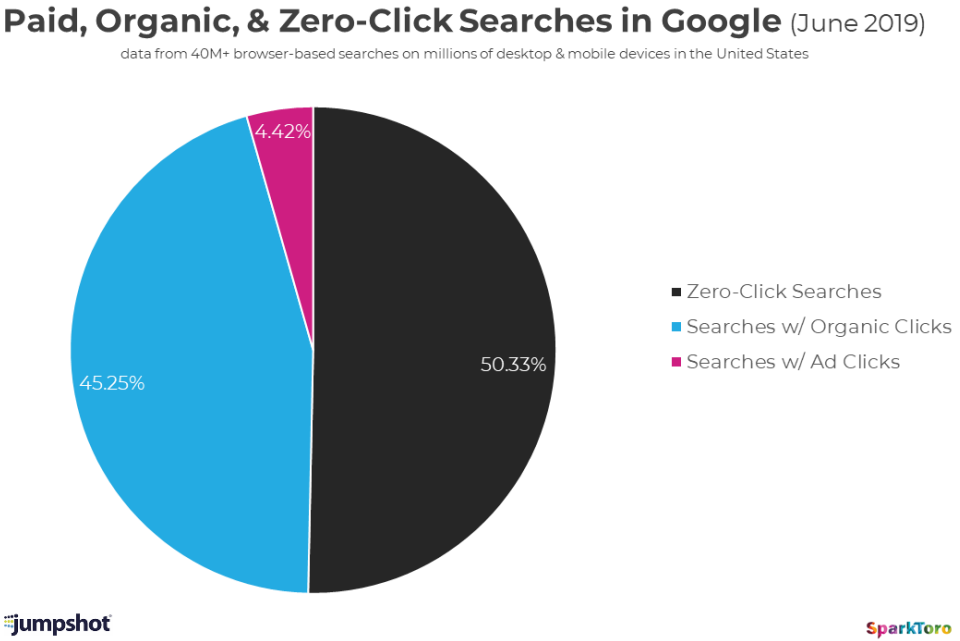
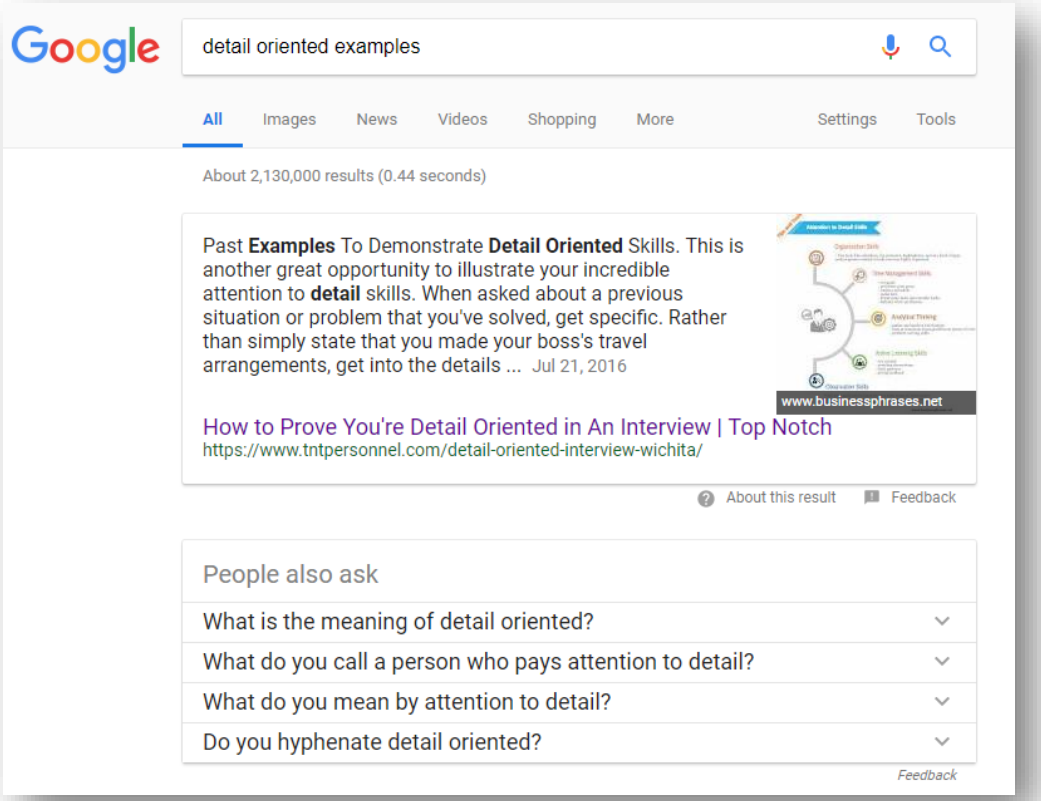
Zero-Click Searches

- 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.



Featured Snippets & People Also Ask



	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%

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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.”

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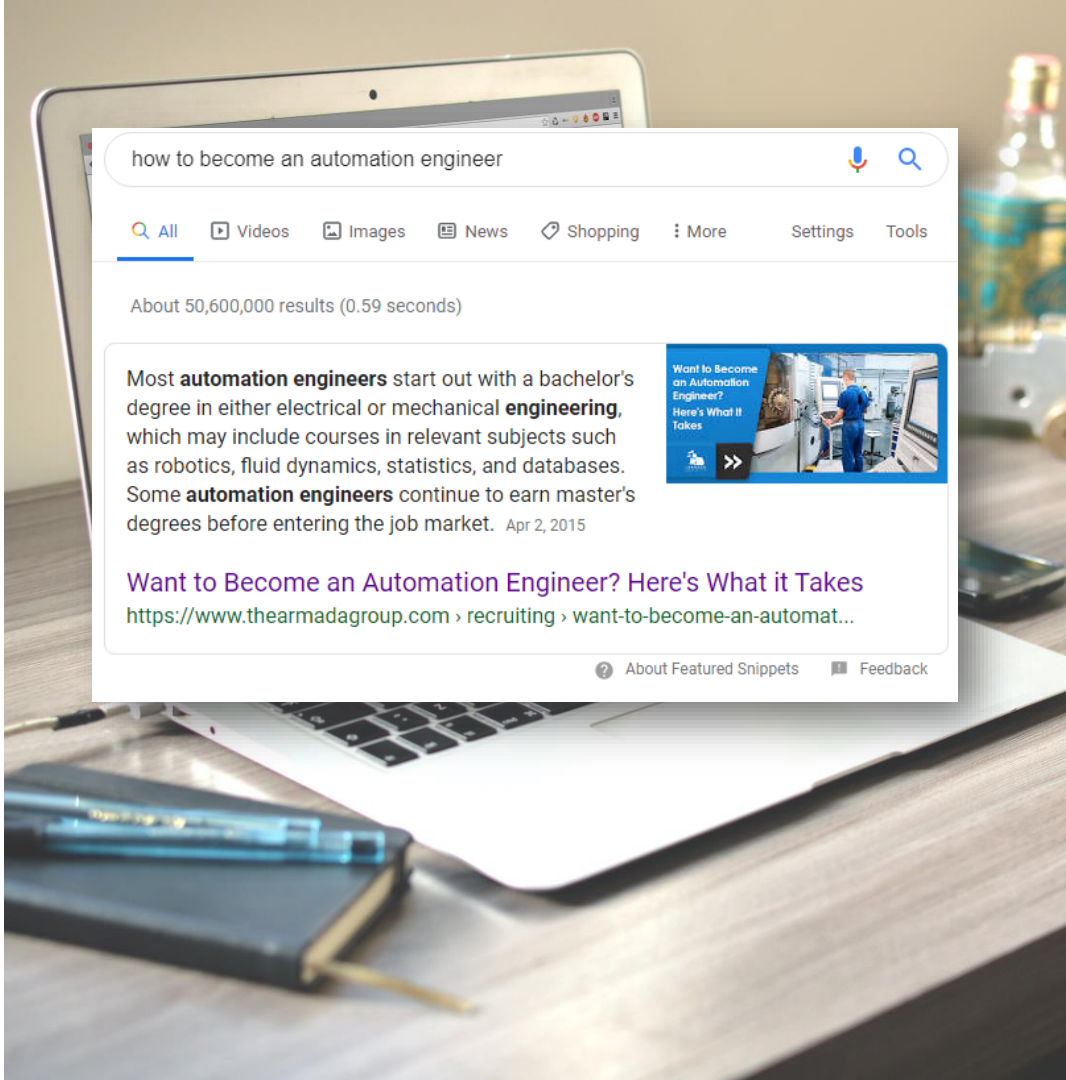
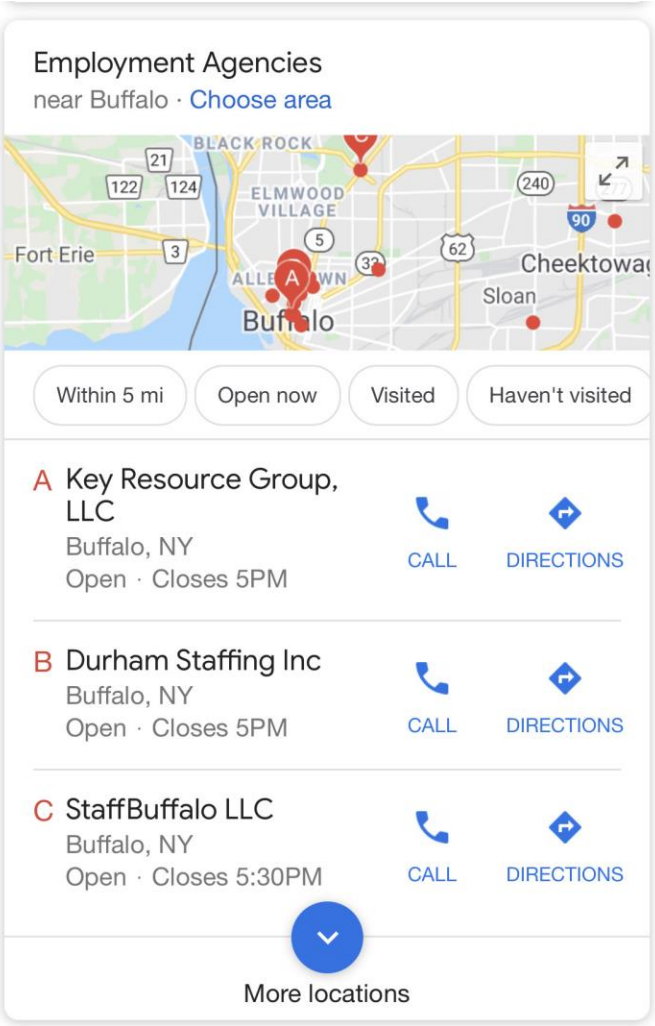


Local SEO

- 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.).

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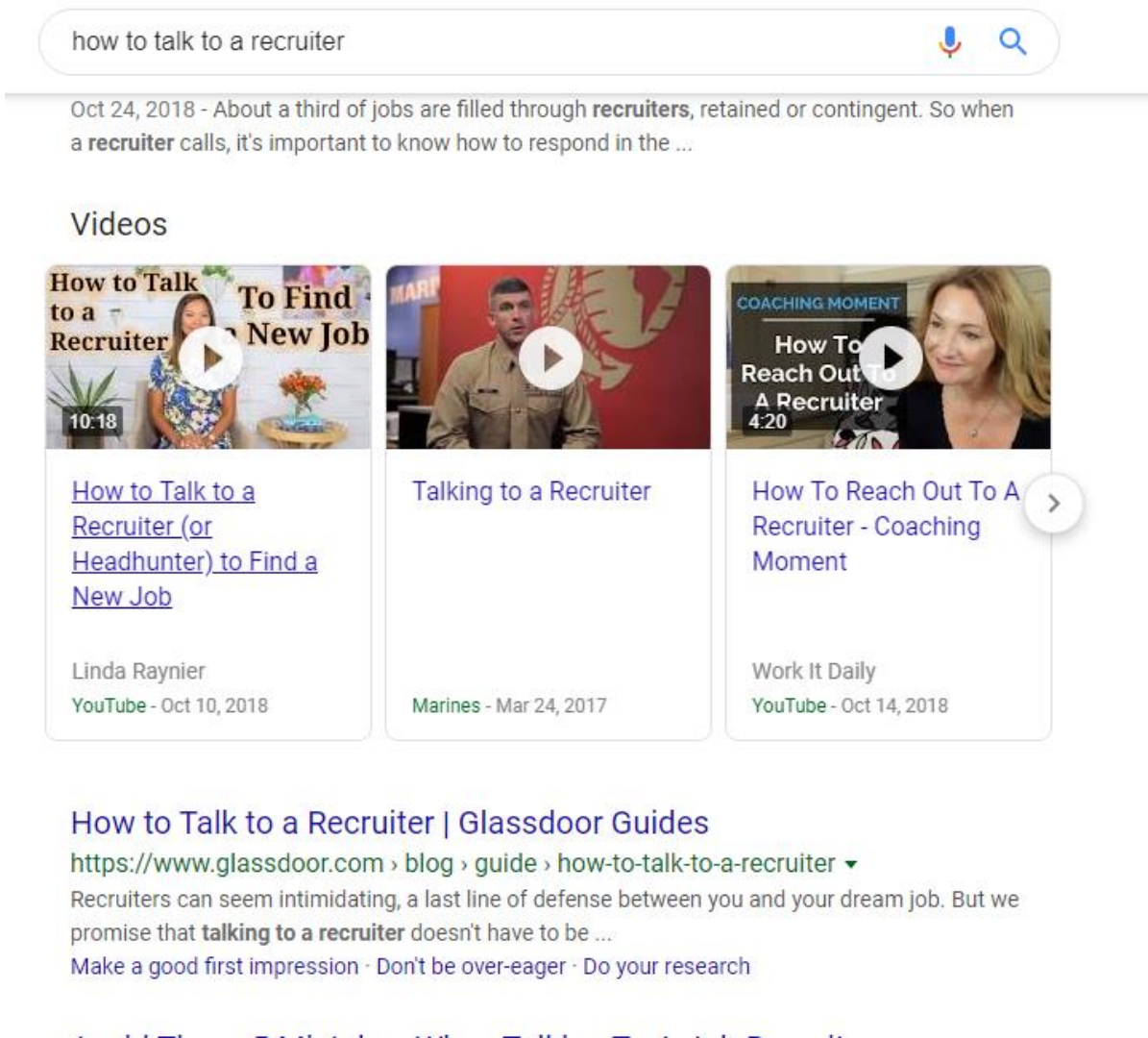
Video & SEO

- 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.



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What is User Engagement?

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

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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.

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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

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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.

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Create Pillar Content

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

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Great Content Will
Help Build More Links
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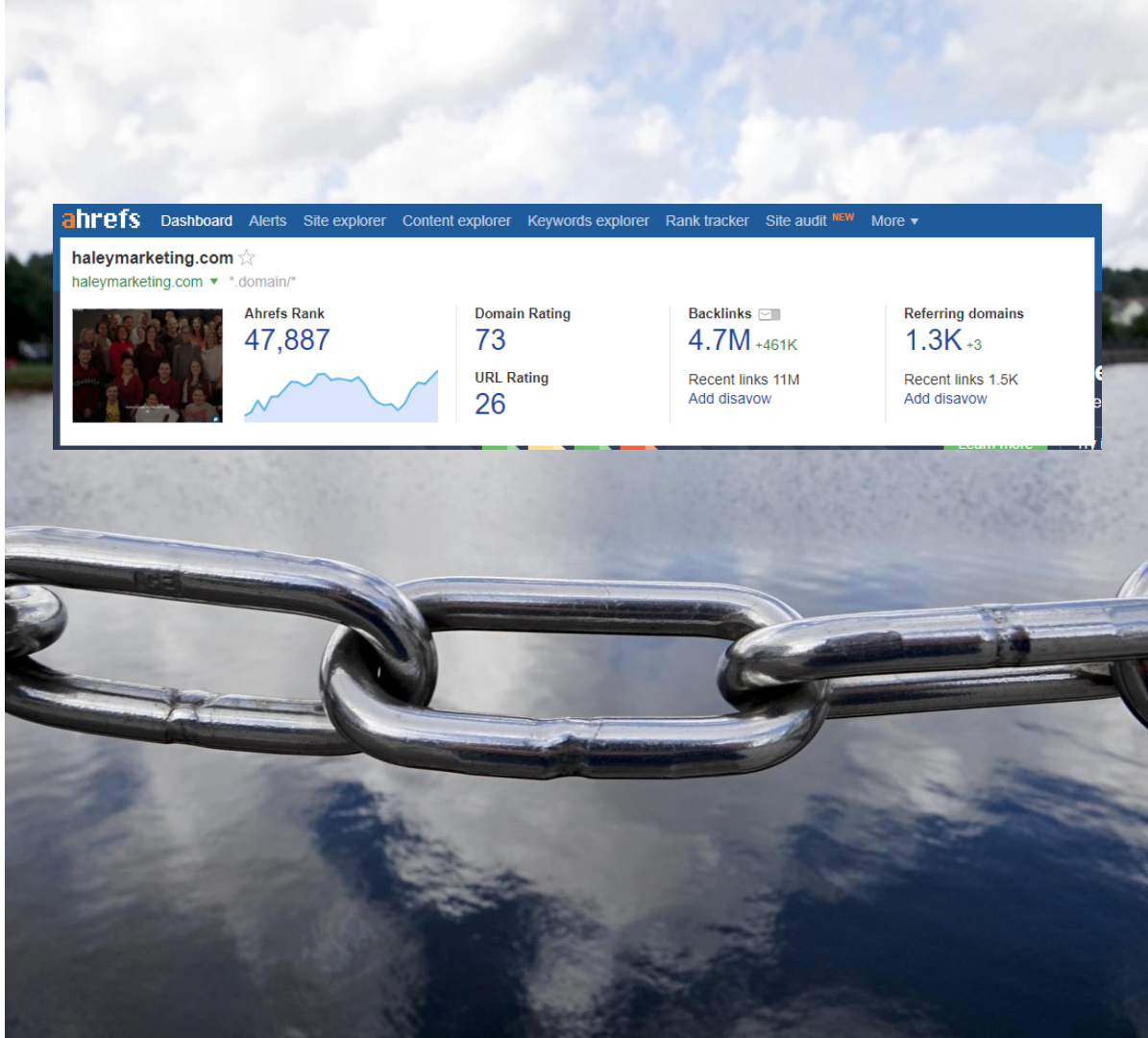
Why are links important & what is Google looking at?

- 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.

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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!

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Schema Markup & Your Jobs

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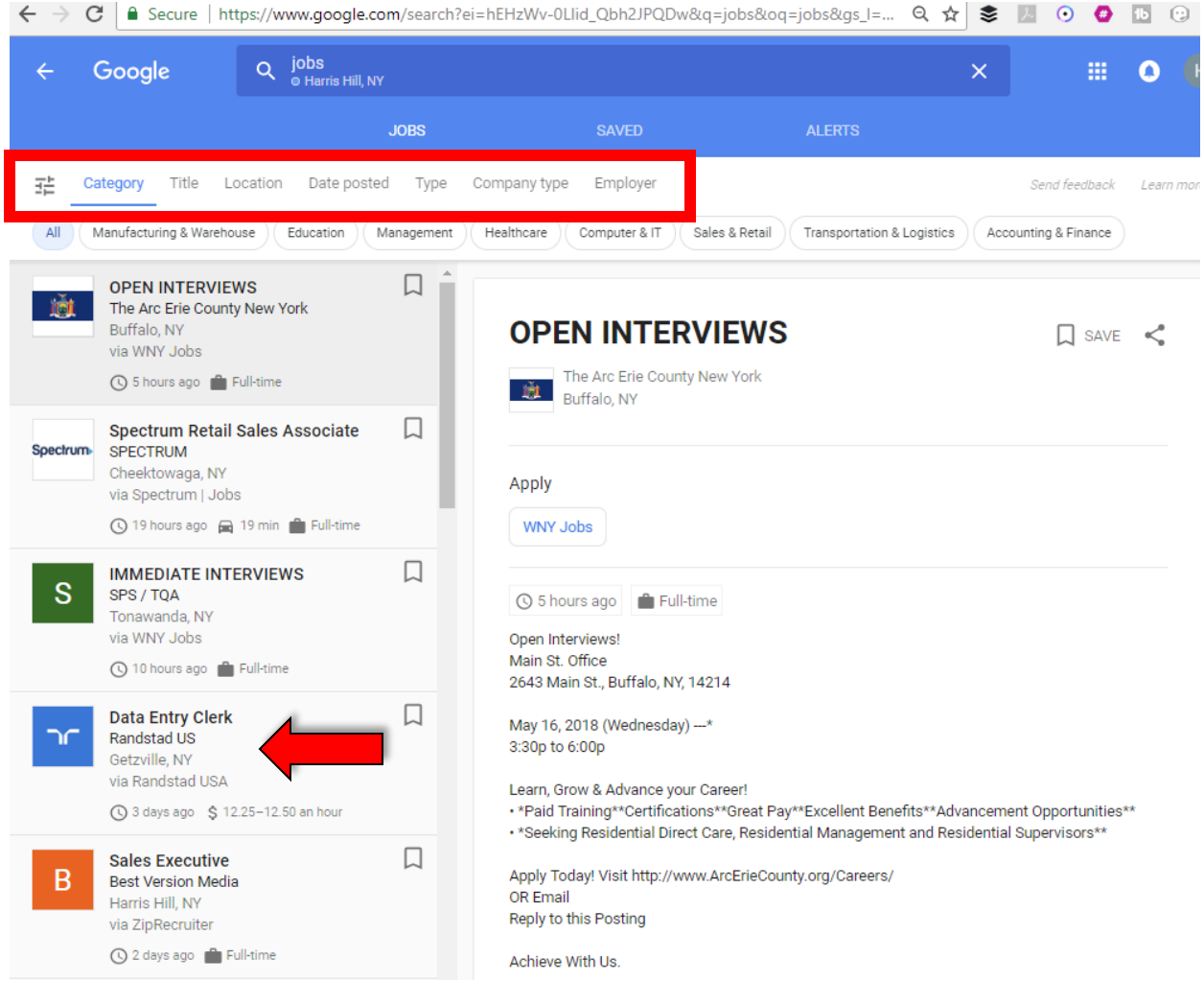

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Haley Marketing Job Board is Optimized

```
<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

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Top 5 Things to Do in 2020

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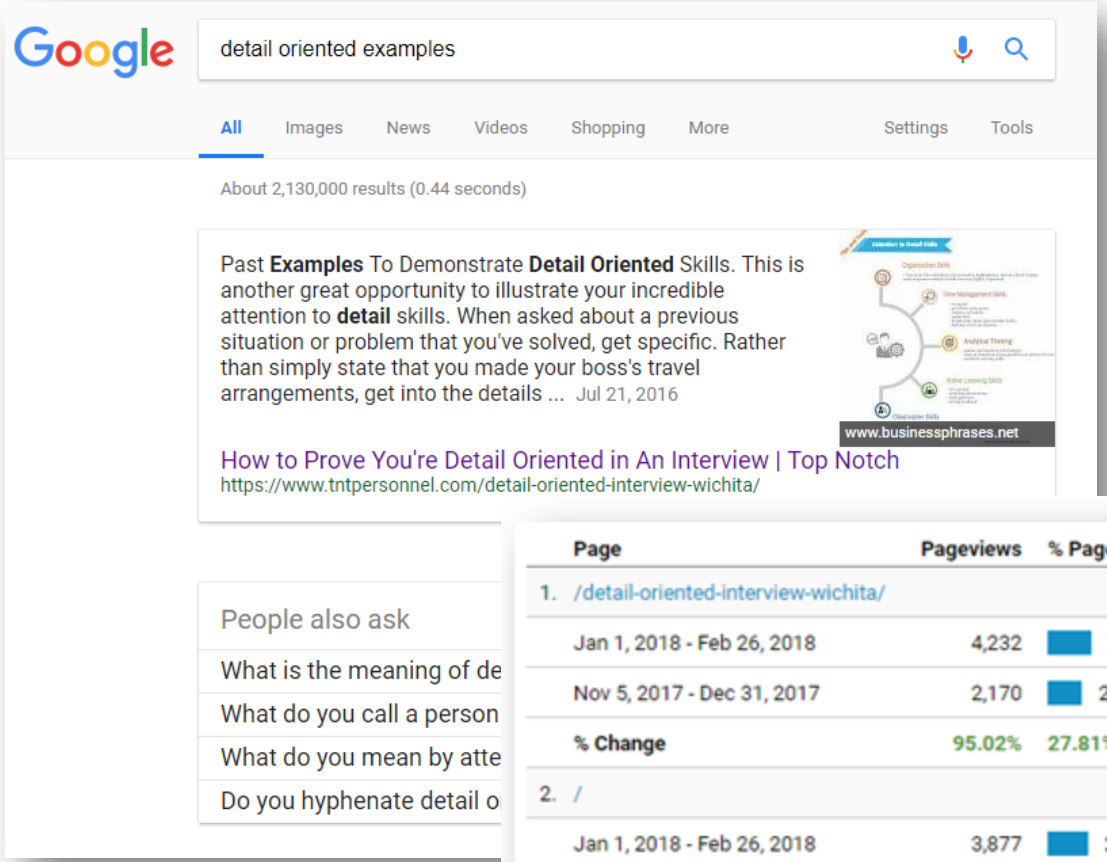
1. Create Pillar Content

2. Optimize for Featured Snippets



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3. Focus on Local Search

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4. SSL & Schema on Jobs

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5. Constant Updates

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Any questions?

1.888.696.2900

info@haleymarketing.com

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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