YOUR PATIENCE IS APPRECIATED...

...LUNCH WITH HALEY will be served shortly.

Is Your Staffing Website Invincible? Or Invisible?

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 a single term!

Why does SEO matter?

Despite the uncertainty swirling around us right now, people ARE looking for the services you provide!

- Job seekers
- Employers
- Current clients
- Past clients
- Partners, vendors
- Candidates for internal jobs

…And they mostly all start with Google.

Why does SEO Matter?

People have questions.

Do you have answers?

What brings people to your website?

- They need help (finding a job, hiring, HR assistance, workforce management, etc.)
- They have a specific question
- They were referred to you by someone else

…Yes, people are still searching!

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

Why Does SEO Matter?

Keep in mind that SEO is about ORGANIC search rankings.

- Google's algorithm generates organic results based on keyword relevancy and ranks them accordingly.

- Organic results are not influenced by paid advertisements.

But where do I begin?

SEO is multifaceted

We start with keywords

In 2023, keywords still matter!

Google is smart but it needs cues to learn what any web page is about, and that starts with keywords.

Short-Tail Keywords:

- 1-2 words (e.g., staffing agency)
- Can be competitive (i.e., difficult to rank for)
- High search volume

Long-Tail Keywords:

- 3-5 words (e.g., accounting staffing agency in Buffalo)
- Less competitive (i.e., easier to rank for)
- Lower search volume, but more targeted searches

What types of keywords should you target?

- "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!
  - We see this a lot with specific job titles. Use your job postings to target those terms rather than your website pages.

- Make sure your keywords on each page are 100% relevant to that page's content.

If you're not targeting keywords properly,
Google won't know how to rank your pages.

Where should keywords go?

For keywords to be effective, they must actually show up on your website!

They need to show up:

- In page title tags
- In meta descriptions
- In the content
- Image Alt tags

Sometimes, keywords don't match your internal jargon or preferred terminology. That's ok! You can strike a good balance in your content.
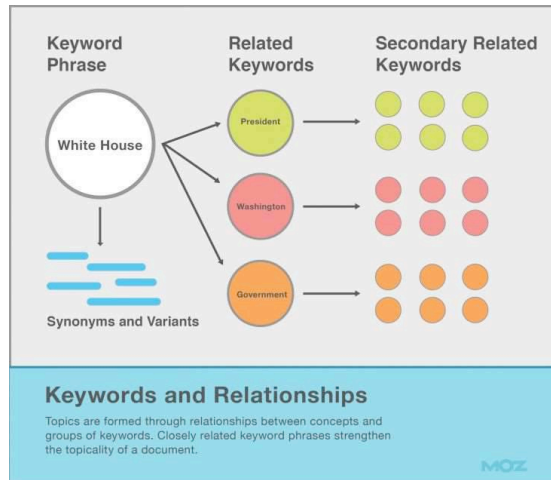
It's not JUST about specific keywords!

It's about providing context and relevancy...and gasp! Not hard selling all the time.

Google provides resources for people asking questions, doing research, etc., as they move through their buying journey.

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

This creates a "theme" for your page, and it helps Google understand what you do.

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

We must consider search intent, as well.

What is search intent?

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

- Informational
- Commercial Investigation
- Navigational
- Transactional

Why does search intent matter?

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.

• Google doesn't know why someone is searching for "staffing agency," but it can infer what someone means by "temp staffing agencies in Cranberry, PA."

WE INTERRUPT THIS WEBINAR FOR AN IMPORTANT ANNOUNCMENT!

One Page. One Purpose.

You can't optimize a page if you're trying to showcase more than one thing. For example, you cannot properly optimize for accounting staffing, medical staffing and customer service staffing on the same page.

You also can't optimize Miami, Florida, and Detroit, Michigan, on the same page.

Google won't know what to do with it, and you won't rank well.

• Specialty pages
• Location pages

<u>*Every*</u> page and <u>*every*</u> blog post should have **a singular focus** so that it can be properly optimized for search.

Link Like A Pro

Text of links is important (anchor text).

Keywords within the link are a ranking signal. They provide a "map" for Google as it crawls your site, and the anchor text link tells Google what the linked page is about.

- Anchor text diversity helps a website's link profile look more natural.
- The text surrounding your link is important! Contextual links have higher value.
- Include a call to action with links on nearly every page within your website.

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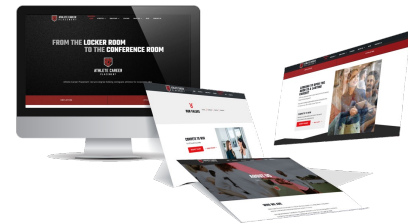
Include a call to action with links on nearly every page within your website.

Let's put it all together and (E)EAT

EAT used to be Google's acronym for the way it evaluates content on a website:

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?

BUT THERE'S A NEW "E"!

EEAT – YOUR experience matters!

The new "E" stands for "experience."

- This isn't about user experience (more on that later). It's about the experience of the content publisher.

- Now, content quality can also be evaluated through the lens of understanding the extent to which the content creator has first-hand experience in the topic.

- With this reframing of E-E-A-T, Google also states that "trust" is at the center of this concept and is the "most important member of the E-E-A-T family."
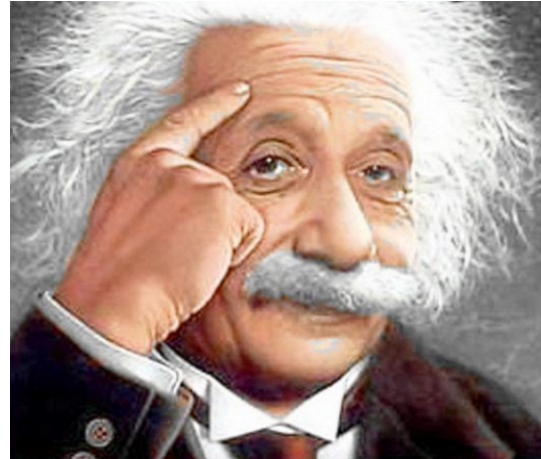
Don't think like yourself.

Think like your visitors.

Quality content is relevant and useful. It comes from you wanting to help the people who need your services.

All content should be keyword rich, it should answer questions that people have, it should have a purpose, and it should be easy to consume.

Don't tell people what you want them to know.
Tell them what THEY want to know.

Are you providing a good user experience?

What is User Experience?

User experience is a big factor in determining which sites it will serve up to searchers.

User experience is how a person interacts within your website once they enter the website from the search engine query.

How fast does your site move; do people spend time there; do they click around or do they leave immediately because they didn't find what they were looking for fast enough? And how does your site render on a mobile device?

A positive user experience = better rankings.

How can you provide a better user experience?

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

Does your page load efficiently?

Does your website load quickly on mobile, and is it easy to use there?

Does every page have a purpose for being there?

For more on this, see our past webinars on building a high-performance website and Conversion Rate Optimization (CRO) or reach out!

SEO is a process, not an event.
You can't set it and forget it!

- Foundation
- User Experience
- Research/Trends
- Competitive Analysis
- Long-Format Content
- Rinse, (Evaluate) and Repeat

Results aren't instant, but will be seen incrementally over time.

Consistently adding quality, optimized content to the site will contribute to better performance on the search engine results pages.

Be ready to adjust your strategy based on Google's changing moods!

Are you keeping up with the Joneses?

*Yes, it matters what your competitors are doing online!*

Competitive analysis

- Identify the top 5-10 competitors in your market.
- Determine their top-performing content.
- 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.

Are you keeping up with the Joneses?

Our Client
- 50k search visits/month
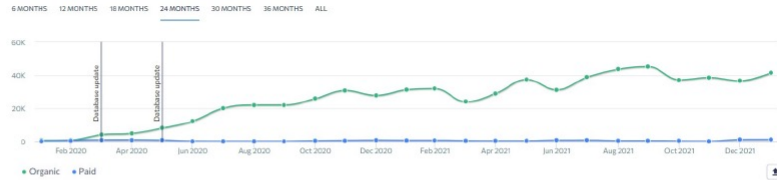
Their Competitor
- Loss of 20k search visits/month
- Had to invest in paid to replace "free" traffic

Add Value With Long-Form Content

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

Add Value With Long-Form Content

A local staffing agency went from a random smattering of visitors to a thousand or more per month with a commitment to quality content.

Use Data To Make Content Evaluates and Updates

Leverage Google Search Console data to see how past content has performed.

1. Identify search queries with high impressions and strong buyer intent.
2. Look for good position (Top 10) and low CTR and adjust meta info.
3. Look for high impressions and content in position 5-30, then update that content.

↓ 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

Small Tweaks, Big Changes

This client did content updates and refreshes for several months and saw significant increases in new users, total users and sessions, and people bounced out of the site less.

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%

Content is STILL King

You should be committed to regularly creating fresh, relevant, useful, and easily accessible content.

It should incorporate keywords strategically.

It should have a purpose.

It should follow EEAT.

It should be sharable on social media (social signals matter – push it out! Have your people re-post!)

Don't just be a website that promotes your services. Be a resource for employers and job seekers who need help.

Content is STILL King

Quality content will keep your website invincible!

Quality, relevant, EEAT content is your superpower
against getting dinged by a Google update.

Questions?
Need help with your staffing website SEO?

Reach out to our team today.

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