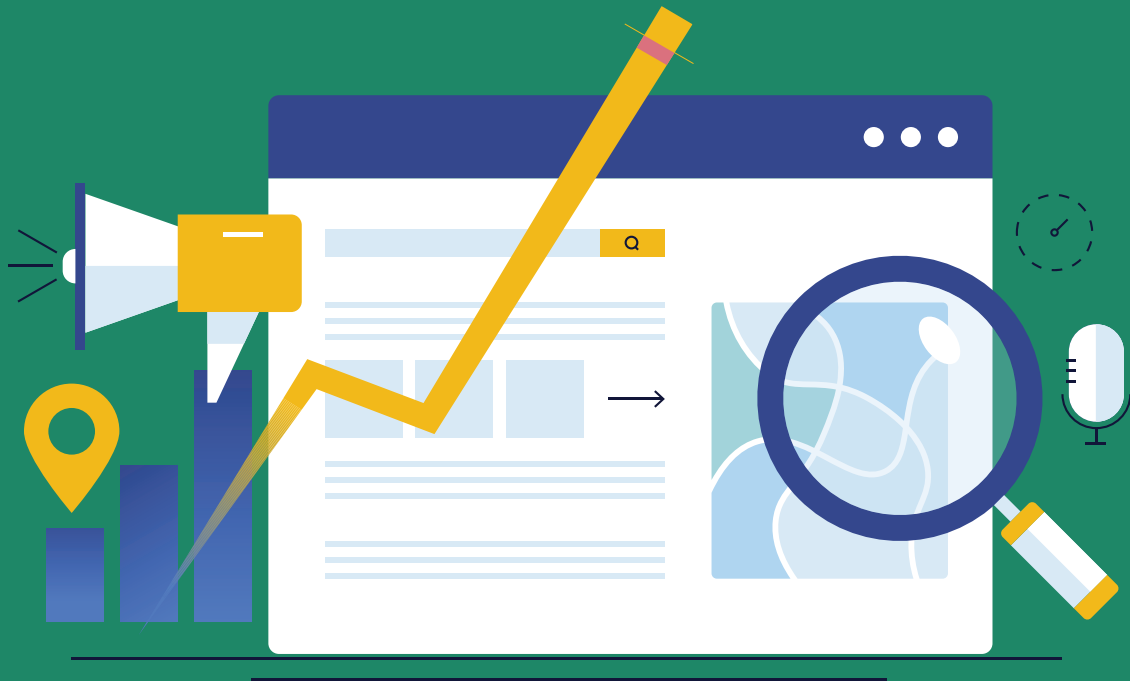


How to get the most value out of ONGOING SEO services



Do more. Get more.

At Haley Marketing, our mission is to make world-class marketing fast, easy, and affordable. As part of that mission, we've created many products and services designed to make it easier for staffing companies to sell and recruit.

When it comes to your marketing, you want to get the most value for every dollar you invest. More sales leads. More candidates applying to jobs. And as your marketing partner, we want that too!

That's why we created this checklist.

We took a hard look at our products and services and asked ourselves two questions:

- 1) What else can Haley Marketing do to help our clients increase results?
- 2) What else can our clients do to get the most value from our services?

On the following pages, you'll find the answers to these two questions. We've provided two checklists for each service—a list of what we can do for you, and a list of ideas that you can implement on your own to get even more ROI from your marketing investments.

We hope you find these checklists helpful, and we look forward to working with you on putting these ideas into action



Put an "X" next to each completed item. →

What Haley Marketing can do for our clients.	COMPLETE
Ask your clients questions about what their clients are asking them. Develop a deep understanding of staffing and other workforce management issues that we can use for SEO keyword research.	
<p>Ask clients for a list of top competitors in their market and industry.</p> <ul style="list-style-type: none"> ○ Run competitive analysis reports to determine top-performing content. ○ Reverse engineer and create more in-depth content to outrank competitors. 	
Ask clients all the ways their clients describe the staffing services (e.g., temp help, contract staffing, contingent workers, etc.), so we can ensure we have all the possible appropriate jargon related to hiring and staffing in the client's industry.	
Ask clients to provide a list of questions they get from employers, and then use those questions for keyword research and topics for long-form content. These posts can also make great handouts for salespeople to use on their calls!	
Ask clients about new specialties and subspecialties for which we might want to create specific webpages.	
Ask clients about locations where they have a lot of jobs, including those where they don't have a physical office, new office locations, and remote office locations.	
Develop a list of possible CTAs that tie to the client goals for the quarter (see suggested list). Integrate ONE CTA into long-form blog posts – at multiple points in the post (middle and end).	
Encourage clients to purchase a Search PPC campaign (Haley Marketing Web Traffic PPC) or a local PPC campaign for keywords where it will be difficult to improve ranking in the short term.	
Include geographic modifiers to keywords for clients who work in specific areas as a way to improve local SEO.	
Revamp top-performing long-form articles with respect to Google Search Console data.	
Create location pages for specific offices/geographic areas you service.	

What Haley Marketing clients can do.

COMPLETE

Talk with your Haley Marketing SEO Advisor about the biggest hiring, staffing, and workforce management challenges your clients are facing.	
Develop a list of calls to action (CTAs) that Haley Marketing can incorporate into your long-form content.	
Ask your sales team to develop a list of challenges they face in selling and objections they hear from employers (your SEO Advisor can use this list in social content planning).	
Turn long-form posts into handouts for use on sales calls. These handouts can help illustrate the value your staffing company can provide and offer ideas to help your clients and prospects with their hiring and workforce management challenges.	
After sales calls, include links to the long-form articles in your follow-up emails. Share relevant ideas to help address topics discussed during the sales appointment.	
Repost your blogs as articles on LinkedIn. This is a great way for salespeople and senior leaders to build personal brands.	
Share any presentations, slide decks and other collateral you have created.	
Share all long-form content on your social media sites.	
Publish content as posts on your LinkedIn account.	
Publish/repost content on Google My Business.	

Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



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