

SHAZAMME



**BULLETPROOF STRATEGIES
TO OPEN UP
THE FLOODGATES
TO FREE 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 requires some more detailed attention than your typical SEO.

Let me start off by saying that SEO can widely be misunderstood and sold as a miracle cure to get your brand listed online in search engines like Google. Unless you properly understand how all your digital assets fit together, and the essential nature of maintaining a holistic digital ecosystem, you may be misled by SEO agencies.-

If like many other recruiters, you have engaged content or SEO agencies who have told you that by creating effective, well worded content, the rest will flow seamlessly; you have been tricked. This approach has an infinitesimal chance of true, lasting success.

If this was all it takes, why doesn't everyone do it? Why are there so many SEO agencies vs content generation companies? Why do you still need SEM and pay to get listed on search engines?

Content/SEO both tell you just to create good content? Then why the SEO vs content generation ratio if they both say the same thing?

Content is only one piece of the SEO puzzle and SEO is only one piece of the whole digital success puzzle.

If you want to rank well in search engines, and that generally means in Google, you need to either be an SEO guru and spend countless hours fine tuning, or maintain a system for creating content that talks to your audience and plays the game, Google wants to be played with. This will ultimately get you on Page 1 and drives traffic to **conversions.**

Now we are talking about Search Engine Optimisation. Also known as SEO.

Your SEO is the key for ranking in the search engine results, driving relevant traffic that engages with your content and converts.

This guide shall reveal to you practical wisdom cultivated over the course of 14 years. We will divulge with you the secrets that people outside the recruitment and staffing industry just don't get. We will share how we can provide high-quality links and free traffic to your website. Do you think your agencies know about free traffic? Find out, and learn for yourself.

Here are our 8 bulletproof recruitment SEO strategies to flood your business with qualified candidates and clients:

Get ready....

Step 1: Audit your website and get it ready before you start!

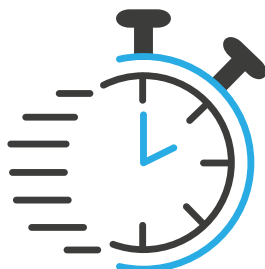
Before you start bringing volume traffic to your website, you need to be sure it is sufficiently ready for success. If your site is not ready you will merely waste valuable traffic, and potentially damage your brand. Today's audience expects things to work upon the first try, if it doesn't they are gone and unlikely to come back.

This means, fast loading sites, no technical problems, easy navigation and plenty of call to actions to convert!

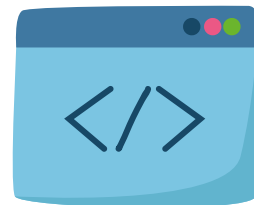
You need to do the following:



Do a site audit
and fix any
technical errors



Make sure your
pages loads
fast



Create a
content to keep
your traffic
engaged

Do a site audit and fix any technical errors

There are many ways to complete a site audit. Most SEO companies use automated tools that are poorly suited for recruitment or corporate career sites, so read this carefully. We will cover both technical and recruitment issues in this.

If your website has a lot of technical issues, with users incapable of properly engaging with it, leading to an experience that is sub-par or even unpleasant: consider this a MAJOR complication and freeze everything that you are doing at once.

You need to address all issues before you start generating traffic to your site.. Read my e-book "Creating a perfect recruitment ecosystem" to understand what a 10/10 experience should look like.

Technical issues will ruin your digital brand, preventing it from achieving a desirable or even adequate rank in search engines; expect your audience will leave and potentially never return.

I have listed the most common issues you will likely have encountered and how to fix them; just remember that when it comes to platform-based issues, a quick fix is highly unlikely.

- No clearly defined job board on your website

If you have an iframe, subdomain or other domain for your jobs, this means that search engines won't actually think that you have any jobs, this is obviously a no-no for recruitment websites and career sites.

Example are:

careers. mywebsite.com
Mywebsite.myats.com
Jobs.mywebsite.com

Your jobs need to be on your main domain and not in an iframe, by doing so they will have a landing page per job, which is what search engines like.

For example:

www.mywebsite.com/jobs/accounting-job/tax-accountant/12121

You have multiple homepage and inconsistent use of SSL certificates

The way your homepage and site is setup is very important for indexation, there should only be one homepage, if you have more than one you should redirect them all to the main one with a 301 redirect, or else fix the core problem by getting your platform fixed. Some platforms will make this easy, others will make it hard.

Some examples are:



- `www.mywebsite.com`
- `Mywebsite.com`
- `http://www.mywebsite.com`
- `https://www.mywebsite.com`
- `http://mywebsite.com`
- `https://mywebsite.com`

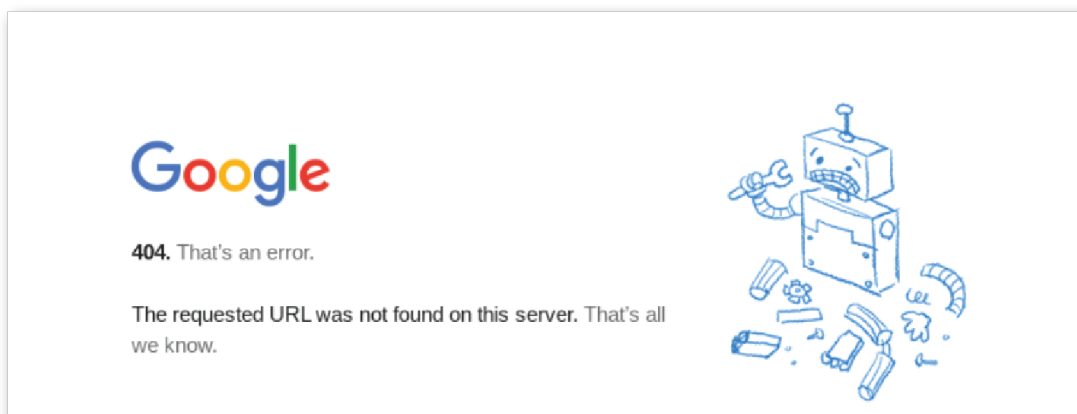
The above can also have further variation if you add the following to the end of it:

- `/home`
- `/default`
- `/index`

The use of a trailing "/" can further complicate this.

You are missing or have a bad 404 or 410 page

Users and search engines hate nothing more than dead ends with a 404 page. Your worst result could be:

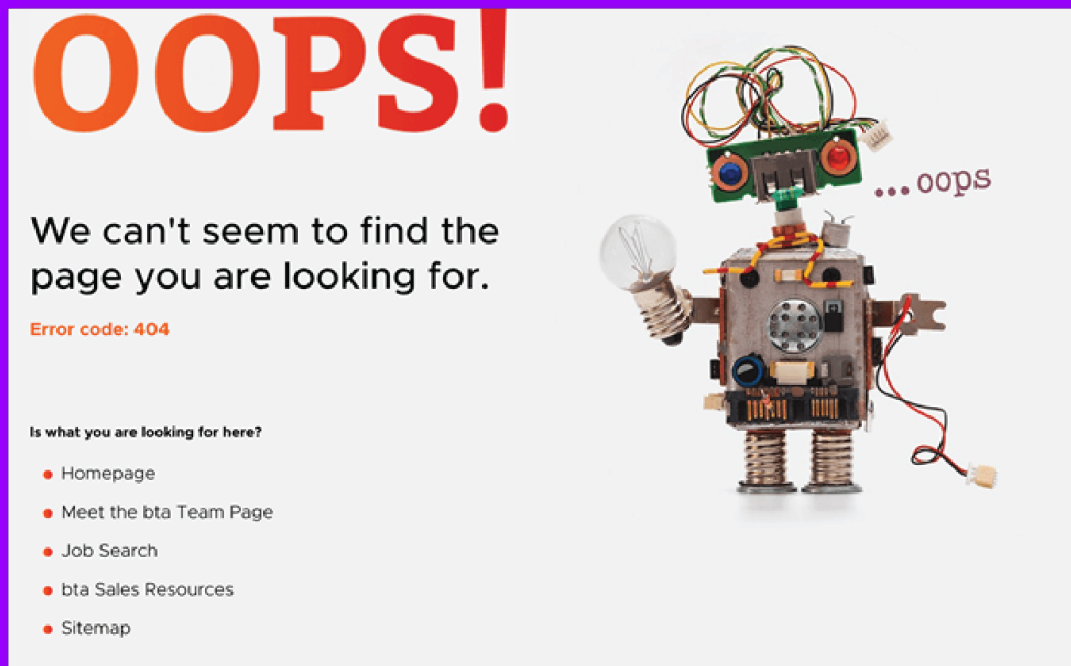


If you create custom 404 pages with custom branding and possible links to other parts of your site or search widgets, your 404 timeouts will be better received by users and search engines.

To test this just add some random text to the end of your domain:

Eg. mywebsite.com/bad404page

If you find a bad page, fix it.



You should also find existing 404 pages and redirect them.

Expired job postings tend to cause issues as well for Google, as they are created and subsequently expired within a short period of time, if your system does not provide the correct page status they will penalise you.

This is what Google recommends:

<https://developers.google.com/search/docs/data-types/job-posting>

To find out what pages you may have incorrectly indexed you can use Google webmaster tools, SEO tools, or for expired jobs the Chrome inspect element tool.

Your images are missing alt tags

You must use alt tags for all images, video etc that you have on your website. If you don't have alt tags, fix this immediately!

There are a few ways to check your website for alt tags, you can do this manually through your CMS, or you can use inspect element to view source code to do so. The quickest and easiest way by far is to use an SEO tool, there are many free ones out there, or at least ones that offer an initial free trial.

There are a few key tools worth using:

<https://validator.w3.org/>

<https://www.seoptimizer.com/alt-tag-checker>

Any of these tools will give you a summary of which images are not optimised. When you update them add correct and useful descriptions, for example the persons name. Eg. john-smith-photo your SEO ranking will be significantly improved.

That's some cool image

Your meta data is not optimised

As you would have found out in my e-book **"Creating a perfect recruitment ecosystem"** I like to use the example of a library with all books covered in brown paper, you will never find a relevant book in an agreeable period of time, and most likely give up or default to a less appropriate, potentially misleading finding.

Search engines need metadata to list you in search results. Your title tag and meta description are key to driving organic traffic.

If these are missing, search engines will be unable to distinguish different content between your pages and won't rank many, if any of them.

The most important metadata for our industry is job metadata, miss this and you will have missed a massive opportunity for new and juicy content.

Most people make the meta data too long in the hopes of gaining increased visibility, Google ignores further input after a certain amount of characters:

Meta title - 70 characters

Meta description - 150 characters

If you have longer metadata, fix it. You can again run automated tools mentioned above to test this.

Most CMS platforms should by now have either warnings or ways to clean them up.

YOUR
META
TAGS ARE TOO
LONG

Speed matters !

Your website speed matters to both physical and bot audiences, both mobile and desktop experiences for these separate populations must be taken into account.

For every second longer it takes your site to load, the possibility of keeping your audience engaged decreases, thus your conversion rate decreases in turn.

One of the most widespread issues I have faced is simply the use of large, high resolution images that create a very dense and visual-heavy homepage, the first page most people see. Another factor to take into account is the loading of external applications, this may further reduce site loading speeds.

Consider the use of Google's PageSpeed Insights to test your speed:
<https://developers.google.com/speed/pagespeed/insights/>

Whilst this is a great tool it should be used with caution, its results must be considered with your outcome in mind. Nevertheless, I deem it a useful starting point.

3 seconds is the general standard for what is considered a desirable page loading speed in ideal conditions. If it is much more than this, your page rankings will be negatively affected. There are many ways to resolve speed issues, your developer should be aware of these.

Please note that very few sites get 100/100 as it is nearly impossible to maximise loading speeds under all conditions whilst balancing aesthetics and user experience - unless you truly require a monochromatic black on white site with minimal functionality.

When using PageSpeed insights:

- Google gets a miracle 100/100 for desktop and 80/100 for mobile!
- Seek gets 66/100 for desktop and 40/100 for mobile
- Amazon gets 75/100 for desktop and 45/100 for mobile

When doing the test, note that you should use your main domain url, using www or non www if that is not your main url can deduct points due to the redirect.

8 STRATEGIES

**To Send Brilliant Amounts Of FREE Traffic
To Your Website**

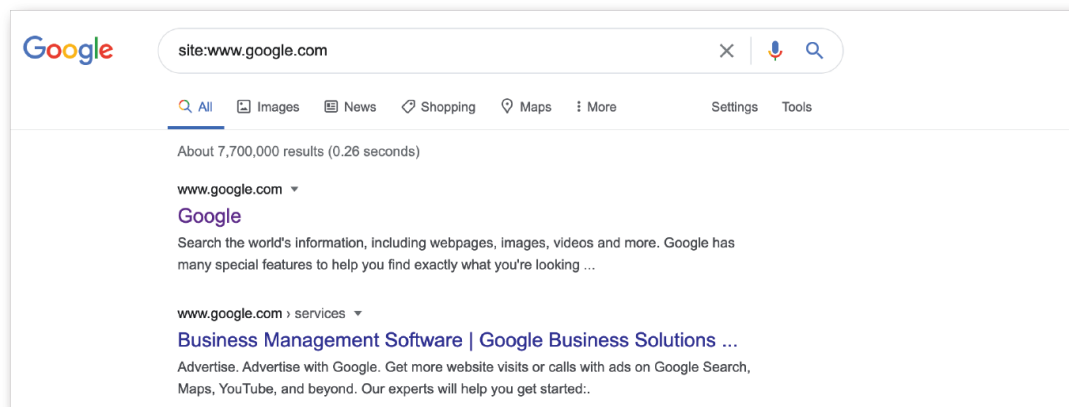
1 | Know your Google, it is the only one that matters

Like with all projects to improve, you need to do some self analysis so that you can understand the job ahead and successfully track your progress.

In order to do this you should use a Google search to do so, obviously Google Webmaster Tools (GMT) and Google Analytics are also great tools to check this out with.

Checking Google is as simple as entering the following into a google search bar:

Site:mywebsite.com (do not leave spaces, ignore www)



Google will show you all of your indexed pages that it considers relevant for its search engine.

This is a great way to test out what you are doing and how effectively it is being carried out. If you are getting less traffic than what you thought, you have an issue. Hopefully if you have followed the previous analysis in this e-book, so that it won't come as a surprise, I hate surprises!

It is unlikely you get no results but if you do check the following:

- that you typed the correct url, no spaces and no www
- that you have not banned Google from crawling your page, check your robots.txt - www.mywebsite.com/robots.txt - it should not have any statements that "disallow" Google
- that you have done something that got Google mad and banned you. Check GWT, there are many things that can have caused this.

If Google penalized you, Google will let you know what to fix and then send in a reconsideration request to get your pages back to being indexed - and traffic back to your site.

If you see some of your pages but not all of them, you'll need to do a little more digging and see what's up. This could be partly due to having certain pages blocked or URL's and metadata that is not indexable. In our industry the jobs page is the most important and if this is not structured correctly as per the above notes, it can cause big issues. The wrong setup can cause duplicate content. Use GA and GWT to check for any errors.

Alternatively if you see a ton of pages that you have never heard of indexed in Google, that's an issue too. The architecture of your site can cause issues if not correctly setup, like expired jobs, check GA and GWT, it will hurt your rankings - so if you see them, get rid of them.

You have to know where you stand with Google from the get-go, this can help you get things in line and maximize your strategy to drive the most traffic.

2 | Study your competitors, learn from them and improve on them

The great thing about digital is that you can spy on your competitors without too many issues, there is a lot of data freely available.

Now, It's time to do a little detective work, spy on the competition, and grab that traffic for yourself.

There are many tools available that let you find out pretty much everything to do with your competitors content, keywords, traffic, success etc. This is called competitive auditing.

If you are serious about ranking against your competitors, you NEED to know how they operate and rank, if not, you are missing out on one of the biggest opportunities there is.

But don't feel bad. Most businesses (and marketers for that matter) have zero idea what keywords their competitors are targeting. Their keyword research consists of downloading a list from Google's Keyword Planner tool - not exactly the smartest way to handle things.

The right way to go about this is to find out exactly which keywords are sending them the most business, then creating content that's better than theirs - thus stealing their traffic for yourself.

Content will be central to this strategy, content that is better than theirs, and more effectively targets the topic at hand. This content needs to be shared and tested. See who follows your competitors and is linking to your competitors. In our space see who comments on LinkedIn, Facebook and Twitter then connect with them, invite them to your groups etc. If your content is good enough you are heading towards victory!

This technique will have the inbound links increasing - and sending lots of free traffic to your content. Before you know it, all of those links and traffic will help your content get pushed right to the top of the organic listings - outranking your competition in the process.

3 | Get super connections

Links for links sake is not a smart strategy. In the world of SEO the links of popular sites are treated as more important than irrelevant sites. Think Mark Zuckerberg vs your site.

This is where your content strategy is important and may take some time to get traction.

How do you start this? How do you get brand sites interested in you?

If you want to get featured on a big site, you've got to throw your hat into the ring and reach out with an idea for a guest post.

Connect and start following them on social and start providing content and comments to the main contributors on these sites.

4 | Use specialised recruitment SEO Copywriting To Increase Clicks From The Search Pages

SEO relies on content, content relies on words, words need to be relevant and powerful. The right words in the right place can have a huge effect on how much traffic you get from search engines.

In recruitment this is one of the most important and underrated techniques, often neglected by even the largest global recruiters. It shows that it is actually easy to do well if you know the recipe.

In recruitment there are many beautiful websites, but as I used to say, there is no use of having the biggest billboard in the desert, if people can't find you, what good is that.

You need the right recruitment architecture, you need the right keywords, you need the right meta data and site structure, but mostly you need to make the data your audience sees interesting enough to get them excited. If you don't, they may not click and convert.

In order to get good traffic you need some great copywriting to improve your organic click through rate (CTR) and convert clicks.

Use the following tricks:

A

Titles

Your content title is, hands down, the most important element on your page. It's the first thing people read and the deciding factor in whether or not they keep reading, so it needs to be killer. But how, exactly, do you write a killer heading?

B

Use the right words/figures

Starting with a number and using power words in the title are two go-to's for amping up your title copy.

So, for example, instead of titling a post "Ways to rank your recruitment website" (which is weak), a better title is "11 ways to rank your recruitment website" (better).

C

Get specific with content

WHO - WHAT - WHY - HOW are crucial calls to include, they are widely known to be what content readers want, if you are putting that information out from the get-go, it will drive more qualified clicks.

D

Include super keywords

The sooner your audience can understand what the content is about, the better. The closer to the beginning of the title, the better. Your keyword in your title will make sure your readers know exactly what the main topic of your post is - and it'll help you rank better in the process.

E

Avoid boring

Don't be boring in your messages. You need to seem authoritative and assertive.

Your voice needs to make it seem that it WILL happen, not that it may. There are a lot of tools available online to test key positive headlines. Try Hubspot topic generator or google "the best ways to create headlines"

F

Meta description

You need to ensure your metadata for all content is relevant, especially for your jobs. Your meta data is key when it comes to reinforcing your core messages. If your meta data is "Nah" it just isn't going to help.

Some key considerations are:

- Meet the less than 150 characters rule, anything after that will get cut off
- Keep your primary keyword in the meta description
- Don't waste useless meaningless words, use power words
- Use a clear call-to-actions (CTA)

G

Look For Traffic In Unexpected Places

Try finding new places to find traffic, in recruitment this can be as simple as making sure you get found in aggregators. For example if you have a job board that is not indexable and you only use Seek, you will miss out on a lot of natural traffic.

Try the following:

- Aggregators
- Post your blogs on Social
- Slideshare
- You Tube
- Comment on Social industry specific articles
- Podcasts

5 | Provide cool, unique, interesting and downloadable content

Make your content stand out. Some content will, if interesting enough, always stand out. You will soon figure out what content works for your segment. Try the following:

Downloadable e-books

Infographics

Quizzes

And let them subscribe to new content

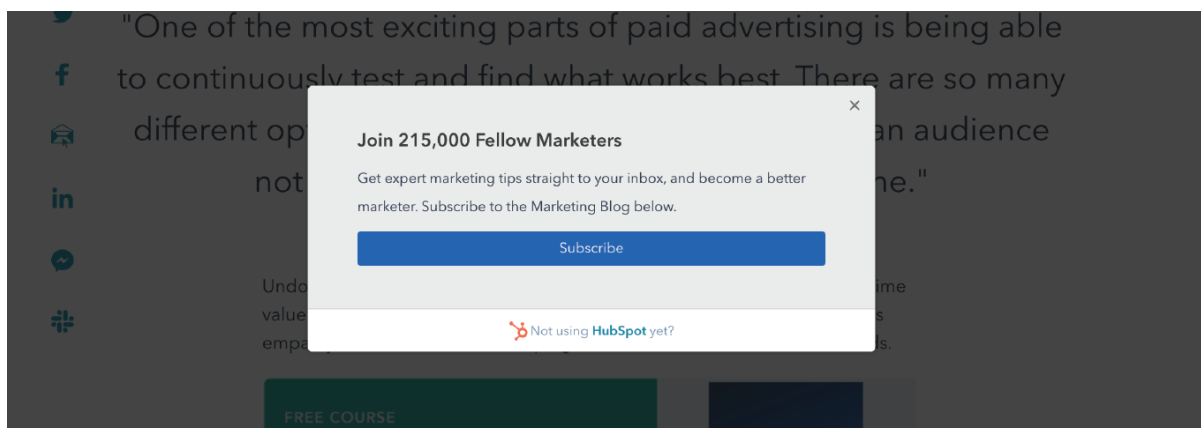
6 | At every chance convert your traffic

If you have followed this and my other e-books and you have managed to succeed at driving traffic to your website, you have done well! The key test for you will be how much of that traffic do you convert to either short term engagement or long term engagement. You need to tell a story as to why they need to connect with you, if you can't, stop wasting yours and your audience's time.

Conversion is an art in itself and we cover this more under the topic of CRO.

The basics however are that each key piece of content needs to act like a landing page, optimised to capture their email address and convert your visitors from “anonymous” into “subscriber or known.” That way, you can continue to build the relationship and keep selling them on your products and services from now ‘til kingdom come, they need to enter your CRM!

Take HubSpot as an example, at the end of every blog post, they include a CTA that offers a free template in exchange for the oh-so-valuable email address.



Given you have put a lot of work into creating awesome content and driving traffic to read that awesome content, you need to make sure you convert this content!

Try to encourage your audience to subscribe with free tools or information.

7 | 5 Fatal Traps SEO companies will not share with you

Ok, so after reading this e-book or my other e-book you think, “that all seems easy’ and “my seo company I just hired should know all this”

I have seen many SEO companies approach my clients and have seen 100’s of reports prepared by SEO companies. I must say that I have seen more bad than good SEO companies.



Fatal trap #1

Firstly, companies that do not understand recruitment, staffing and corporate career sites should be ignored. I know that might leave a small pool of companies but alternatively, you are going to need to take them on a journey of education and you will be the one paying for this.

There are some very specific reasons for this, having launched and worked with one of the most competitive areas: commercial job boards, I know it is not easy to get the job part right.



Fatal Trap #2: PBN’s being used

External links are not created equally. Some SEO companies are just wanting to increase the numbers they report, they don’t normally report on quality only quantity.

Some SEO agencies tend to use Private Blog Networks to generate backlinks for their clients and in recruitment this really has no benefit. They are actually absolutely worthless.



Fatal Trap #3: They use automated tools only

Some SEO companies know their clients are not SEO experts and start off by running automated reports and flicking them to the clients with the message, “we need to fix this,” with little analysis going into understanding the core issue/s with a site.

I will use another analogy here! If you’re selling bread makers and your site does not have pages mentioning all the bread makers, models, specifications on its own pages, it is unlikely you will get ranked. It is one of the biggest SEO review mistakes I see by SEO companies. They do not focus on jobs pages, sector pages and consultant pages. The jobs should have clearly defined taxonomies and URL structure with job schema makeup, the sector pages should follow client and candidate streams, and there should be consultant pages for each consultant and ideally employee.

If you see an SEO report that ignores this, run a mile! This is only the start of true SEO for recruiters and if they miss these 3 key items they should not be in the business of SEO.



Fatal Trap #4: They can’t rank themselves

As per #3 If the agency does not understand their own industry and as such can’t eat their own dog food, ignore them. If they can’t rank themselves how can they rank you? If they say that it is too competitive, good luck!

Test your search for SEO and your city. Also see if they use #1, white hat and other silly keywords.



Fatal Trap #5: Ranking for keywords That Don't Matter is easy!

Understanding your main keywords that drive your business is super important, ranking for very long tail keywords is relatively easy and should not be the benchmark. In other words, it's completely useless.

Many SEO agencies will rank your brand for useless keywords so they can say "See? Look! You're #1 for this keyword!" But it doesn't matter if you've got top ranking for a hundred useless keywords - they're still useless.

The only thing that matters is ranking for competitive keywords that drive real, qualified traffic. If your SEO agency can't do that (and would rather waste their time showing off their ability to rank you for keywords that don't mean anything), it's time to drop them.

CLAIM YOUR FREE DIGITAL MARKETING STRATEGY SESSION TO DOUBLE, TRIPLE, OR EVEN QUADRUPLE SEO EFFORTS