

SEO/AIO Checklist for Staffing Agencies



SECTION 1

The Foundation — Who / What / Where / Proof

(12 questions)

GOAL: Make your site “legible” to Google and LLMs.

	YES	NO	NEEDS WORK
Does your homepage clearly state your company name in a primary header (not just the logo)?	☐	☐	☐
Does your homepage clearly state what you do (staffing/recruiting + type) in the first screen?	☐	☐	☐
Does your homepage clearly state who you serve (employers, candidates or both) in the first screen?	☐	☐	☐
Do you explicitly name your primary niches (e.g., light industrial, healthcare, IT) on the homepage?	☐	☐	☐
Do you have a dedicated page for each staffing specialty you want to be known for?	☐	☐	☐
Do your specialty pages describe your process (how you recruit/screen/deploy) in a way a buyer can understand?	☐	☐	☐
Do you have dedicated pages for the locations/markets you serve (not just a list in the footer)?	☐	☐	☐
Do location pages include unique local proof (not copy/paste) such as industries served, roles, or local outcomes?	☐	☐	☐
Do you have an About page that includes measurable credibility (years, placements, fill rate, time-to-fill, safety record, etc.)? ...	☐	☐	☐
Do you prominently display reviews and link them to the source (Google/ClearlyRated/etc.)?	☐	☐	☐
Do you display case studies (even anonymized) with a clear problem → solution → outcome structure?	☐	☐	☐
Do you have a clear primary conversion path for each audience (Employer “Request Talent” and Job Seeker “Search Jobs/Apply”)?	☐	☐	☐

SECTION 2
Topical Authority — “Stay in your lane”
(8 questions)

GOAL: Prove you’re a specialist, not “everything to everyone.”

	YES	NO	NEEDS WORK
Does your blog/content strategy focus on topics tightly aligned to your staffing niches and services?	☐	☐	☐
Do you publish content that directly answers employer/buyer questions (pricing, process, risks, timelines, onboarding)?	☐	☐	☐
Do you publish content that directly answers candidate questions (pay, schedules, interviews, requirements, benefits)?	☐	☐	☐
Do you have content clusters for each niche (e.g., Light Industrial hub + supporting Q&A articles)?	☐	☐	☐
Do your niche pages link to supporting articles (and do those articles link back to the niche pages)?	☐	☐	☐
Have you avoided publishing broad, unrelated content just to chase keywords (the “spray and pray” trap)?	☐	☐	☐
Do your top pages show clear authorship/ownership (named author or company expert)?	☐	☐	☐
Do you update your most important pages at least quarterly (services, locations, proof, FAQs)?	☐	☐	☐

SECTION 3
AI Answer Readiness (AIO/AEO) — “Be the answer”
(10 questions)

GOAL: Structure content so Google AI Overviews + LLMs can pull clean answers.

	YES	NO	NEEDS WORK
Do your service and niche pages include a short “Quick Takeaway” section near the top (3–5 bullets)?	☐	☐	☐
Do key pages use clear headings that mirror real questions (e.g., “What does a light industrial staffing firm do?”)?	☐	☐	☐
Do key pages include an FAQ section with 5–8 specific questions your buyers/candidates actually ask?	☐	☐	☐
Are your FAQs written as direct, plain-language answers (not marketing fluff)?	☐	☐	☐
Do your pages use lists/tables where appropriate (roles filled, industries served, screening steps, turnaround times)?	☐	☐	☐
Do you use schema markup for FAQs (or Q&A-style structured data) on relevant pages?	☐	☐	☐
Do your job seeker pages include fast answers about application steps, required docs, interview expectations and pay cadence?	☐	☐	☐
Do your employer pages include fast answers about order process, screening, safety, compliance and replacement policy?	☐	☐	☐
Do you have a page that compares options buyers search for (e.g., temp vs temp-to-hire vs direct hire)?	☐	☐	☐
Do you have at least one “best of” or comparison-style resource that shows transparency (even if competitors are mentioned)?	☐	☐	☐

SECTION 4

Local SEO + Market Coverage

(8 questions)

GOAL: Win local internet searches and strengthen AI locality signals.

	YES	NO	NEEDS WORK
Do you have a fully optimized Google Business Profile for each office/location?	☐	☐	☐
Is your NAP (name/address/phone) consistent across your website and major directories?	☐	☐	☐
Do location pages include local signals (city + roles + industries + proof) and not just generic text?	☐	☐	☐
Do you have local landing pages for priority markets even if you don't have a physical office there (when appropriate)?	☐	☐	☐
Do you earn local backlinks/mentions (chambers, associations, sponsorships, local business features)?	☐	☐	☐
Do you publish at least one local market resource per quarter (hiring trends, wage guides, shift patterns, safety tips)?	☐	☐	☐
Do your pages clearly show service area coverage (map, list of towns served or structured location navigation)?	☐	☐	☐
Do you track rankings/visibility for "[niche] staffing in [city]" terms in your priority markets?	☐	☐	☐

SECTION 5

Trust Signals + Proof

(7 questions)

GOAL: Give Google/AI and humans reasons to trust you.

	YES	NO	NEEDS WORK
Do you have a dedicated page (or section) for awards/recognition (ClearlyRated, SIA, local awards, etc.)?	☐	☐	☐
Do award logos link to a validating source (or have supporting text + alt text + citation)?	☐	☐	☐
Do you have press releases or news mentions posted on your site (and kept updated)?	☐	☐	☐
Do case studies include specific metrics (time-to-fill, retention, safety, show-up rate, fill rate, cost reduction)?	☐	☐	☐
Do testimonials include a real name/company (or a clear anonymized descriptor like "Aerospace supplier in TX") and context? ..	☐	☐	☐
Do you feature client/candidate advocacy content (interviews, quotes, short clips, podcast snippets)?	☐	☐	☐
Do you have a clear "why choose us" section that is evidence-based (proof, not adjectives)?	☐	☐	☐

SECTION 6

Off-Page Signals for GEO (ChatGPT/LLMs)

(5 questions)

GOAL: Build the external signals LLMs pull from (listicles, reviews, forums, video).

	YES	NO	NEEDS WORK
Are you actively generating reviews on major platforms (Google, ClearlyRated, etc.) on a consistent cadence?	☐	☐	☐
Have you identified and pursued inclusion in "Top staffing firms in [city]" listicles (even if pay-to-play)?	☐	☐	☐
Do you have an owned YouTube presence (or consistent short-form video) answering staffing questions?	☐	☐	☐
Do company leaders/recruiters participate in relevant online communities (LinkedIn, Reddit/Quora when appropriate) as helpful contributors?	☐	☐	☐
Have you searched ChatGPT/Perplexity for "best staffing firm in [city] for [niche]" and noted whether you appear?	☐	☐	☐



HOW TO GRADE

SCORING: 1 point for Yes, 0 for No. **TOTAL:** 50 points.

- 0–19:** Invisible risk (you’re easy to overlook in Google + AI)
- 20–34:** Inconsistent visibility (you’ll show up sometimes, but competitors can outrank/out-cite you)
- 35–44:** Strong foundation (ready to scale topical authority + AI visibility)
- 45–50:** Market owner (now focus on expansion + programmatic + off-page dominance)

Want a complimentary SEO/AIO review of your site?



Send us your name, company URL and email address. We’ll perform a Local Visibility + AI Relevance Audit and send you a video walkthrough – no strings attached.

Get My Local Visibility + AI Relevance Audit