

STAFFING WEBSITES

Strategies for 2020...
and Beyond



Is your website producing all the results it could (and should) for your firm?

Gone are the days when a website was merely an online brochure. Today, your staffing website is your director of first impressions. It's a 24/7/365 sales rep. A recruiter. And an essential part of delivering a great customer experience.

So, how do you get your website to do more?

We're glad you asked! On the following pages, you'll learn:

- Best practices for website design and content (today, tomorrow and beyond!)
- Strategies and innovative features being incorporated into the industry's leading websites
- Ideas to plug the leaks in your sales and recruiting funnels and DRIVE RESPONSE!



More clients and candidates will visit your website in *one year* than you will talk to *in a lifetime*.

Thousands – even tens of thousands – of people will drop by.

They'll visit to *find jobs*.

They'll visit to *learn about your services*.

They'll stop by to *see what you're all about*.

Is your site ready to scoop them up – and drive them into your sales and recruiting funnels?



What's the problem with most staffing websites?

Actually, staffing websites have come a long way in the past few years:

- Designs are bolder
- Imagery is more unique, diverse and original
- Copy is shorter, more engaging and compelling
- Technology features are more robust – and drive more response
- And most sites are now mobile-optimized, which is huge – because in December 2018, mobile usage over took desktop

But they still have
one really
BIG problem...

Most staffing websites are full of
LEAKS

Talent leaks *and* client leaks.



Unless you build a world-class website that follows industry best practices in design, content and functionality . . .

you're losing candidates, clients and money.

HOW CAN YOU PLUG THE LEAKS IN YOUR SITE?

Well, for starters, you have to find the leaks before you can fix them.



Talent Leaks

The **single biggest leak** occurs at the application stage (i.e., either the ATS integration or the application form).

Fact: Up to 90% of job seekers will give up if you have a crappy application form!

OTHER POTENTIAL TALENT LEAKS:

- **Jobs → Apply:** Losing people when they move from your job posts to your apply process.
- **Search:** Not serving potential candidates jobs that are right for them.
- **Reengagement:** Missing opportunities to stay in touch with candidates who are not ready to apply today.

Fact: A candidate who returns to your website a second time is 2x as likely to apply for a job.

- **Weak/missing calls to action:** Not giving candidates clear instructions and/or a compelling reason to take the next step.
- **Entry pages:** Missing opportunities to convert people who come into your site somewhere other than your home page (e.g., blog posts, job listings, location pages, contact us page).



Client Leaks

If your site fails in any of these areas, you're losing business:

- **Differentiation:** Does your site tell your story to employers in a way that positions you properly in your market? *Hint: "Our service is better" is NOT an effective differentiator – everyone says it!* Does the design and functionality of your site set you apart in an employer's mind?
- **Clearly conveying value:** Does your copy explain, at a glance, the benefits of working with you? Think: How do you reduce costs, speed hiring, access better talent, simplify workforce management, minimize risks, improve productivity, increase profits and more?
- **Strong calls to action:** Does your site make it clear and simple for employers to request talent, get a free consultation, or engage your company from your website?
- **Entry pages that convert:** Are you missing opportunities to convert employers who come into your site somewhere other than your home page (e.g., blog posts, location pages, contact us page)?



Plugging the Leaks

Now that you know where the biggest leaks occur...

Here are 12 strategies to plug the holes
in your website –
and DRIVE response from
talent and clients.



Home Page Leaks

The 3-Second Rule

Quick: Go to your company's website. What do you see?
In 3 seconds, does your home page:

- Completely load? (visitors are impatient, especially on mobile)
- Explain who you are and what you do?
- Differentiate you from the competition?
- Welcome employers and job seekers?
- And most importantly, clearly explain what talent and employers should do next?



3-Second Rule

FAIL

- No clear positioning
- No clear differentiation
- No call to action

STRATEGY 1:

Optimize Home Page Response

- **Be deliberate with your messaging.** Is your home page primarily trafficked by job seekers, employers or both? Make sure your message is designed for the right audience.
- **Write less copy.** Site visitors skim copy. On the pages that humans visit most, write copy that's short, clear and compelling. Distill your message using the words that matter most to your readers.
- **Include multiple CTAs.** Provide several options for your audience, such as buttons, fly ins and forms. Make sure CTAs are visually bold, easy to find, and the language is clear, direct and action oriented.
- **Display important info above the fold.** While most people are used to scrolling (especially on mobile), make essential information and key CTAs visible immediately when visitors land on a page (i.e., without having to scroll down).



"A great home page clearly shows what you do.
Your voice. And tells people what to do next."



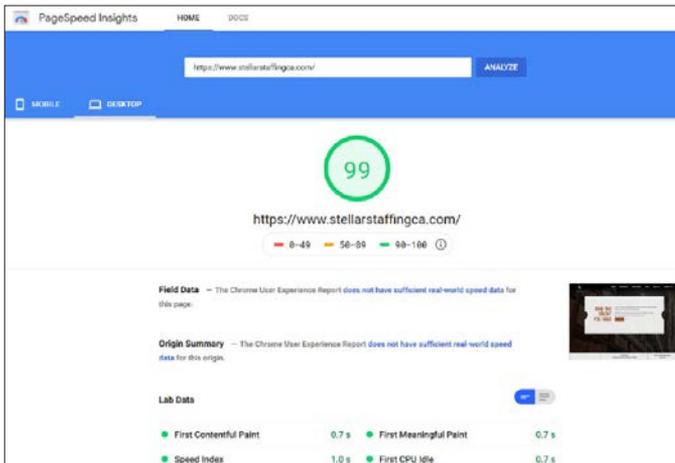
STRATEGY 2:

Improve Load Speed

Run [Google's PageSpeed Insights](#) for mobile and desktop to find out how your site performs on mobile and desktop.

If you get below a 90, use these tips to decrease your home page load time:

- **Minimize HTML & CSS.** Get rid of extra spaces in your code (they can slow your site down).
- **Cache content.** Use browser and server caching to minimize page reloading delays.
- **Compress images.** Minimize image size, so files are as small as possible without compromising image quality.
- **Limit plugins.** Third-party plug ins slow your site down; build as much functionality as you can directly into your site.
- **Optimize hosting.** Choose a host that designs their servers around the type of site you have, to ensure your site runs as fast and reliably as possible.



Make sure your web developer is doing ALL these things to speed up your site – so it encourages visitors to take action or explore further!

PROBLEM:

Navigation Leaks

When someone visits your site, they need to be able to get from point A to point B as quickly as possible. Here are some of the biggest navigation issues that cause talent and client leaks:

- **Structure doesn't align with user intent.** Think like one of your site's visitors: What do you want to do when you arrive? If your site navigation fails to consider how users move through a website, they may become frustrated and give up before finding what they need or taking action.
- **Too many clicks.** Every time a user has to click to find what they want, another page has to load, creating yet another delay and leak point.
- **Not optimized for mobile AND desktop.** Many staffing websites are built "mobile first," but that hamburger menu , while valuable on a handheld device, ruins the desktop experience for a site visitor. Instead of having menus readily visible, users have to click just to figure out where to go on your site. (Again: more clicks → delays + frustration → leaks)

Think: If great navigation makes it easier and faster for someone to find what they want on a competitor's site, guess whose they're more likely to apply or buy on?

STRATEGY 3:

Use Intelligent Site Architecture

INFORMATION ARCHITECTURE

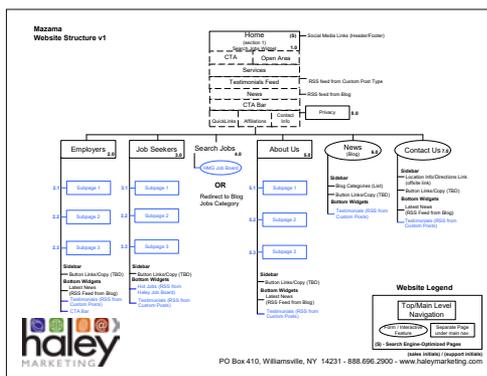
First, consider who uses your site. Staffing site users typically include:

- Job seekers
- Employers
- Current associates
- Current clients

Each wants to find distinct content and will engage differently!

Then, map it all out:

- Determine where you should put the content on your site, so that it makes the most sense based on what users do/need.
- Structure your site so visitors can get to the information they want as efficiently as possible.
- Create a diagram to plan out the site structure and navigation – including pages, forms and links.



INTUITIVE NAVIGATION

The order and naming of menu items greatly impacts user experience.

Tips:

- Take user intent into account, by making high-priority information easy to find. For example, if job seekers are your primary site visitors, make your job board prominent in your navigation (ideally the top-left menu item).
- Keep menu names short, to keep design clean.
- As an alternative, consider very short phrases for menu names, to make it easier for visitors to determine where they want to go (e.g., “Find Work” or “Need to Hire?”).
- Strive for one-click access for visitors, so they can quickly navigate from wherever they are to wherever they need to go.

The big takeaway? Design your site with your user experience in mind!

STRATEGY 4:

Improve Navigation

USE THE RIGHT MENU FOR THE RIGHT JOB

- > Choose a hamburger menu for mobile. Opt for traditional horizontal drop-down menus on desktop.



MOVE LESS ESSENTIAL INFORMATION TO THE FOOTER.

If “about us” content or other resources aren’t critical to the user experience, consider moving links to those pages to your site’s footer.

USE LARGE FORMAT DROPDOWNS INTELLIGENTLY.

Ideal for deep/complex websites, these menus:

- give the viewer context about subpages;
- allow you to add CTAs to direct them exactly where you’d like them to go;
- increase one-click access to subpages; and
- include dynamic content like a “featured jobs” feed, so job seekers can see at a glance the best jobs you have available.



Again, the key to preventing navigation leaks is by thinking like a user. Take into account:

- Who will be using your site.
- What they’ll need to find while they’re there.
- How you can make information intuitively – and quickly – accessible.



PROBLEM:

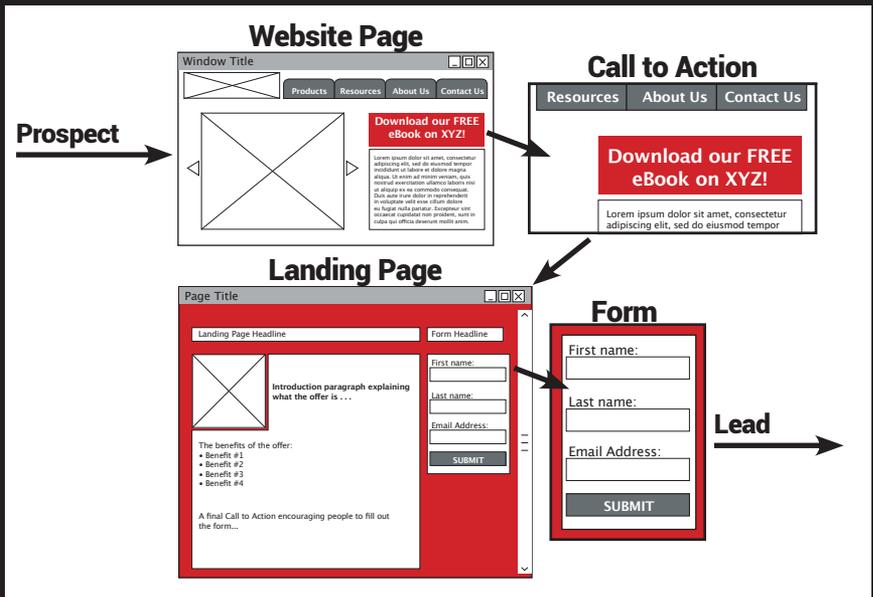
Entry Page Leaks

When job seekers and employers land on your site, do you make it clear and easy for them to take the next action? Too often, staffing websites lack a clear conversion path: a set of steps a site visitor should take toward a desired end (e.g., applying for a job, filling out a form, calling to request a temporary, etc.).

And without clear conversion paths, your website is little more than an online brochure. Too many site visitors will leave – never to be heard from again.

At a minimum, your site should have a defined conversion path, including strong CTAs, on the following pages:

- Home
- Blog posts
- Locations
- Contact
- Job seekers
- Services

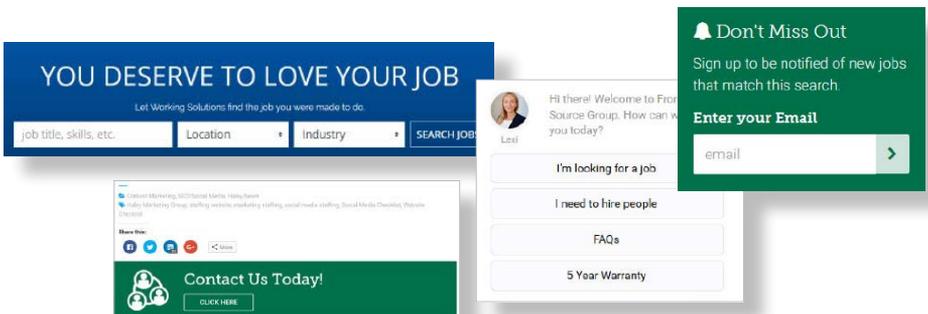


STRATEGY 5:

Design for Conversion

Maximize every opportunity to turn job seekers into applicants – and employers into clients – with these site improvements:

- **Featured jobs.** Increase applications by highlighting your best opportunities in multiple places on your site: home page, large format drop-down menu, top of the job seekers page, sidebar of a blog, contact page and more.
- **Search widget.** By embedding a search widget in different places throughout your site, you give candidates the ability to search jobs by keyword, from wherever they are likely to enter your website.
- **Internal links.** Build links to relevant, related content to drive people back to key conversion pages on your site (blog posts are ideal for creating internal links). Internal links are great for SEO; and they also keep visitors engaged on your site longer. The longer they're there, the greater your chances of converting them!
- **Other CTAs.** Think through all the ways you could entice a visitor to take action on your site:
 - > *Search jobs*
 - > *Job alert opt-in*
 - > *Download free content*
 - > *Request an employee*
 - > *Search featured talent*
 - > *Schedule a free workforce/recruiting consultation*
- **Chat.** Give people an option to interact with you no matter when they visit your site – either via live chat or through an automated chatbot. True AI chatbots can even screen qualified talent and schedule interviews!



PROBLEM:

Career Portal Leaks

In today's economy, your staffing firm can't afford to lose a single candidate. And if your firm is like most, you spend a ton on recruitment advertising to drive them to your site.

Are you doing everything you can to engage and convert potential applicants – or is your career portal leaking talent? Here are the biggest culprits:

- **Searching and filtering.** Is it easy for job seekers to find jobs that are right for them – or does your search feature serve irrelevant or too few results?
- **Application process.** How easy (or difficult) is it to apply to jobs from desktop and mobile? Up to 90% of job seekers will abandon a mobile application that's too cumbersome.
- **Requiring candidates to jump through hoops.** Do you ask for sensitive information (such as a Social Security number) on your application, or require candidates to register just to search for jobs?
- **Alternatives to apply.** How do you convert or stay in touch with passive candidates who aren't quite ready to submit their resumes?
- **SEO and Google for Jobs.** Does your site optimize every job for SEO – and specifically, are they appropriately coded so they appear on Google for Jobs?
- **Talent reengagement.** Return visitors to your site are twice as likely to apply to a job. If a candidate doesn't apply on their first visit, what does your site do to bring them back?

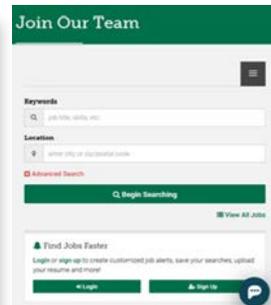
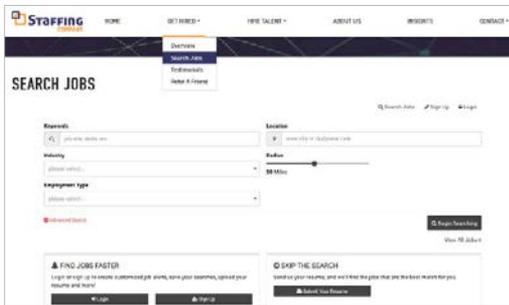
STRATEGY 6:

Get a Better Career Portal

Part 1: Search & Filtering Capabilities

The right career portal minimizes talent loss at every stage of the conversion funnel. Here are a few ways to help job seekers find and apply to the right jobs:

- **Search vs. display all.** On your primary job board page, you have a decision to make: Should you allow people to search jobs or display all your jobs? Your job board should enable you to offer either option, based on your needs.
- **Drop-down lists / type ahead.** As job seekers type, predictive typing and/or drop-down lists make it easier for job seekers to find what they want. These options are especially important in situations where candidates may not know all the options available to them.
- **Radius reach.** This feature allows people to search for jobs within a certain distance from their home, so they can control their commute time.



Need a better
**CAREER
PORTAL?**

With all these features and more, Haley Marketing's industry-leading career portal engages and converts more talent – and keeps them coming back, if they're not ready to apply.

STRATEGY 6:

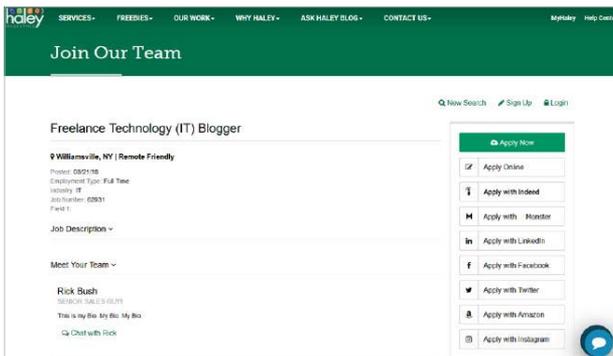
Get a Better Career Portal

Part 2: Application Process

If your application requires more than three fields, you're driving candidates away! But as we all know, three fields are NOT enough to qualify a candidate.

Here are a few creative solutions to minimize application abandonment, while still capturing the information you need:

- **Use an ultra-short form.** Start by gathering the candidate's name and email address. This way, even if they abandon the apply process at that point, you still have their contact information. Then, you can follow up and say, "Hey, thanks so much for starting to apply. We'd love to see your resume. Would you please complete our application process?"
- **Break the apply process into multiple steps.** Start by asking the candidate to upload their resume. Then, direct them to your full application form in step two.
- **Offer multiple one-click apply options.** Allow job seekers to grab and transfer information from 3rd party sites, including Indeed, Monster, LinkedIn, Facebook, Twitter and more. Even though Indeed isn't serving your jobs for free anymore, they still allow candidates to "apply with Indeed" with just a click.



FACT:

The majority of talent loss occurs when a job seeker is directed right to the ATS-based application form, and they're asked to complete pages and pages of questions. Who has time for that?

STRATEGY 6:

Get a Better Career Portal

Part 3: SEO

Boost SEO by ensuring your jobs meet these basic criteria:

- **Individual job pages.** Every job should be on its own webpage with its own URL. This allows you to add the job title and location as part of the URL, which increases the likelihood it'll show up in relevant searches.
- **On your company domain.** Jobs should be on your company's domain – not a third-party's.
- **On-page metadata.** Including important job data (location, job title, etc.) in subheads, the URL slug, the meta description and more improves your search rankings.

If your jobs meet these criteria, every single job adds a page to your website, which search-engine crawlers will discover, index and serve up in job seekers' search results.

Senior UI Designer/Developer

Buffalo, NY 14221 | Remote Friendly

Posted: 09/14/2018
Employment Type: Full Time
Category: Technical
Pay Rate: \$55,000-\$70,000

Job Description

Are you

- Motivated to create world class websites that drive response?
- Interesting in developing industry leading recruiting technology?
- A cross-functional designer/developer who is determined to deliver amazing user experiences?
- Looking to advance your design talent and your love of technology to influence the recruiting industry?

Haley Marketing Group is looking for a senior UI/UX designer with significant technical and front-end development skills to join our interactive development team. We need someone who can not only design and build marketing sites for our

Apply Now
Apply Later
Refer A Friend

Share This Job:

Related Jobs:

STRATEGY 6:

Get a Better Career Portal

Part 4: Google for Jobs

WANT YOUR JOBS TO APPEAR ON GOOGLE FOR JOBS?

(We're hoping you respond with a resounding, "Yes!")

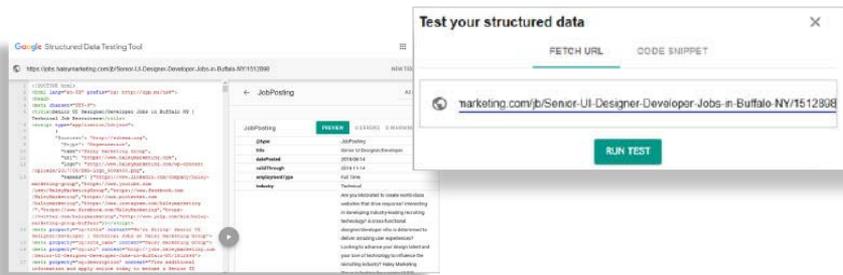
In order to get your jobs on Google for Jobs, you must include "structured data markup." This is code behind the scenes that tells Google how to interpret the content of your job post (i.e., things like the job title, description, salary, etc.).

You can then use Google's Cloud Jobs API to push your job content to Google. This isn't necessary to get your jobs listed, but it greatly accelerates the process.

One word of caution: Google really wants you to define every aspect of your jobs—including a couple of things you might not want to disclose:

- Salary
- The location of the job

Before you say "no way," realize that job posts with salaries listed get 40% more applications. And one of the most common searches is "[job title] jobs near me." If you don't include the physical location of the job, you won't appear in Google for Jobs results for these searches.



Not sure if your jobs are optimized for Google for Jobs?

Reach out to one of our [marketing educators](#) to learn about the features of the Haley Marketing job board!

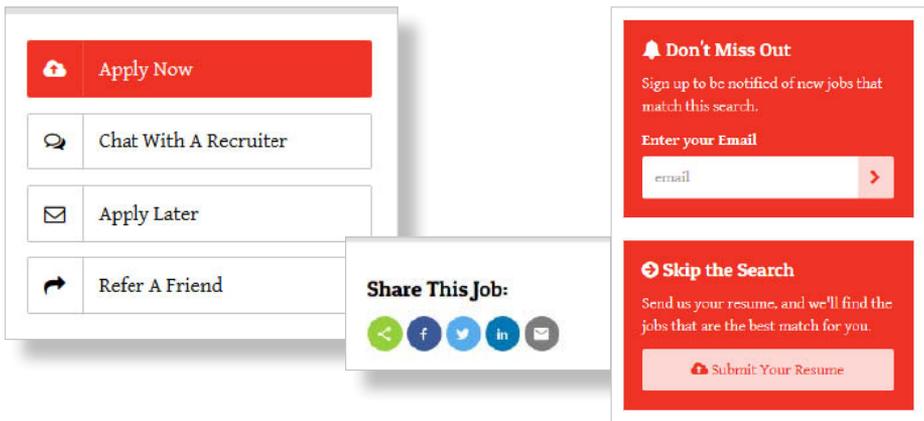
STRATEGY 6:

Get a Better Career Portal

Part 5: Talent Re-Engagement

If an individual isn't ready to apply to one of your current openings, provide ways to stay in touch and bring them back to your website:

- **Job alerts.** Allow the candidate to easily opt into job alert text or email messages, customized to their job preferences.
- **Category mailings.** Similarly, encourage candidates to sign up for your email marketing. Periodically email candidates with relevant job openings in their desired job categories.
- **Retargeting.** Paid advertising through Google and Facebook allows you to serve ads to individuals who have searched jobs on your website. Retargeting ads follow people around as they browse Google's Display Network of more than 2 million websites, or when they check Facebook (typically 8 to 10 times per day!). These ads are extremely cost-effective and can:
 - > *Remind someone to complete an application they started.*
 - > *Check out related jobs on your job board.*
 - > *Thank candidates for visiting your site and remind them to search your job board again.*



STRATEGY 7:

Expand Your CTAs

Sure, you want candidates to apply to your jobs. But that shouldn't be their only option – and your job board shouldn't be the only place you're driving conversions.

Maximize the response to CTAs by:

- **Spacing them out** – so they're visible but don't overwhelm your design.
- **Varying the design and format.** In addition to buttons, you can use fly ins, side bars, forms and even inline text links.
- **Use action-oriented language.** "Find your dream job" is much more powerful than "click here" or "learn more."
- **Give candidates a variety of options:**
 - > *Apply later*
 - > *Chat with a recruiter (particularly useful for higher-level roles)*
 - > *Sign up for email and text-based job alerts*
 - > *Refer a friend*
 - > *Read your blog*
 - > *Share content (blog posts or jobs) on social media*
 - > *Sign up for your candidate newsletter*
 - > *Download a salary guide, eBook or other valuable content*

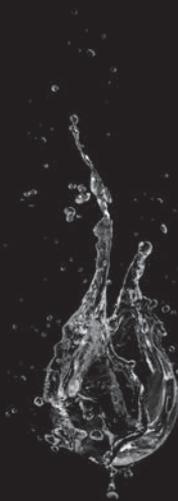
Strong CTAs give candidates more options to engage with you. And the more ways you engage with talent, the more likely they are to apply with you when the time and the opportunity are right.

PROBLEM:

Content Leaks

The most beautiful, high-tech website in the world won't convert if the copy stinks. These are the biggest content mistakes that drive employers and job seekers away:

- **Dull or "me too" copy.** If your sole differentiator is "service" or "strong relationships," you're no different than 90% of your competitors. How can you expect someone to choose you?
- **Dense paragraphs of prose.** People are extremely busy. If they can't instantly determine:
 - > *who you are*
 - > *what you do*
 - > *what's in it for them*
 - > *the next step to take...*...they'll lose interest.
- **Missing or weak CTAs.** Unless your CTAs are prominent, clear and motivating, you're missing conversion opportunities.



STRATEGY 8:

Write Less...But Better!

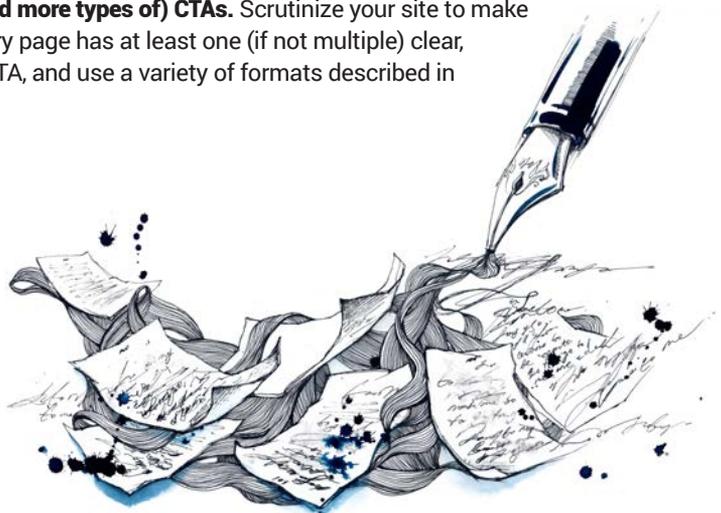
"I would've written you a shorter letter, but I did not have the time."

—MARK TWAIN

Writing copy that's accurate, engaging, compelling – and short – is a tall order. But it's critical to plugging leaks. Your candidates and clients are busy. Distracted. Impatient. They want you to get to the point – quickly!

Here's how:

- **Clarify your core messaging.** Core messaging defines who you are. What you do. And most importantly, why you are different and why people would want to work with your organization. Determine the most important points you want to make, and then distill that message into as few words as possible.
- **Shorten copy on top-level pages.** On primary pages, keep language as short as possible, with the goal of driving conversions. If you need in-depth content on your site, put it on subpages (where it's ideal for SEO).
- **Use subheads intentionally.** People typically skim web content before they read it. Write your subheads so busy people can understand your story without having to read everything.
- **Add more (and more types of) CTAs.** Scrutinize your site to make sure that every page has at least one (if not multiple) clear, compelling CTA, and use a variety of formats described in Strategy 7.



PROBLEM:

Design Leaks

Design tools and best practices evolve at breakneck speed. If your site is more than three years old, it likely includes at least one of these design fails that create client and talent leaks:

- **Outdated design.** As time passes, the branding of your site may no longer accurately convey your company's core message, vision, services, etc.
- **"All things to all people" stock images.** Those stock photos that represent every job category, age category and ethnicity may be inclusive, but they just dilute your messaging. When you try to be everything to everybody, you wind up being nothing to anyone.
- **Failure to drive response.** Your site may be great looking. But unless it's designed with clear conversion paths, employers and job seekers will leave without taking action.
- **Not optimized for desktop and mobile.** Even if your site is responsive (i.e., it adjusts to display correctly on any device), it may still leak unless it's designed with different users' intent in mind.

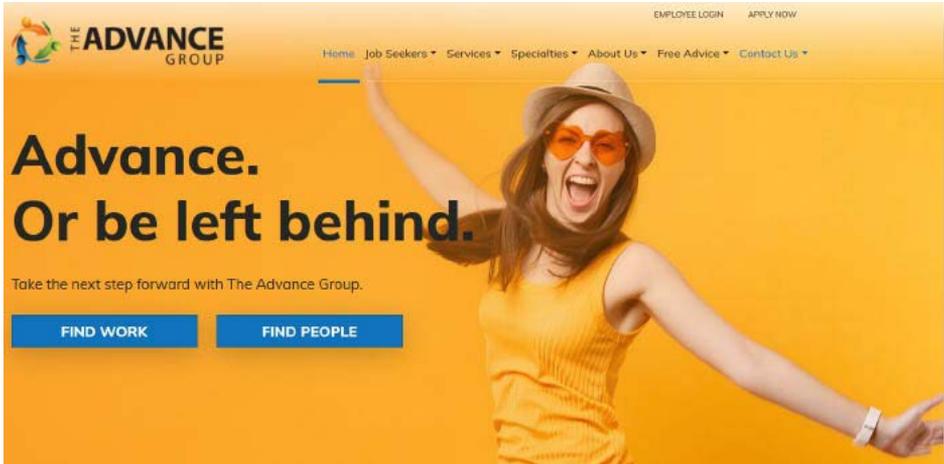


STRATEGY 9:

Design for Response

Headers. Footers. Images. Videos. Sidebars. Fly ins. Sliders. Logos. Animations. Pop-ups. Buttons. Forms. Designers have so many tools to make a website exciting and engaging! But driving action requires more than bells and whistles:

- **Clean, intuitive layout.** When it comes to great web design, less is more. Exercise restraint, so people who land on your site aren't overwhelmed – and desired actions are obvious.
- **Great imagery.** It's great to show diversity throughout your site, but don't try to accomplish it with one stock photo. Choose photos that stand out, reflect your brand and capture the emotion you want clients and candidates to feel.
- **Bold CTAs.** Use color, shape and placement intentionally to make it clear, at a glance, what employers and job seekers should do next.

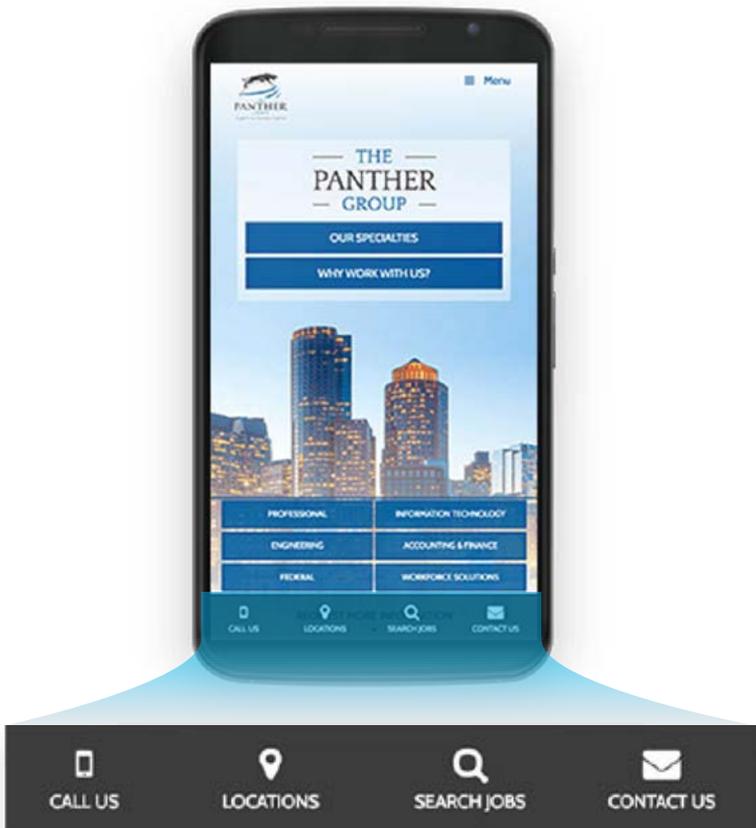


STRATEGY 10:

Think Beyond Responsive Design

Devices come in a variety of sizes and operating systems – and people use smartphones and tablets differently than they do desktops and laptops. Effectively driving conversions across devices requires more than layout that adjusts to screen size.

Leverage the capabilities of the platform! For example, consider adding a quick action bar to your mobile site, so key functions are just one click away. Customize the bar to include the most important actions visitors should take – whether it's contacting you, searching jobs, uploading a resume or requesting talent.

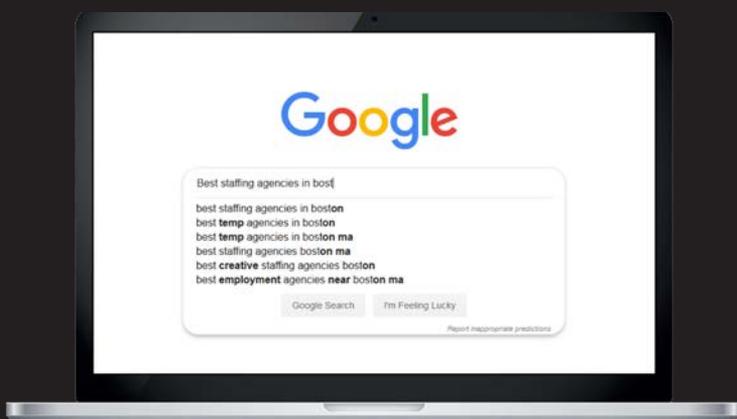


PROBLEM:

SEO Leaks

Everyone wants to rank #1 on Google for “best staffing agency in [insert city],” but your firm may fail to attract the right employers and talent because:

- **Your pages aren't optimized.** Great SEO requires expertise and financial investment.
- **Your SEO strategy is bad.** While higher rankings mean greater visibility, increased traffic and the potential for more conversions, ranking #1 for a single search string is NOT an SEO strategy.
- **You have no content strategy.** Once you've optimized your website, your work is not done. SEO is a process – not a one-time event – and you need an ongoing strategy to continue to rank well in search engines.
- **You're not using data to drive your content.** Content that resonates with your audience and drives conversions doesn't happen by accident – and isn't based on assumptions.



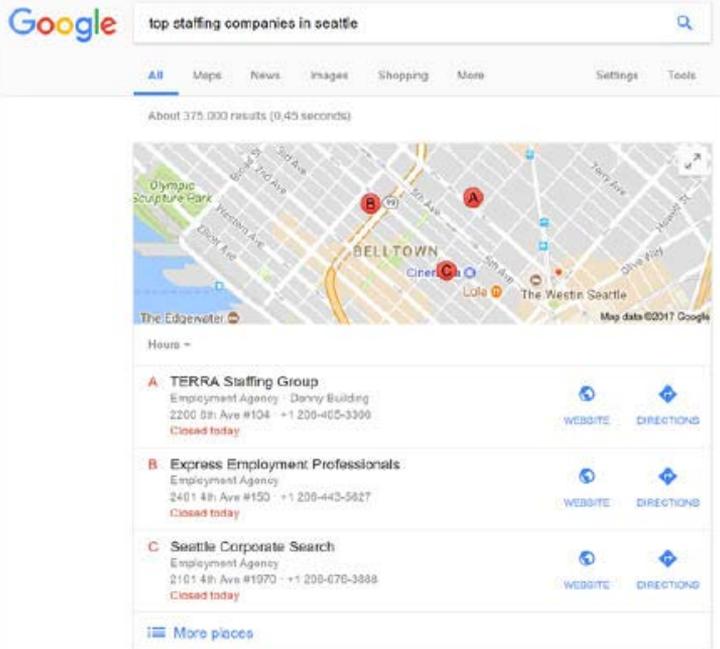
STRATEGY 11:

Better SEO Strategy

Part 1: Keywords

To rank well for a wide variety of searches that your target audiences carry out:

- **Conduct keyword research.** Use tools like Ahrefs or SEMrush to determine what your audience is searching for, what keywords they use and how competitive those keywords are. Based on your research, create a bank of strings you should realistically aim to rank well for.
- **Perform on-page SEO.** At a minimum, optimize the following core pages so their source code includes your target keyword strings:
 - > *Services pages*
 - > *Specialties*
 - > *Individual office locations pages*
 - > *Individual team member profiles*
 - > *Jobs pages*



STRATEGY 11:

Better SEO Strategy

Part 2: Content

Fresh, original, relevant content is essential to ranking well in search:

- **Create an ongoing content plan.** To build a content plan that keeps your sales and recruiting funnels full, create and optimize the following types of content:
 - > *Blog posts*
 - > *Top jobs*
 - > *Case studies around specific specialties and/or industries*
 - > *Candidate and client testimonials*
 - > *Talent profiles of your most placeable candidates*
- **Use data to improve content creation.** What jobs are the most viewed? What blog posts get the most shares? What webpages are the most trafficked? Use what works to experiment and create more of the types of content that appeal to your audience.

The screenshot shows the TempStaff website's 'Top Talent' page. At the top, there is a navigation menu with links for Job Seekers, Employees, Employers, Search Jobs, About Us, Resources, and Contact Us. The main heading is 'TempStaff's Top Talent'. Below this, there are two introductory paragraphs: one for employers looking for special skills and one for job seekers looking for a special tool. A search bar is present with fields for 'keywords' and 'near location', and buttons for 'Browse Talent', 'Find Talent', and 'For Candidates'. Below the search bar is an 'ADVANCED SEARCH' section with a 'Filter' dropdown and '11 Results' displayed. The main content area features a grid of candidate profiles. Each profile includes a photo, the candidate's name, location, and job title. The visible profiles are: Brittany (Administrative Assistant, Brandon, MS), LaTanya (Temporary Employee, Madison, MS), Kaylee (Office Assistant, Richland, MS), and Teri (Administrative Assistant, Raymond, MS). The page also includes a footer with social media icons and the company logo.

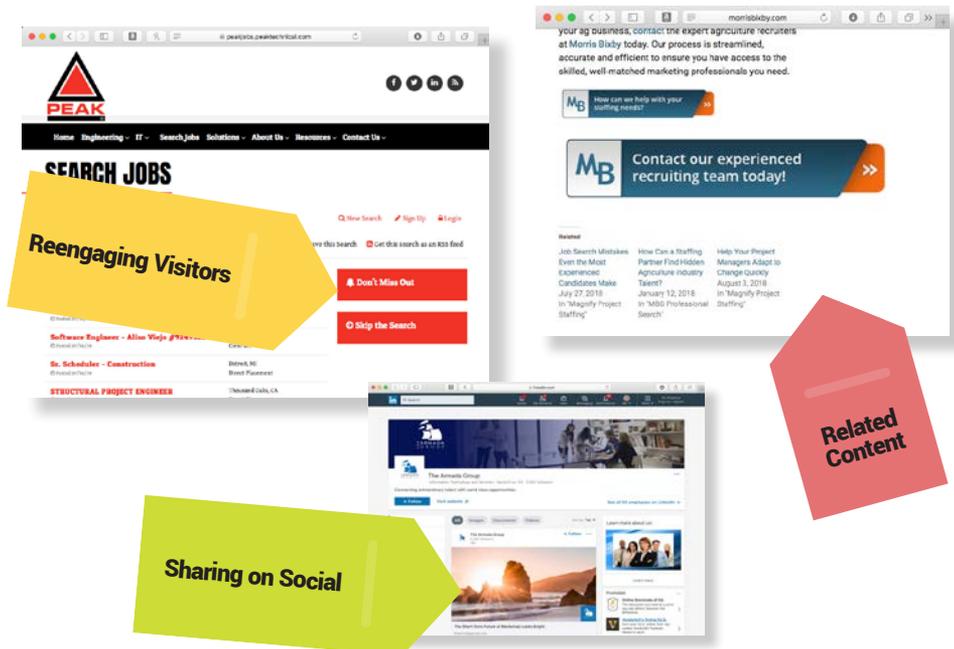
STRATEGY 11:

Better SEO Strategy

Part 3: Engagement

The higher your session duration (i.e., the amount of time people spend interacting with your website pages), the better your site will rank. Keep people on your site longer – and get them to take action – by:

- **Recommending related content.** Within your content, build backlinks to other content on your site, which readers might find helpful.
- **Reengaging visitors (via email and SMS).** Bring people back to your site by informing them when new content, jobs and talent are available.
- **Sharing on social.** In addition to building your brand, social sharing brings more traffic to your website. Get your team to commit to sharing all the amazing content you create on the platforms your target employers and job seekers use.
- **Investing in PPC.** Use pay-per-click advertising to cost-effectively promote content – and attract more web visitors. PPC is ideal for engaging people who may not yet know about your firm.



PROBLEM:

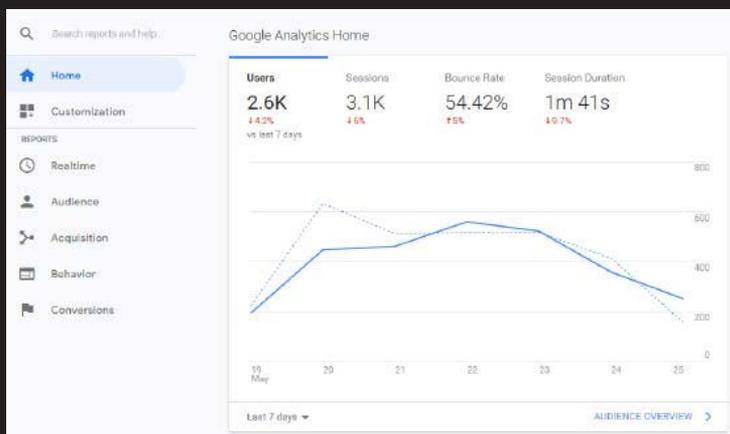
Analytics Leaks

Are you examining and acting on your website's performance data – or sticking your head in the sand?

Unless you understand and continually monitor the following, you could be missing key opportunities to attract, engage and convert visitors. Make sure you track:

- **Exit and entry pages.** Where do people come into and leave your website?
- **Traffic sources and trends.** How are visitors directed to your site? Is your traffic from search engines increasing or decreasing?
- **Popular content.** What pages, posts, jobs, etc., are people navigating to most frequently?
- **Keywords driving traffic.** What keyword strings bring the most people to your site?

Tools like Google Analytics, Ahrefs and SEMRush are vital to capturing these insights – and then adjusting your SEO strategy, website design and content accordingly.



Use Data to Make Decisions

- **Google Analytics.** This powerful tool provides important data on everything from who's visiting your website, to how long they spend on your site, to which pages have the highest exit rates.
- **ROI dashboards.** If you build your site with Haley Marketing, our ROI dashboard allows you to easily see how many people are:
 - > *visiting your site*
 - > *new site visitors*
 - > *looking at your jobs*
 - > *applying to your jobs (and where those applications are coming from)*
 - > *filling out your web forms*

At least once per quarter, log into your web analytics dashboards/accounts to examine key performance indicators and determine trends. Use what you learn to identify opportunities to plug leaks and increase conversions.



Haley Marketing ROI dashboard shows website performance at a glance.

Final Considerations

These aren't necessarily strategies to plug website leaks, but they're important to your website's function and performance:

- **Hosting.** Maximize uptime, speed and security by choosing a host that's optimized for the content management system your site is built upon.
Hint: It's not just about who's the lowest cost per month!
- **Flexibility.** Is your content management system one that's easy to use? Is it simple to publish blog posts, add pages and edit copy? Does it allow you to easily add and categorize testimonials? Can you add team member profiles? Your website is a living, breathing thing; you shouldn't have to be a developer to update it.
- **Support.** Who's there to answer your questions and provide assistance? Do you have access to a robust FAQ, help center and training videos? You deserve a partner who gives the answers, advice and support you need, when you need it.
- **ADA compliance.** Litigation against employment-related sites that are not ADA-compliant is on the rise; attorneys consider staffing and recruiting websites a prime target. There's a lot involved with creating a truly ADA-compliant website and career portal, and it's time to think about building one to serve individuals with disabilities – while protecting your firm.
- **Portability.** Who owns your website – you or the vendor who built it? While you don't (and probably shouldn't) have to host your own site, you want your site built on a platform that allows you to easily move it anywhere you want to go.
- **ATS agnostic.** Hopefully you are on an ATS that you love and will never leave. But should you decide to change your staffing software, you want to ensure that key features of your site – namely your job portal and talent engagement capabilities – will not be lost due to an ATS change.



Need a world-class website? work with the best in the industry.

At Haley Marketing, we've been developing staffing websites since 2003, and we've built more than 1,700 sites.

We've also developed our own career portal software and WordPress plugins. And we track analytics on more than 1,000 staffing and recruiting websites every month.

What does all this mean?

It means we know what works...and what doesn't in a staffing website! And we're here to help:

- **[Connect with a marketing educator.](#)** We'll learn about your business, discuss your goals and help you create a leakproof website that's a true sales and recruiting engine.
- **[Request our Staffing Website Features Checklist.](#)** This handy guide helps ensure you won't miss any of the key features staffing and recruiting firms use to drive website ROI.
- **[Browse our online portfolio.](#)** From value sites to custom sites – and everything in between, we have options that are right for every need and budget.
- **Check out these [website success stories](#):**
 - > [This award-winning website increased job board traffic by 771%](#)
 - > [A bold, feature-rich site won this client an ASA Genius Grand Prize](#)





About Haley Marketing

AT HALEY MARKETING, WE ARE STAFFING INDUSTRY SPECIALISTS.

Our mission is to make great marketing more affordable.

Whether you're looking for an effective way to stand out from the competition or you just need a new website or brochure, we can provide it.

Our SERVICES

- **Website Design & Content**
- **Blog Writing & Social Media**
- **Recruitment Marketing**
- **Direct Mail Campaigns**
- **Email & Content Marketing**
- **Corporate Identity & Creative**
- **Marketing Strategy**
- **Online Advertising**

**Solutions to the staffing industry's challenges.
Prices YOU can afford.**

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