

SHAZAMME



**SUPER STRATEGIES
TO OPEN UP
THE FLOODGATES
USING PAID TRAFFIC**

ABOUT THE AUTHOR:

Rick Maré is the Co-Founder of Shazamme, passionate about digital recruitment technology with a wealth of recruitment specific experience across the digital spectrum. Rick shares his knowledge openly on how recruitment can utilise SEM/PPC to attract clients and candidates.

WHY IS PPC IMPORTANT FOR RECRUITERS?

Did you know that there are approximately 300 million employment related searches on Google each month? As such it is of chief importance that recruiters maintain a presence online to attract top prospects such as candidates and clients that are searching online - PPC helps to make this possible.

INTRODUCTION AND BACKGROUND

Let me start off by clarifying the great acronym minefield of the business world. We know that digital marketing is full of acronyms, so let's look at SEM and PPC before we get into how to use these to grow your digital brand.

PPC stands for 'Pay-Per-Click', and refers to a type of online advertising, typically associated with Google, Bing or Yahoo Adwords, as well as Facebook and LinkedIn Advertising. SEM stands for 'Search Engine Marketing', and is a blanket term used for any kind of activity intended to improve how easy it is to find a particular website via search engine, which in theory includes paid advertising such as PPC.

WHAT DOES PAY-PER-CLICK (PPC) MEAN?

With PPC you don't pay for the ad on the search results page directly, as you would with a banner or display ad. Instead, you pay each time someone clicks on that ad to get to your website.

PPC ads work on the basis of keywords. PPC services like Adwords will assign different values to search terms and phrases, based on how common they are and the level of demand for them in adverts.

Your PPC ad will mimic the look of a real, or 'organic' search result, at either the top or the bottom of the results page, with only a small 'Ad' label visually differentiating it. However the main difference is that it contains the keyword/phrase that you bid for. Whatever price was fixed at when you bid, that is the price you will pay each time the ad is clicked. There will be a set budget associated with the specific keywords per day or time period.

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About 137,000,000 results (0.49 seconds)

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Looking For A Job In London? - Only For Ages Between 17-35
Visa, unlimited work opportunities, flights, accom & much more sorted before you travel.
Travelling the **UK** made easy, we've helped over 50,000 Global Travellers see the world! Choose
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SEARCH ENGINE MARKETING (SEM) EXPLAINED

The term SEM is a confusing term for a couple of reasons. Firstly, it is an infrequently used term compared with search engine optimization (SEO), as such there is a tendency to assume the two mean the same thing, which they do not. Secondly, SEM can be confusing because people don't understand the differences between PPC, SEO, and other search engine marketing strategies.

As with PPC, SEO is a particular type of search engine marketing (SEM). PPC gives you instant results and is limited by spend, with SEO the aim is to avoid having to pay to increase your brand's visibility in natural search results. SEO tries to get particular website content to rank high in the 'organic' search results, below where the PPC ads appear.

SEO is part of a broader strategy that may be accompanied by other strategies, such as search engine reputation management. What this strategy does is establish a website as a recognized authority with search bots. PPC may be accompanied by a variety of other paid-for strategies, including paid search ads.

All of these strategies fall under the broader category of SEM.

WHICH SHOULD RECRUITERS CHOOSE?

Recruitment Marketers will often use the umbrella term SEM because, to achieve maximum results in promoting a brand via search, a blend of paid-for and organic strategies are recommended. PPC will deliver quick wins and means budgets can be controlled. Long term, it can be rather costly, and you are unlikely to gain the same level of visibility and conversions as with an effective organic search marketing scheme; especially as most users tend to select and trust organic results more so than paid ads.

Achieving and maintaining ideal search results from SEO and other tactics can be a long and challenging task. Although it is "free" in the direct sense, it inevitably will cost you lots of time and effort to get right. That is why a good SEM campaign will usually include elements of PPC and SEO, plus other strategies, to ensure the best balance of cost effectiveness and impact over time.

10 SUPER STRATEGIES

to get PPC to work for you!

1 | Recruiters should care about PPC!

Placing your business on the first page, for select key phrases, is getting harder and harder to do via SEO.

Getting on page 1 of Google in particular, has become a lot more difficult over the last few years, with the launch of Google for Jobs pushing organic search results further down beyond this new content block.

2 | Does PPC in recruitment work?

Dedicating some of your SEM budget to PPC can be lucrative - many agencies have reported great results, with some getting around 10-25% of all new candidates directly from PPC! The sophisticated and detailed targeting options available in PPC and all paid advertising allows you to pinpoint with great accuracy where your budget is going and how much is spent in any given period of time.

Another bonus is that more niche job search terms are easier and cheaper to target, meaning those specialist, hard-to-fill roles will cost less to advertise for whilst providing favourable results.



3 | What options do I have for PPC in recruitment

Here are some key pointers to make sure that your PPC works for you!

01

Defining your specific goals - Thinking about the end before you've even started might seem like an odd place to commence, but it's actually the most intuitive way to begin. After all, you need to figure out what you hope to accomplish with your PPC efforts and how they align with your overall recruiting goals.

When creating your plan, ask yourself

- **About Your Company:** What do we offer? What makes us special? Why would someone want to apply with us? Why us rather than them?
- **About Your Prospects:** Who is our target audience? Where are your potential candidates? What do we want our prospects to do when they get to you?
- **About Your Spending: What is our budget?** How much do we want to spend monthly on PPC? What is a placement worth?

The more specifically you can answer these questions, the more effective your PPC advertising will be. Invest some time defining specific goals before going live with a campaign.

02

Ensure that you have a great destination - your recruitment website! Ensure your job search, job detail and job application pages are working and are optimised The key here, as with all marketing, is do not embark on it, if it isn't going to convert!

03

Put yourself in the shoes of the ideal candidate, what would they type into a search engine? Develop your keyword list. For example “Accounting jobs New York.” Keyword selection is key when setting up your pay-per-click ads. Determining the right keywords is a big factor in the performance and success of your campaigns. Long-tail terms are great keywords to include. Let’s talk about it real quickly . . .

You can probably list out some broad search terms related to the industry such as “Accounting Jobs” But when answering the above questions about your company and audience, note more specific terms where you’d want to show up in results. Do a little research to figure out popular long-tail searches related to those terms. For example, a long-tail term your audience might be searching could be “top paying accounting jobs.” Developing a comprehensive keyword list is necessary to meeting your PP objectives.

04

Know Your Competitors - After identifying your goals and a solid keyword list, do a competitive analysis — not so you can obsess over what another company is doing, but so you can identify opportunities and enhance your recruitment efforts. How are their landing pages and online platforms different from mine? Asking yourself these questions can provide clarity about your competitors’ activity and ideas to improve your recruitment strategy and overall platform.

05

Road test your keywords with Google’s Keyword planner tool – this will tell you which words are searched for often vs those that are searched for less, as well as their respective estimated budgets. Less-used keywords tend to be more specialised and of significant relevance to the right audiences, their infrequent use tends to be associated with more affordable prices.

06

Sign up for a Google AdWords account, and follow the set-up instructions so you can start bidding for relevant keywords.

07

Include Call-To-Actions (CTAs): There are far too many recruiters spending money on PPC that leads to poor page design lacking a clear call to action. If you don’t lead your audience, client or candidate, through a well defined flow with exact actions, they won’t take it and you will have wasted a click!

08

Optimise for Mobile! - Blah Blah Blah, I don't know how long I have been preaching this one, if you are not mobile optimised for CTA's, and for candidates that are applying, you are wasting your money and also providing a poor user experience! Mobile job searches now count for over 60% of all traffic, this means your jobs MUST be mobile optimised, as should the job application process; make sure you include elements that allow one to apply with SEEK and LinkedIn!

09

Focus On Conversions and Track Them - The whole idea behind recruiting is to generate qualified leads that turn into placements. It is vital that your PPC campaign focuses on sending traffic to a landing page where you've properly implemented conversion tracking.

Conversion tracking helps you see how effectively your ad clicks lead to valuable activity. It can tell you what actually leads to candidate conversions — and what doesn't. If you can't attribute actual leads and hires to your PPC activities, you can't make smart decisions about where to cut spending (or increase it). Knowing what led to clicks, leads, and ultimately hires allows you optimize your overall PPC efforts and suitably measure its success.

Check around for conversion tracking tools like Google AdWords.

10

Continue to Fine-Tune Your PPC Campaigns - Regarding your recruitment pay-per-click ads, don't start off on the wrong foot with a "set-it-and-forget-it" approach. To ensure your advertising dollars are being used effectively, your campaign measurements require some close attention.

Analyze results to see what's working and what's not. Run A/B tests. Change areas that aren't performing well. Maybe you need to edit the ad verbiage, appearance of your landing page, or the keyword list. Your budget and results will benefit from close attention!

Pros and Cons of PPC

Like with anything that involves budgeting and cash, it's important to have a clear picture of the pros and cons of PPC recruitment before getting started. Here they are!



- Research has indicated that visitors who come to your website through PPC view more pages and spend longer on site than visitors from other sources
- You actually only pay out if a candidate clicks your ad, so views of your ad are free. This means your budget is reserved for people who are actually interested in your jobs . . .
- You'll have access to great tracking and reporting through Google or other ad platforms, so you can see if you're getting the right ROI for it.



- Click fraud can cause a drain on your budget or you could end up paying out for clicks that have no value to you as a recruiter. However, Google's advertising dashboard is set up to protect you from this – it notifies you of any unexpected activity on your ads so you can take action as soon as possible.
- You pay for clicks, not applications, so you could pay for lots of clicks from job seekers with your titles and meta descriptions only to end up receiving no applications. The obvious solution to this one is to make sure your job adverts are designed to truly capture your readers attention, and most importantly – deliver what they promise on search pages.
- If you use PPC to advertise positions that are really popular, this will actually work against you as you'll end up spending a lot of money to pull in candidates to roles you could probably fill by other means. Focus your budget on those hard-to-fill/niche roles by paying close attention to the keywords you're targeting. Alternatively use them to get clients!

Whilst PPC can be a really lucrative booster to your recruitment campaigns, the ultimate strategy for dominating search page results nowadays would be to use PPC advertising in conjunction with Google for Jobs (which is free!).