

SHAZAMME

THE ULTIMATE RECRUITMENT SECRETS BLACK BOOK



**SUPER STRATEGIES TO GET
YOU MORE FREE TRAFFIC**

This is a guide to optimising recruitment and staffing sites. I have been working within the digital recruitment space since 2007, effectively utilising this methodology to enable our own organisation, and those of our clients, to achieve extraordinary results on a consistent basis. Now updated for 2020, I am excited to share my guide to recruitment, staffing and HR sectors all across the globe.

BACKGROUND

I had spent several years building a commercial job board to compete with the major job boards in Australia, subsequently I ran one of the largest SaaS platforms globally - providing for recruitment sites, job boards and HR career sites. A major requirement for this platform was a high degree of SEO in order to effectively target the specific nuances of this sector.

I decided to use my intimate knowledge of the inner workings of this industry to supercharge recruiters on a global scale. I felt it right to continually document my knowledge, using it to help those within the industry better market themselves/

This e-book should be read by every recruitment and staffing business owner - it contains proven formulas, underutilised tips, and above all; a truly pragmatic ethos

This will be the first of many guides aimed towards assisting those within this industry via sharing my passion. We will be addressing site architecture, technical optimisation and other important components. The biggest thing overlooked in recruitment sites is the use of the correct terminology, without proper use of this, your content will not be discovered by the relevant people, clients and candidates.

A guide made solely for the recruitment industry - with a core focus on SEO

SEO in the recruitment world is quite unique in that you have multiple audiences and a sophisticated job matrix to consider.

If you're new to SEO, and you're looking for an introduction on the subject, then you could do very well simply by reading [Google's Beginner Guide](#) or Britney Muller's recently updated [Beginner's Guide to SEO](#). Whilst there are many recent guides discussing technical SEO, this guide blends it especially well with recruitment and staffing applications.

This guide has been purpose built with accessibility in mind, to be read by all, from the beginner to intermediate SEO consultant, or the in-house marketer tasked with either scoping a new job site/working to improve an existing one.

In Part 1 of the guide we shall be applying SEO techniques to a typical recruitment website and providing a high-level overview of many SEO techniques. Over the years we used these techniques to successfully develop over 1,000+ clients onto our SaaS recruitment website platform; ranging from the largest 5 recruiters in the world to some of the smallest.

10 Ways to Rock at Recruitment SEO

1. Building an optimised site structure for recruitment
2. Creating an amazing site structure with keywords
3. Optimising sector pages - Clients
4. Optimising sector pages - Candidates
5. Consultant Hero Pages
6. Optimising Jobs pages
7. Managing expired vacancies
8. Content strategy
9. Testimonial pages
10. Campaign pages

1 | Building an optimised site structure for recruitment

Site Architecture is in my opinion one of the most important things to start with. This lays the foundation for users to find what they are looking for and for search engines to love your site for its content.

I always use the analogy that if you had a library full of books bound with blank covers with only no title on the spine, sorted in a completely random order; how would one find anything of relevance and who have an interest in finding that one book?

The same goes for SEO, if you fail to create a framework that is well defined, labelled, and with short folder structure; you are not going to attract the attention of search engines, and as such, those who may otherwise find you through them.

A well executed approach to SEO will ensure that crawlers discover and revisit your pages more quickly and frequently.

It is essential to note the value of links from high authority pages such as your homepage, pointing to pages such as sector pages, consultant hero pages, and job pages.

Setting up an interconnected page hierarchy via internal link placement will improve SEO rankings, further driving traffic towards these subpages and their user-relevant content.

As a recruitment site you need to have feature areas on homepages for newly added jobs, jobs by location and sector and so on.

Linking these sections from your homepage rather than category/sub-pages alone is of critical value, the greater links they have to them, the greater their link value will be to search engines.

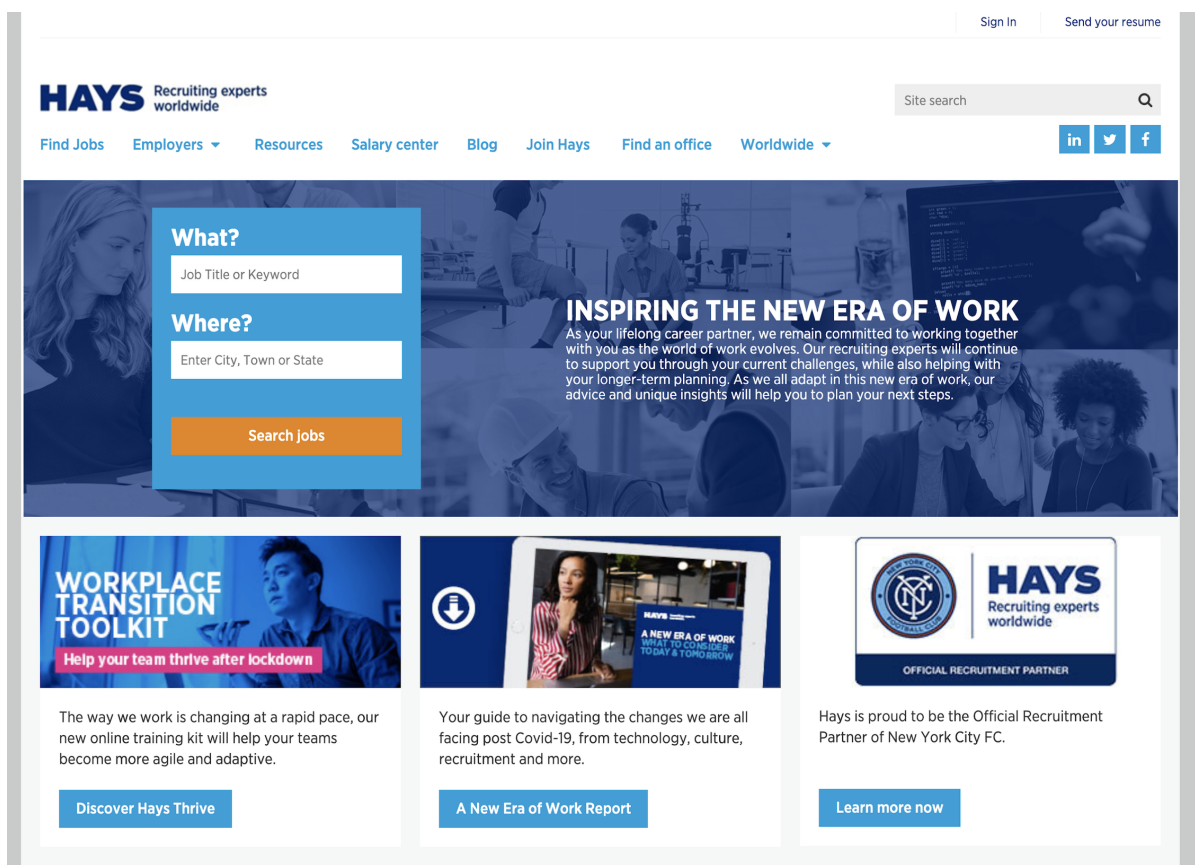
In Part 1 we are going to run you through how to best create a recruitment site that is loved by everyone. In Part 2 we will delve into a more in depth discussion of site architecture from a technical perspective.

Digital gives you the ability to be a SPY

The digital space is now spattered with great examples of websites from all sorts of industries, that shine when searched for. The recruitment and staffing industry is no different. Spy on your closed competitors that are doing well, as well as top-performing recruitment sites with big budgets.

Some of my favourites are:

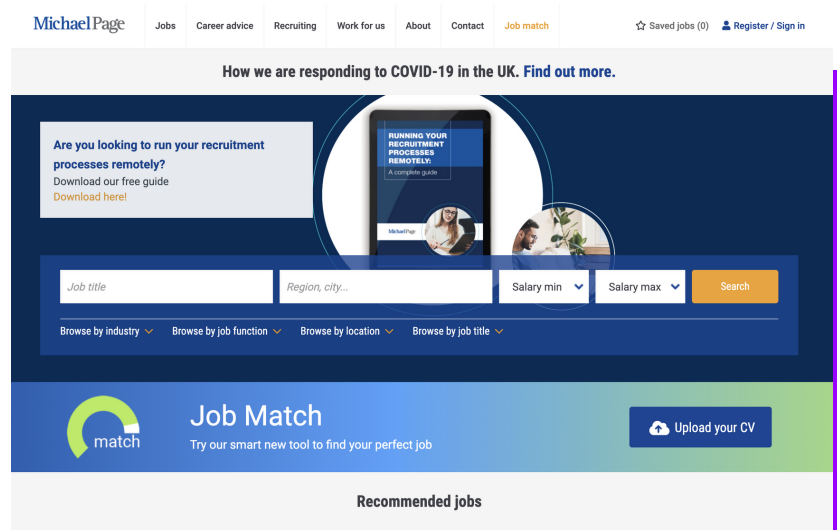
Hays - <https://www.hays.com/>



[Hays.com](https://www.hays.com) features an search widget, clear CTAs and links to featured roles, featured employer pages, staffing tools and sector page links.

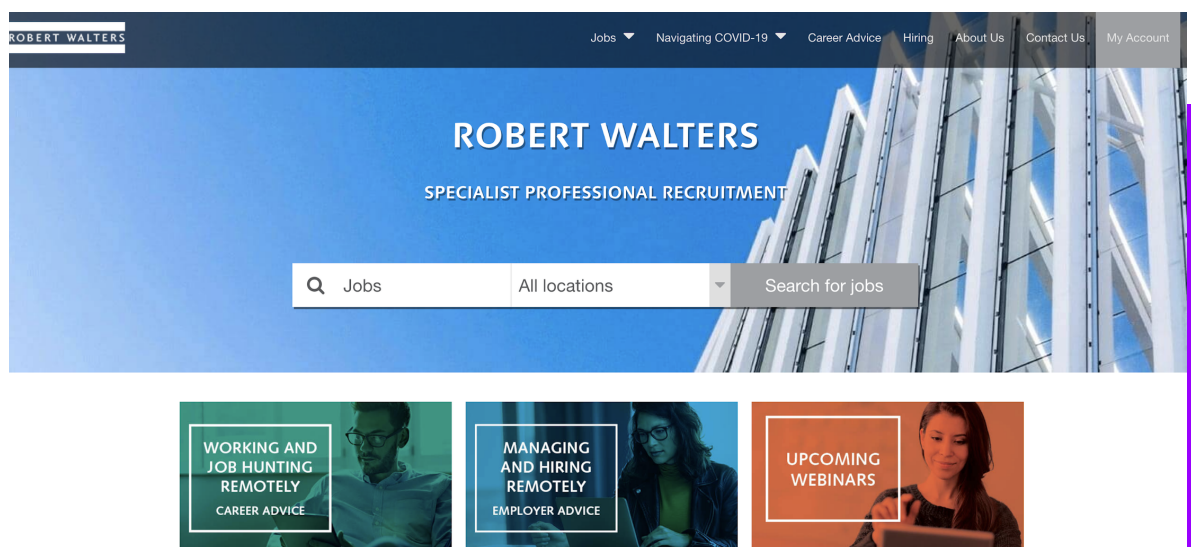
Michael Page -

<https://www.michaelpage.co.uk/>



[Michael Page](https://www.michaelpage.co.uk/) features an animated home banner image, clear CTAs and links to featured roles, featured employer pages, career tools and sector page links.

Robert Walters - <https://www.robertwalters.co.uk/>

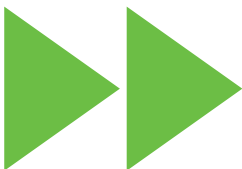


Robert Walters features clear search widgets, clear CTAs and links to webinars, featured employer advice and sector page links. Whilst it is important to look at the larger recruitment companies for inspiration it is often smaller niche companies that can operate in a more agile way and achieve much better results, for they are unimpeded by the limitations of global platforms that may lag behind in certain areas.

Some of the things that will quickly show you if they are on the right track are, so you can steal their ideas!

1. Secure website
2. Url structure - short folder structure
3. Individual streams for employers and candidates
4. An integrated job board with jobs that are individually optimised
5. Blog or news

We will go into a lot more detail in a minute and in Part 2.



2 | Digital gives you the ability to be a SPY

It is rather straightforward to create a killer site structure with highly relevant keywords.. For recruitment and staffing firms, this needs to be focussed around sector pages for clients and candidates, news, consultant hero pages and most of all your job detail pages; every job should be on its own landing page.

Your job search should allow for structured data to be passed to the URL - metadata, bread crumbs and job schema.

Understanding your keywords will rely on some research, but most business owners should have a good understanding of the markets and key sectors they operate in.

How to optimise in the recruitment and staffing industry

Item	Suggestions	Ideas
Generic search	"Technology recruitment consultancy"	These terms apply to the overall business and should be ingrained on the home page
Sector Specific search	"MiningJobs"	These terms should be used to create sector landing pages, but also relevant job search results pages and part of the URL string for all jobs that fall under this.
Job Title Specific search	"Nurse Jobs"	These are the specific jobs that people are searching for, this needs to be included on the sector pages, job detail URL after the sector string, included on consultant hero pages and also included wherever possible on news/blog.
Long tail terms	"Sales Manager Job in Sydney"	Long tail searches are hard to rank for as there are so many combinations, that is why the sector pages are important and having a good job detail page with all the right attributes.

Use your competitors to do a sanity check and see whether you are optimising very thing relevant.

Whilst recruiters and staffing firms are clearly your direct competitors, you should also consider commercial job boards as your competitors, as they have effectively harnessed the power of the web, and are most likely spending 100x what recruiters are on SEO and architecture reviews.

Let's have a look at SEEK, Australia's largest job board and one of the largest job board owners in the world.

The screenshot shows the SEEK Australia job board homepage. At the top, there's a navigation bar with links for Jobs, Courses, Businesses for sale, and Volunteering, along with flags for AU and NZ. Below this is the SEEK logo and a sign-in/register prompt. A secondary navigation bar includes Job Search, Profile, Career Advice, and Company Reviews. The main search area features a 'What' section with a keyword input field, a classification dropdown set to 'Any Classification', and a 'Where' section with a location input field. A prominent red 'SEEK' button is next to the location field, with a 'More options' link below it. A COVID-19 advisory banner is present, followed by a sign-in/register prompt for saved searches. A large banner for 'ADVICE THAT'S RIGHT FOR NOW' with an illustration of a man in a suit and a button to 'Explore Career Advice' is also visible. At the bottom, a 'Quick search' section lists various categories like Accounting, Education & Training, and Government & Defence, along with major cities and other search filters. A footer bar contains links for Tools, Company, Connect, and Employers.

Jobs Courses Businesses for sale Volunteering AU NZ

seek Sign in or Register | Employer site

Job Search Profile Career Advice Company Reviews

What Where

Enter keywords Any Classification Enter suburb, city, or region SEEK

More options

Get advice and resources to help you through COVID-19 Explore

Sign in or Register to see your saved searches and saved jobs on all your devices

ADVICE THAT'S RIGHT FOR NOW

Explore Career Advice

Quick search

Classifications Accounting Education & Training Government & Defence Healthcare & Medical Sales View all

Major cities Sydney Melbourne Brisbane Gold Coast Perth Adelaide Hobart Darwin Canberra

Other Covid 19 All Jobs Graduate / Entry Level Volunteer Search by Recruiter

Tools Company Connect Employers

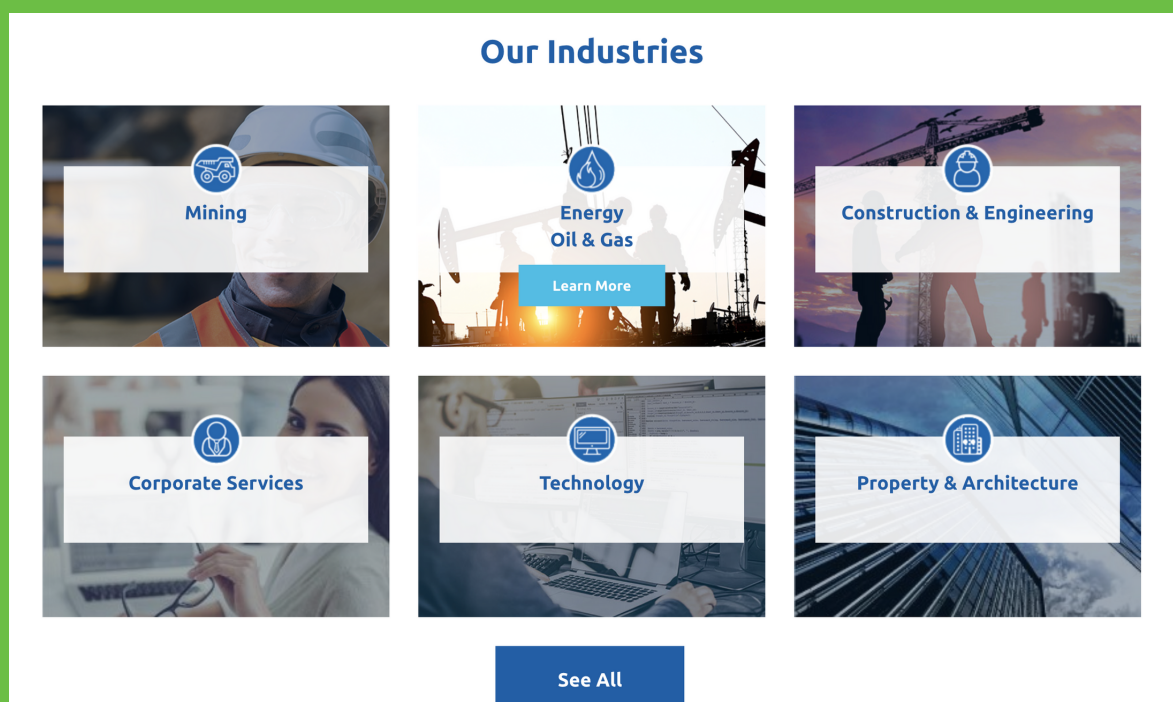
Have a good look at the home page:

1. Classification page links
2. Jobs search widget
3. Jobs by Major cities
4. Key searches
5. Supporting content

(recruiters, volunteer, careers guides and so on)

Use the job boards in your geographic area to learn more about what is important and then improve on this by applying your recruitment creativity on it. It is necessary to accept that job boards are boring, their focus on quick clicks and high volume applications - this is nothing to despair over however, for you can make your recruitment or staffing brand a lot more human and sexy.

For example



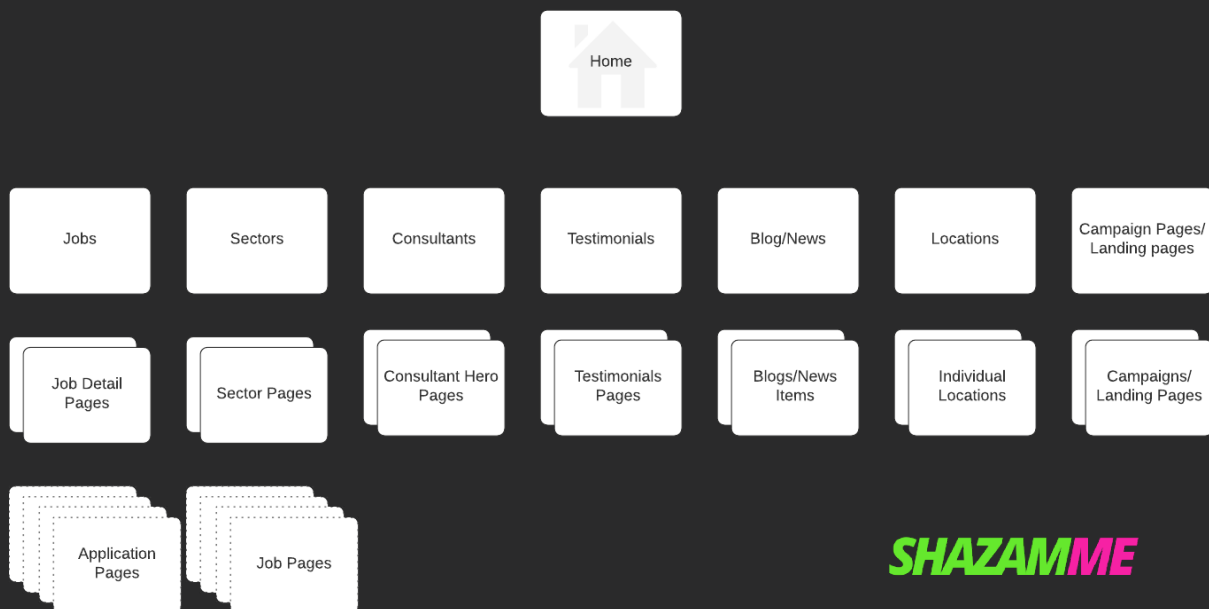
Stellar Recruitment is an Australian brand that serves a few niches and has over the years demonstrated consistently savvy examples of content marketing and site architecture for SEO.

Creating that sitemap diagram that delivers

Remember the analogy I used of the library earlier? It doesn't really matter what size your site is, like the library, if you correctly label it and establish effective architecture, you can scale it to the size you want.

1. Create a list of keywords and the hierarchy you need, i.e. parent and child,
2. Create a clear path to skip between key content such as sector pages, news, testimonials, consultant hero pages and jobs with as few clicks as possible
3. Ensure key call to actions (CTA's) are well displayed throughout the site.

Let's take a look at those rules using some sitemap diagrams.



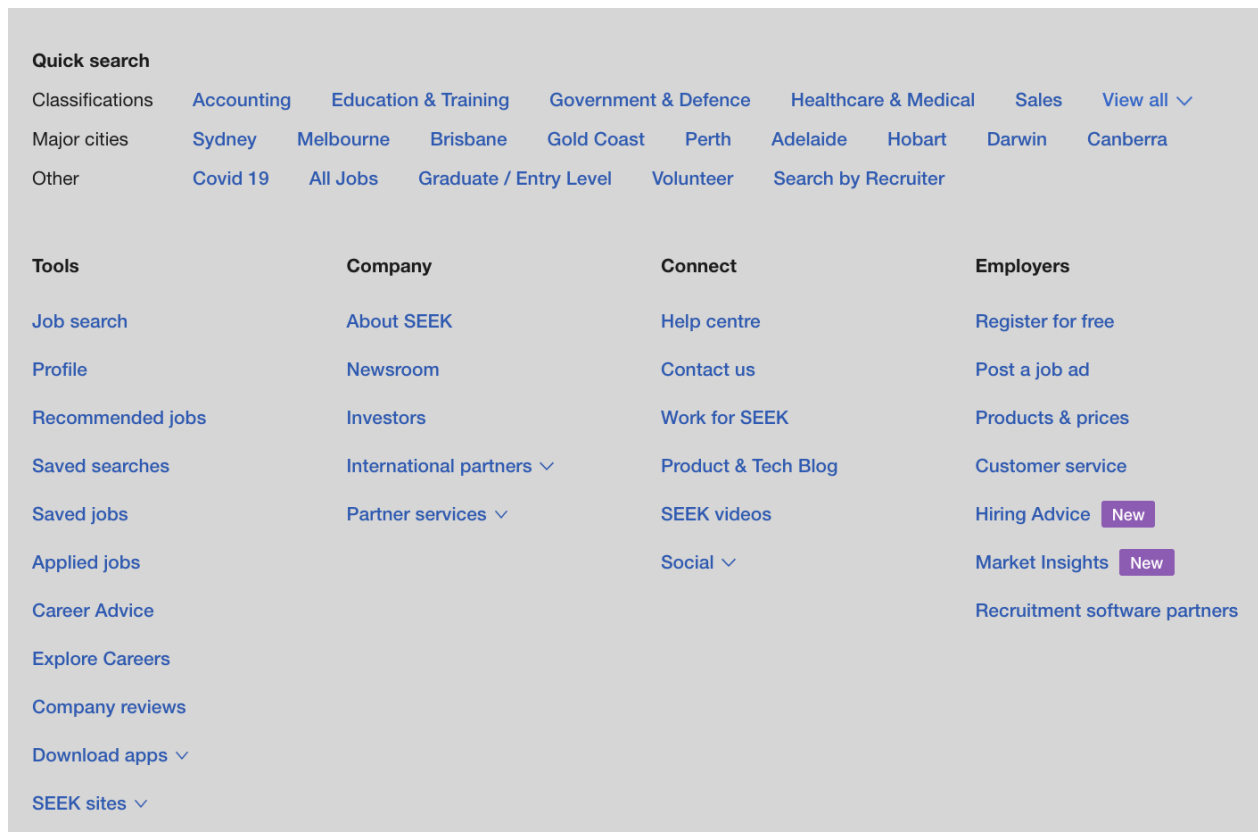
This sitemap shows the importance of getting the internal linking structure right, for example:

- **Home:** "Accounting Recruiter"
- **Sectors:** "Accounting Jobs" and "Accounting Recruitment"
- **Job Titles:** "Tax Accountant Jobs"
- **Job Pages:** "[JOB-TITLE] job in [SECTOR] | [LOCATION]"

Make the home page the hero!

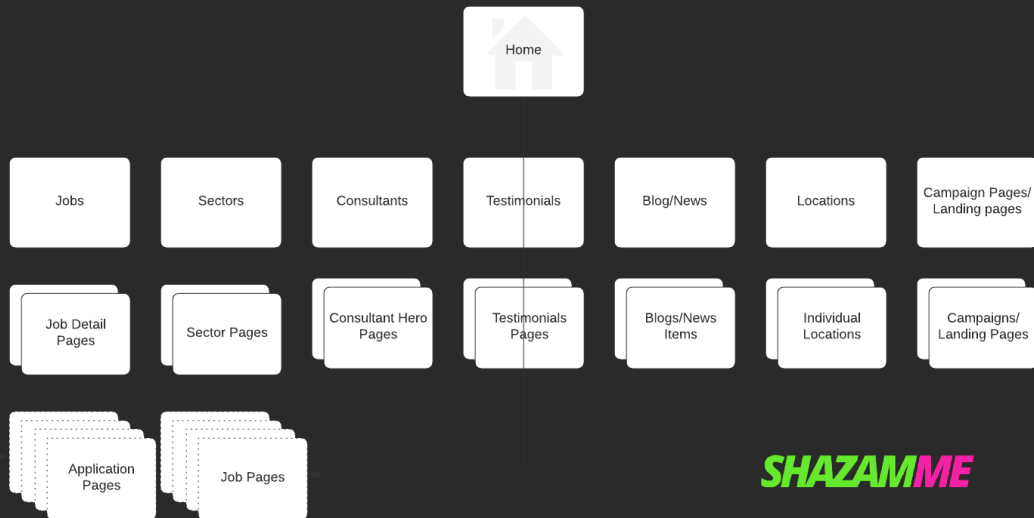
At this point, you should now understand the best way to set up your website, or at the very least, know what to look for when having someone else build your website!

Next step is to ensure your internal links get as much love as your own links.



Whilst Seek.com.au may not have done as much SEO on the homepage as I would have done, they have provided a great example of internal linking that will improve conversions, experience and ranking. What I would ensure is that all links go to top level URL's eg. seek.com.au/accounting-jobs.

Here I can show the way the links work from the home page.



The concept here is to link from the home page to other pages that will make them rank better due to linking from the home page.

For recruitment sites I would typically like to see the following on the homepage:

- Job Search Widget
- Latest x Jobs
- Recruitment Consultants
- Blogs/News
- Call to Action buttons
- Links to Sector Pages
- Contact Form

Crosslinking is the way to go!

Silos are not good for your website, which is why we highly recommend continual crosslinking between content. For recruitment sites this is very easy to do is you get your base architecture and taxonomies right!

What I typically like to see is the following:

- On Job detail pages - similar jobs, news related to that category and the consultant looking after that job
- On the consultant pages - jobs belonging to that consultant, testimonials, blogs/news
- On the Sector pages - jobs belonging to that sector, consultants, testimonials, blogs/news
- On Location pages - jobs, consultants, blogs/news

3 | Optimising Sector Pages - Clients

This is one of my ongoing challenges with getting clients to understand the need to have the sector pages split between clients and candidates. I know it is extra work but it pays huge dividends. Here is why!

Building a sector page, say for “accounting” is not going to allow search engines to understand what service you are selling, are you an accounting firm, providing accounting advice, or listing accounting jobs?

This is why it is necessary to have 2 distinct streams with distinct content and calls to action.

You will need to have well-written copy on your sector pages. It’s actually very easy to improve upon your competitor’s work and outrank significantly higher authority pages. There are many ways to excel at this as a recruiter. Here are a few examples:

This page ranks on Page 1 of Google for the term Construction and Engineering Recruitment, it contains the following:

- Great Meta Title
- Short URL
- Great Copy
- Call to Actions
- Recruitment Consultants
- Testimonials
- Insights (News)

The screenshot shows the Stellar website's 'Employers' page. The header is dark blue with the Stellar logo and navigation links: About Us, The Stellar Podcast, Employers, Job Seekers, News & Insights, Safety, Join Us, and Contact Us. The main heading is 'Employers' in large white text. Below this, the page is divided into two columns. The left column features the title 'Construction and Engineering Recruitment' in large blue text, followed by a paragraph of text about their experience in Australia and New Zealand. The right column contains three white boxes with blue icons and text: 'Events' (star icon), 'Submit Vacancy' (envelope icon), and 'Meet the team' (thumbs up icon). At the bottom of the right column, there is a blue button labeled 'Download Brochure' and a link 'Want to know more?'.

4 | Optimising Sector Pages - Candidates

As per the sector pages for clients, creating a sector page for candidates is paramount to get noticed in search engines. Candidates search for “jobs” not “Recruitment”.

This is why we need to have 2 distinct streams with distinct content and call to actions.

You will need to have well-written copy on your sector pages. It's actually very easy to improve upon your competitor's work and outrank significantly higher authority pages. There are many ways to excel at this as a recruiter. Here are a few examples:

Construction and Engineering Jobs

Our construction and engineering teams have extensive experience across Australia and New Zealand.

We have been empowering job seekers to reach their full potential since 2006. We are driven by the desire to provide them with unique, life-changing career opportunities. Our services include career coaching and advice, market insights as well as job placement.

Why Stellar?

Our team of professional recruitment experts have been providing life-changing career opportunities since 2006. We are driven to create career-long relationships that are built on trust. Proof of this commitment is the fact that we have made over 14,000 placements.

Positions we recruit for:

- General Manager Jobs
- Construction Manager Jobs
- Project Manager Jobs
- Contract Manager Jobs
- Site Engineer Jobs
- Foremen Jobs
- Labourer Jobs
- Apprentice Jobs
- Surveyor Jobs
- Excavator Operator Jobs

Apply For Jobs

Submit Your CV

Register for Job Alerts

Career Advice

This page ranks on Page 2 of Google for the term Construction and Engineering Jobs, it contains the following:

- Great Meta Title
- Short URL
- Great Copy
- Jobs
- Call to Actions
- Recruitment Consultants
- Testimonials
- Career News (News)

5 | Optimising Consultant Hero Pages

Consultants are often the forgotten part of recruitment sites, both clients and candidates want to know who they are dealing with. Yes there are circumstances where you may have few staff and/or are worried about staff being poached, if you think that LinkedIn is a myth, think again. Your audience wants you to open and honest, create some innovative and engaging consultant pages!

There are many great ideas of how to build Consultant Hero pages, they can include the following:

- Picture(s)
- Email Address
- Phone Numbers
- Social Links
- Testimonials
- News/Blogs
- Jobs
- Individual page/URL

We also recommend that each consultant uses their own page link as their email signature, you may be surprised by how well this works.

6 | Optimising jobs pages

Job content is one of your biggest assets, they should be adding many optimised landing pages to your site on a daily basis, fresh content is loved by search engines and you should take advantage of it.

Some typical questions:

- How many jobs does your recruitment agency have?
- How do search engines find my jobs?
- Have I built my website with the ability for search engines to crawl, index and rank your jobs pages?
- What do I do with my expired jobs?

Here are some answers to typical questions for your job pages

Always have a search widget on the home page above the fold (fold?) to make searching easy for candidates. It is of critical value that your site's architecture makes sure that URLs and meta content is easily indexable.

We also recommend streaming the latest jobs on the home page and having quick links for popular categories, and cross linking to sector pages.

Getting into some more job related love now:

- URL is important, it needs to be relevant and not too long eg.
<https://www.stellarrecruitment.com/mining-oil-and-gas-jobs/mining-supervisor/3104506>
- Meta title and meta description needs to be dynamically generated based on the job
- Job Schema markup is super important
- The jobs need to be added to the sitemap.xml file
- Have similar jobs linked on the jobs detail page
- Have CTA's like job alerts and social sharing
- Have your consultant listed on this page
- Have your H1's and H2's well defined

7 | What to do with expired vacancies

What to do and what not to do? Google has some great information on what it would like you to do, check it out. The key point is, expired jobs are no longer relevant and no longer available, this provides a negative user experience.

If you want to be different you can show placed jobs but this still requires you to action the job board status results.

I recommend that you follow Google and have a status of 404 or 410 for expired jobs, and on this page have the following content:

- Job search widget
- Shortcuts to similar jobs
- Register option
- Create job alert option

The page should also be set to noindex to prevent traffic to it.

8 | Content Strategy

Content for your recruitment website takes many forms and it should be easily managed. You do need to have a strategy to keep it up to date and relevant. I suggest you have regular news/blog posts, remove consultants that have left, make sure jobs are recent, and provide engaging images/videos.

You will also need to understand your priority of client vs candidates and how you bring them into the funnel. Many recruitment sites still have not mastered the art of utilising gated content, free e-books, email subscriptions, and marketing automation; in order to build a user base that can be readily engaged with.

There are plenty of tools available to help build your understanding of what keywords to use when building your content, here are some:

<https://neilpatel.com/>

<https://www.semrush.com/>

<https://moz.com/>

<https://ahrefs.com/>

9 | Testimonial Pages

Sharing your success stories with your audience gives you the ability to create another piece of content that can be linked to other pages. This will create another linking strategy and may provide the ability to add video, images or some quotes that stand out.

For example:



10 | Campaign Pages

We love campaign pages! These can be used for a variety of purposes, they can be shared , promoted and best of all they can live forever!

The page we love has lots of visual content like images and videos and also the jobs that belong to this campaign or alternatively a register your interest form.

Some examples that you may want to consider:

- Graduate campaigns
- Multiple client opportunities
- Location based campaigns
- Store opening campaigns

Once you have created a campaign page you can promote it via social media, paid media and email.

Some tools that may be of interest

[Google Lighthouse](#)

[Neil Patel](#)

[Hubspot Website](#)

[Grader](#)

[SimilarWeb](#)

[SEMRush](#)

[Dotcom](#)

[Monitor](#)

Thank you!

I hope you enjoyed this e-book and found it useful in understanding the need for the correct architecture and structure to power your business.