



Your patience is appreciated...



...Lunch With Haley will be served shortly.

Staffing SEO in 2022

PRESENTED BY
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& Prudence Shank



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.



Why does SEO matter?

KEYWORD (42,139)	SEAR... ▾
jobs	673K
near me jobs	1.8M
jobs near me	1.8M
job near me	1.8M
jobs at usa	1.5M
jobs near me hiring	1.5M
job hiring near me	1.5M
jobs usa	1.5M
jobs hiring near me	1.5M
hiring jobs near me	1.5M
work from home jobs	835K

KEYWORD (14,944)	SEAR... ▾
staffing	22.2K
temp agency near me	110K
staff agency ⓘ	110K
temps agency	110K
agency temps	110K
temping agencies	110K
temp agencies near me	110K
temp agency	90.5K
temp agencies	90.5K
staffing agency	90.5K
staffing agencies near me	90.5K

KEYWORD (4,946) ⓘ	SEAR... ▾
Recruitment	90.5K
hire jobs	246K
hiring	165K
hire	165K
temp agency near me	110K
staff agency	110K
temp agencies near me	110K
temp agencies	90.5K
staffing agency	90.5K
staffing agencies near me	90.5K



Where should you start?



The Basics

- Keywords
 - Not singular focused – think semantically related
 - Look at buyer intent
- On-Page SEO
 - Meta titles and descriptions for every page
 - H1, H2, H3 tags on content
 - Conversion paths / CTAs
- Security – HTTPS
- Mobile Indexing First
 - Responsive design



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



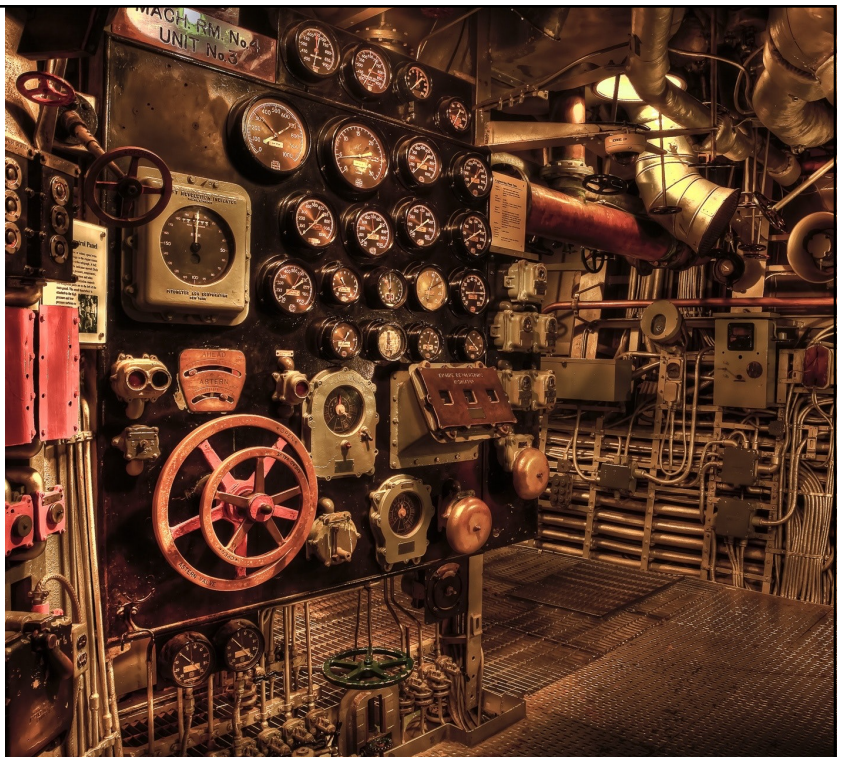
More Advanced SEO



What is Search Intent?

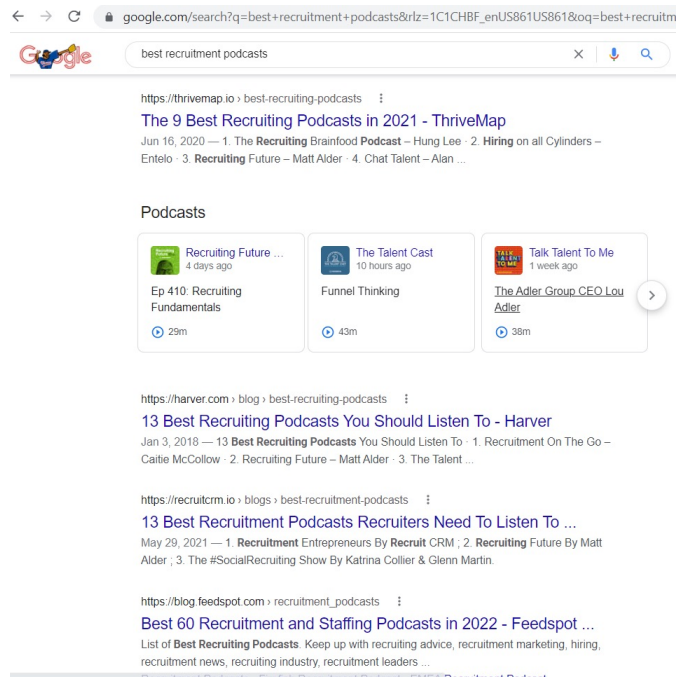
The main goal someone has when typing a search query into a search engine.

- Informational
- Commercial Investigation
- Navigational
- Transactional



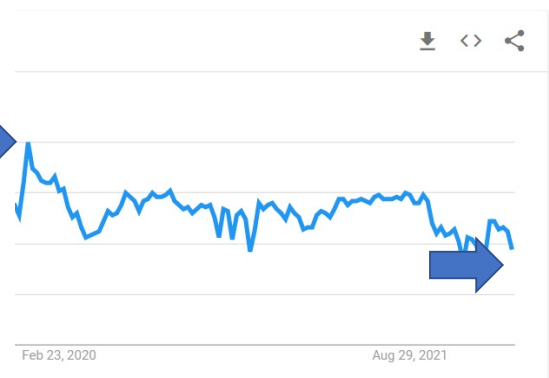
If your content does not match search intent, then you will NOT Rank!

- 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.



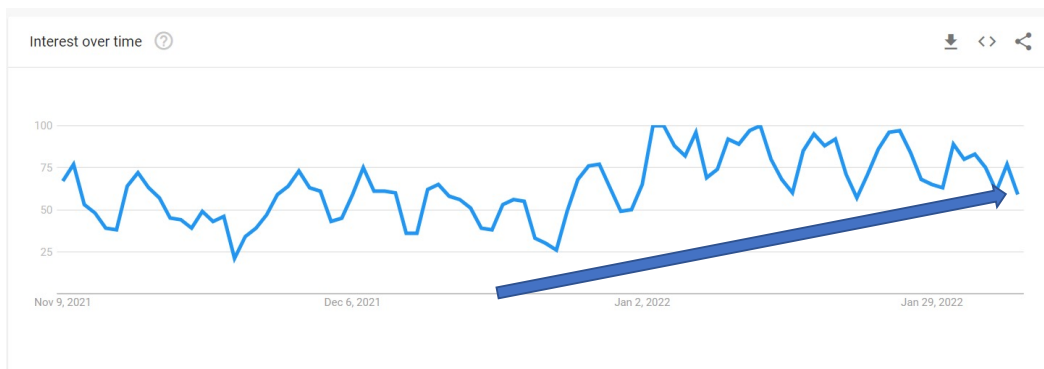
Job search traffic has declined

- Job search traffic peaked in Jan/Feb 2020
- Today it is 65% of what it was pre-pandemic
- We need to look at our "buyer intent"
- Need to adjust our SEO focus



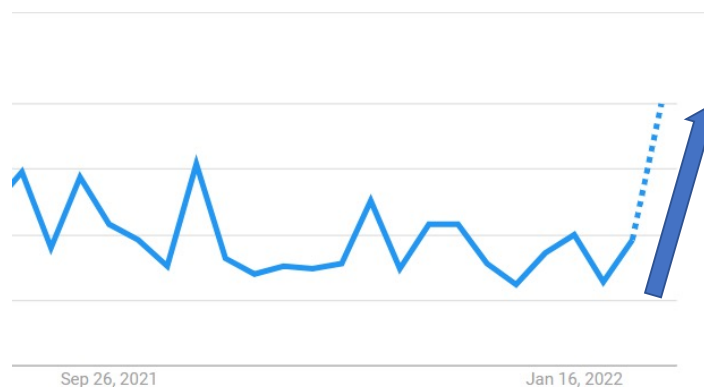
Use data / intelligence to make better decisions

- "Remote Work" Search Trends



Use data / intelligence to make better decisions

- "Salary" search trends
- Big spikes when extended federal UI ended
- Big spike starting now



Use data / intelligence to make better decisions

- "How to Find a New Job" search trends
- Big spikes when extended federal UI ended
- Big spike starting now



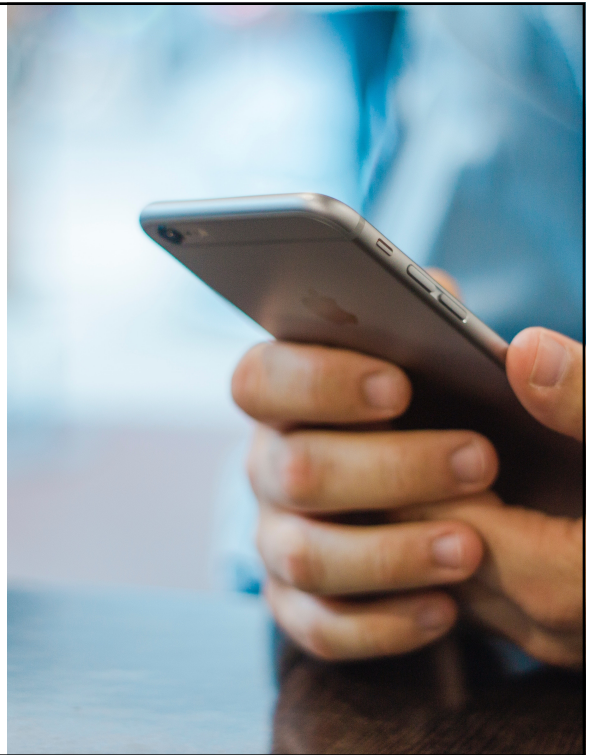
Use data / intelligence to make better decisions

- "How to Retire Early" search trends
- We have seen the biggest loss of workers to retirement - ever
- Big spike starting now
- How can staffing companies prosper?



What is your target audience searching for?

- Salary Trends
- Career Change / New Opportunities
- Employee Turnover / Shortages
- Industry-Related Certifications
- Local Community Events / Information
- Best Places to Work
 - Prominent End Employers
 - Highest Employee Satisfaction Scores
 - Great Products/Services



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.



Keyword Phrase

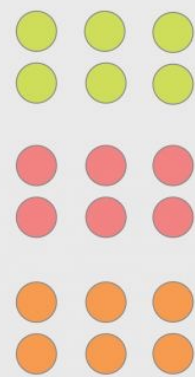


Synonyms and Variants

Related Keywords



Secondary Related Keywords



Keywords and Relationships

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

MOZ

Time to EAT



Google EAT

- **Expertise** – are you sharing great content that solves people's search queries?
- **Authoritativeness** – are you an authority on the topic; do you cover a variety of related issues; are others sharing your content?
- **Trustworthiness** – how reputable is your brand and your domain; how long are people dwelling on your site/content; are others sharing and linking?



What is User Experience?

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



User Experience metrics

Click-Through Rate (CTR)

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

Dwell Time

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

Bounce Rate

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



How to Improve User Experience



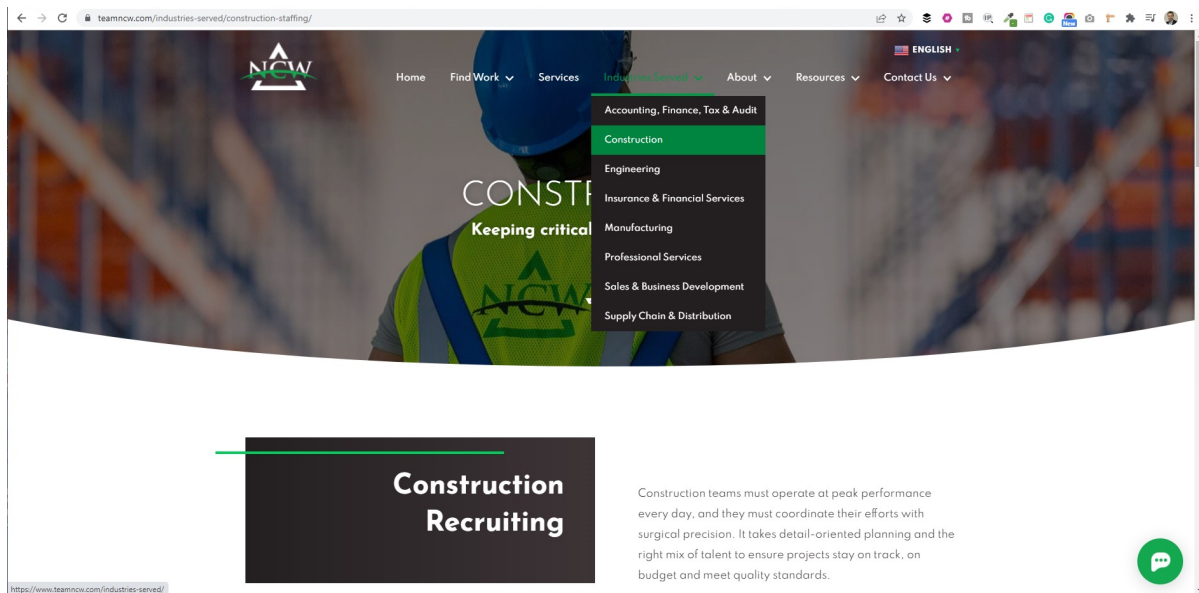
Page structure

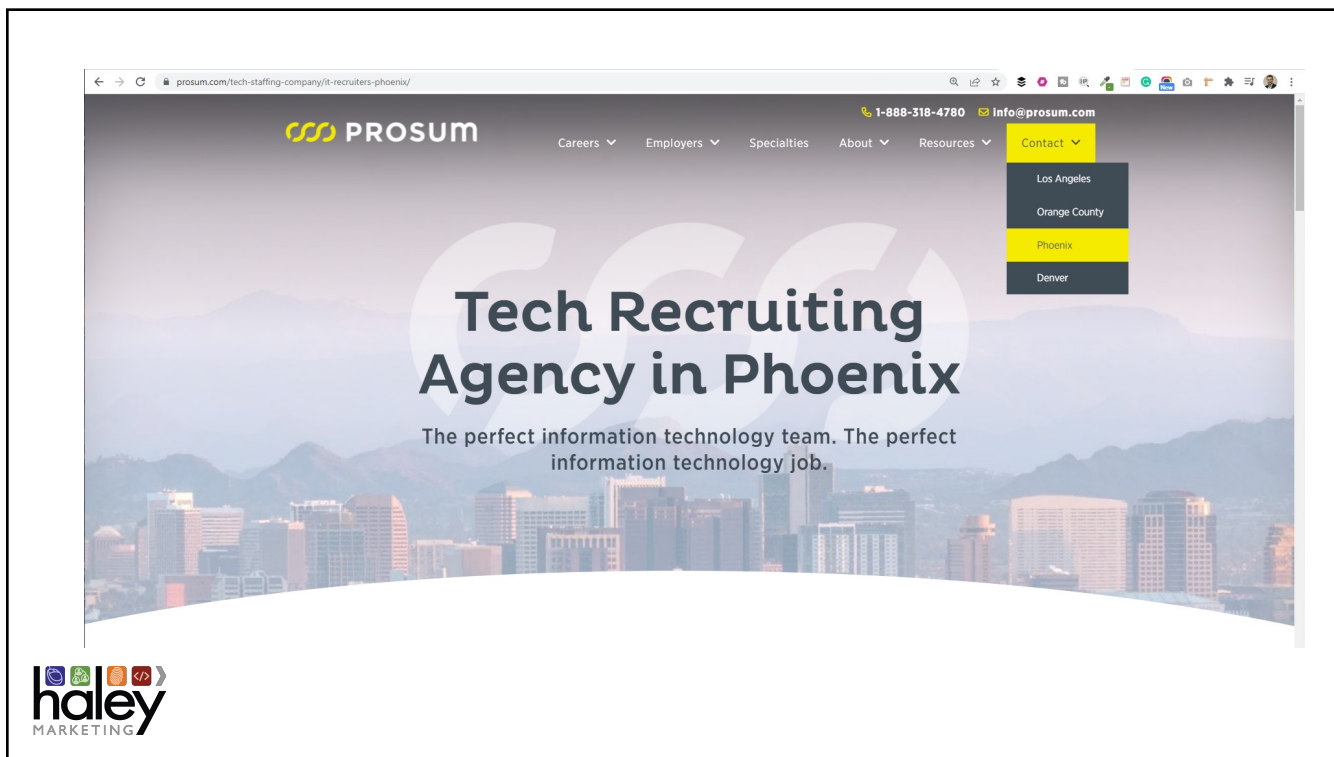
- Can people easily find what they are looking for?
- Can they easily take action?
 - Search Jobs
 - Submit a resume without being attached to a job
 - Contact You
 - Request employees
 - Download PDFs



Page purpose

- Every page should have a purpose
- Specialty pages
- Location pages





Our process includes

- Foundation
- User Experience
- Search Impression Trends
- Competitive Analysis
- Long-Format Content
- Rinse and Repeat



User Experience

- Use Google Analytics
 - Bounce Rate
 - Exit Rate
 - Time on Page
- Provide a Strong Mobile Experience

Avg. Time on Page

00:00:44

Bounce Rate

60.97%

% Exit

39.42%



User Experience

- Identify leaks in your funnel
 - Look at headlines
 - Adjust copy
 - Adjust call-to-action
 - Identify navigation issues
 - Update/refresh old content



User Experience

Fixing leaks in your funnel leads to amazing improvements.

Source / Medium ?	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	16.26% ↑ 197,248 vs 169,664	14.97% ↑ 191,708 vs 166,750	10.12% ↑ 271,143 vs 246,224	41.49% ↓ 31.87% vs 54.47%
1. google / organic				
Jul 1, 2021 - Jan 26, 2022	197,248 (100.00%)	191,708 (100.00%)	271,143 (100.00%)	31.87%
Dec 3, 2020 - Jun 30, 2021	169,664 (100.00%)	166,750 (100.00%)	246,224 (100.00%)	54.47%
% Change	16.26%	14.97%	10.12%	-41.49%



Search visibility and CTR

- Use Google Search Console
 - Total Impressions
 - Average CTR
 - Average Position

↓ Clicks	Impressions	CTR	Position
113	862	13.1%	1.8
57	7,214	0.8%	8.5
11	379	2.9%	5.7
10	256	3.9%	4.9
9	106	8.5%	3.6
8	304	2.6%	7.1
8	67	11.9%	5.6
7	1,150	0.6%	4.3
6	872	0.7%	6



Search visibility and CTR

1. Identify search queries with high impressions and strong buyer intent.
2. Look for good position (Top 5) and low CTR, adjust meta info.
3. Look for high impressions and position 5-30, update that content.

↓ Clicks	Impressions	CTR	Position
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Competitive analysis

1. Identify the top 5-10 competitors in your market.
2. Determine their top performing content.
3. Create better, more authoritative content.

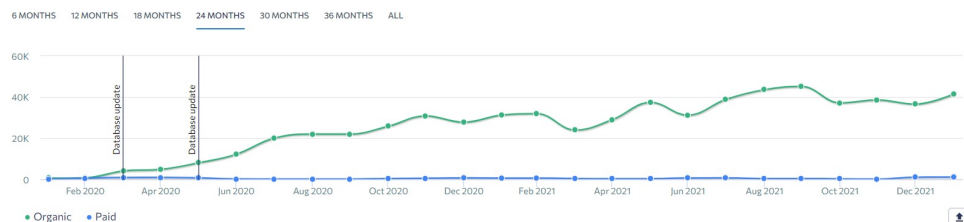
Using technology, we can tell you exactly where their search traffic is coming from, and what opportunities you have to steal that traffic.



Competitive analysis

Our Client

- 50k search visits/month



Their Competitor

- Loss of 20k search visits/month
- Had to invest in paid to replace "free" traffic



Long-format content

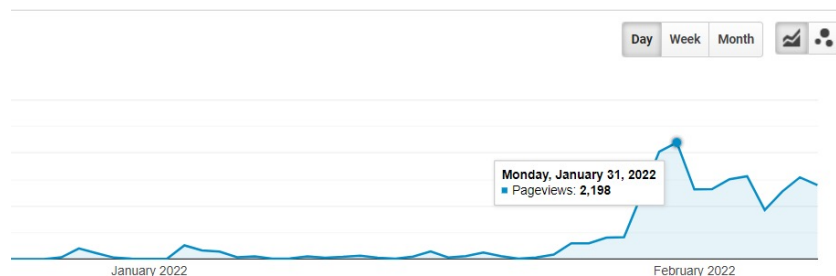
- 1,500+ word articles
- Semantically related terms
- Answers searcher's intent
- Follows EAT
- Positions you as expert
- Outranks competitor's traffic drivers



Long-format content works

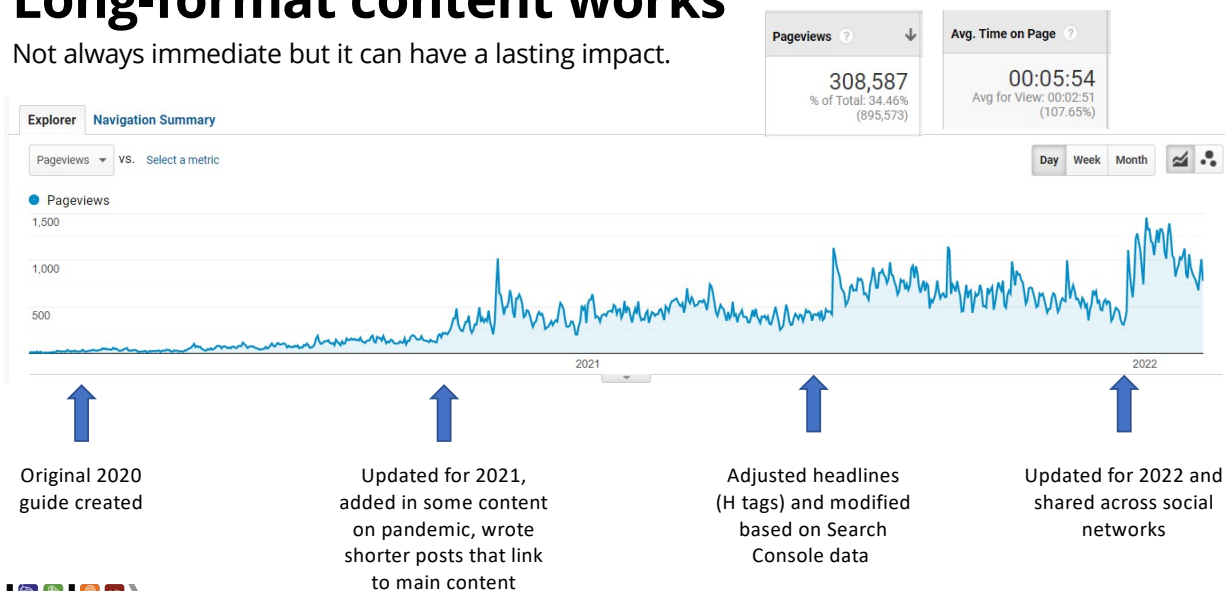
- Facebook removing jobs marketplace
- Long-form article published on 12/27/21
- Started gaining traction late January
- 2,200 visits/day in February
- 58% Exit rate (42% going on to other service pages)
- Already 20k visits from companies that need to replace lost candidate applications
- Going back and adding a fly-in, stronger CTA

<https://www.haleymarketing.com/2021/12/27/facebook-...>
[Meta is Removing Marketplace Jobs on Facebook - Haley...](#)
Dec 27, 2021 — Free job posting and searching on Facebook is being taken away on 2/22/22. Here's how you can replace the loss of job applications.



Long-format content works

Not always immediate but it can have a lasting impact.

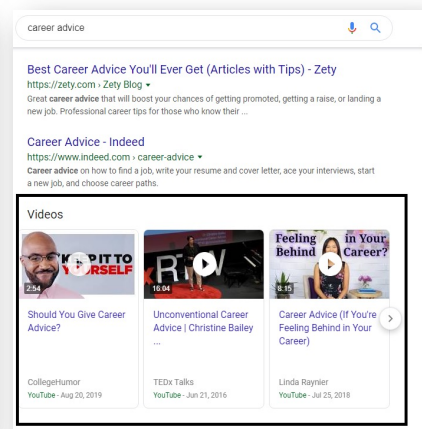
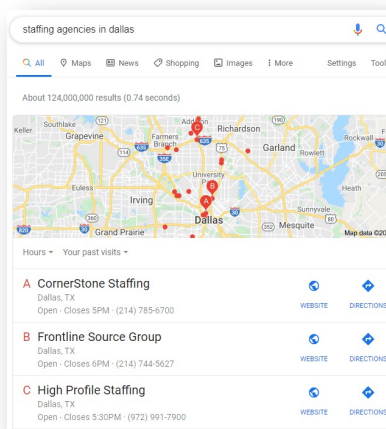
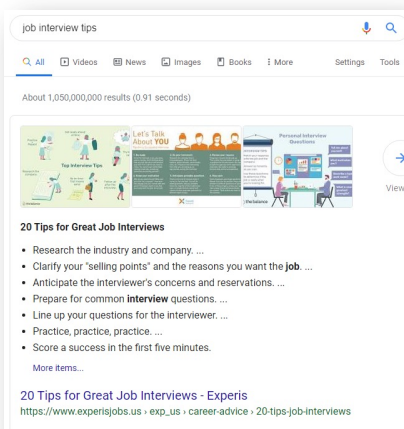


This process works -
rinse and repeat



What else will impact SEO in 2022?

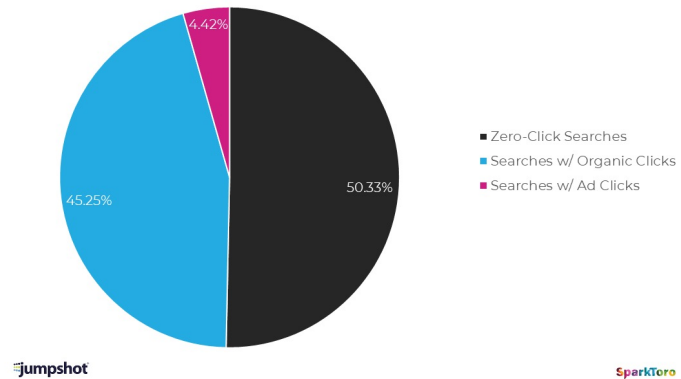
The rise of ZERO-CLICK searches



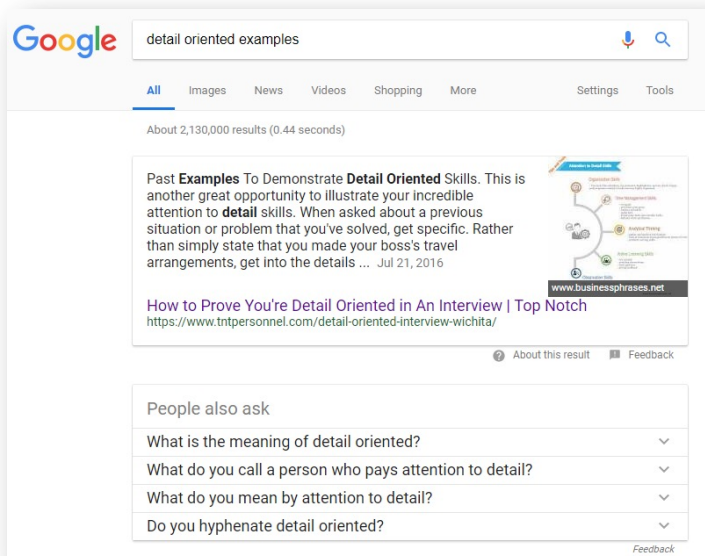
Zero-Click searches

- 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 fewer 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

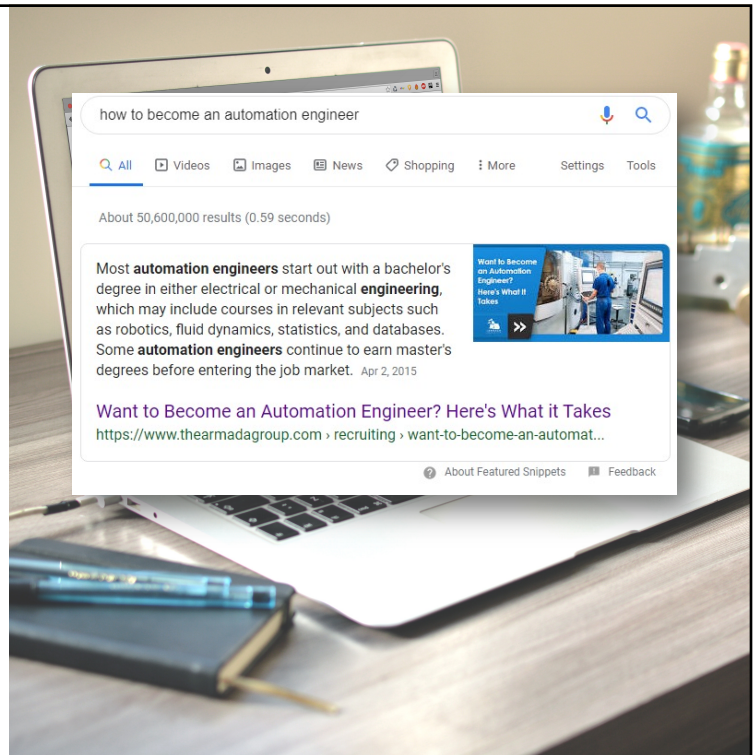


Featured Snippets & People also ask



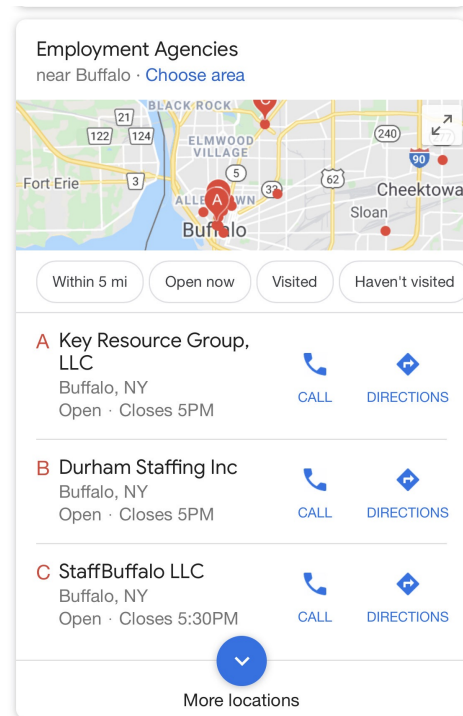
How to get a Featured Snippet

- 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



Voice search

- 20% of all searches are voice.
- 58% of consumers use voice to find local business information.
- 1 billion voice searches every month
- EAT applies (small bites)
- Still evolving



Battle down under

- Privacy concerns
- Data tracking and access
- Advertising restrictions
- Content / News media battle



<https://www.cnet.com/news/googles-fight-in-australia...>

Google's fight in Australia could change the future of media

Feb 14, 2021 — Google is threatening to leave Australia over a proposed media law. It's a battle the search giant is sure to face in other countries.

<https://www.reuters.com/article/explainer-google-fa...>

Explainer: Google, Facebook battle Australia over proposed ...

Jan 27, 2021 — * The planned law states that Australian news outlets can negotiate individually or collectively with Facebook and Google over payment for ...

<https://arstechnica.com/gadgets/2021/04/australia-...>

Google loses "Location History" court battle in Australia - Ars ...

Apr 16, 2021 — The Australian Federal Court has ruled that Google misled Android users over its collection of location data. This ruling is in reference to ...

<https://www.cnbc.com/2021/01/22/google-says-it-w...>

Google says it will remove search function in Australia if media ...

Jan 21, 2021 — Alphabet's Google said on Friday it would block its search engine in Australia if the government proceeds with a new code that would force it ...


<https://www.theguardian.com/australia-news/jan/a...>

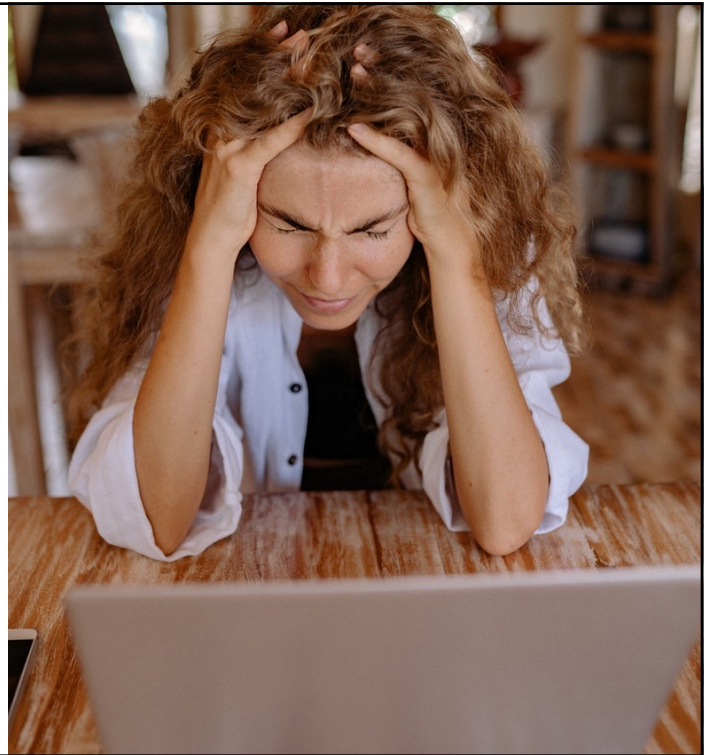
Australia's competition regulator could take Google to court ...

Jan 28, 2021 — Australia's competition watchdog could bring a third lawsuit against Google for misusing its market power in the advertising sector if ...

Google Analytics 4

- Focused on user experience
- Experience tracking

Live look at Prudence 



New for 2022

DIGITAL MARKETING BUNDLES

IMPROVE recruiting | ATTRACT clients | STRENGTHEN your positioning

haleymarketing.com/digital-marketing-bundles





eBooks. Whitepapers. How-to Articles. Webinars.
All about staffing. All for free

haleymarketing.com/big-ideas



Google Mastery Demo

**Dominate search to get ranked and found by
more candidates and clients!**

Tuesday, February 15 at 2 PM ET

Reserve your seat:
www.lunchwithhaley.com





Any questions?



1.888.696.2900



info@haleymarketing.com



@haleymarketing



www.facebook.com/HaleyMarketing/

