

Enhance Your Google Strategy

SEO Matters! With more than a trillion sites now competing for Google's favor, it takes more than a quality website to get noticed. If your company is not visible, you could be missing out on a huge candidate traffic opportunity.

Our mission at DirectEmployers Association is to empower employers and provide valuable, cost-effective tools for successful recruiting in today's world.



What is SEO and why should you care about it?

Search Engine Optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via unpaid or "organic" search results. This makes your career site and its job content attractive, relevant and visible to Google and web searchers to maximize the potential of attaining page one ranking.

Why is this important?

Consider what it would be like to have a building with no windows, no signs, and no advertising whatsoever. Potential candidates will drive past your business, not even realizing you are there. The same thing can happen to your career site if people cannot easily locate it using Google. Certainly those looking for your company should be able to find you without much difficulty, but this may not be the case.

Understanding the importance of Google

So, have you heard of Google? Of course you have, and so have 100% of the internet users out there. Looking for jobs can be a daunting task and despite the wealth of resources available, most

candidates rely on major search engines like Google to make the process easier.

Here's a fun fact... Most job seekers rarely search by company name. Instead, they look for jobs based on location, occupation, or title nearly 85% of the time. Try this – enter a search for "software sales jobs in Chicago" on Google and see what you find. That's right, pages upon pages of job boards and aggregators and not a single direct-hire company in sight... So the question becomes how does the employer win back this space and become relevant enough to show up first?



Stop the insanity

Our goal here is to help you break the cycle of dependency on expensive online recruiting and start winning back the front-page "prime real estate" on search engine

results. Over the years, your jobs have become commodities to be resold by other companies that do a better job of attracting job seeker traffic than you do. Often times your brand ends up driving traffic to completely irrelevant pages and listings that have nothing to do with what the job seeker is looking for. And as long as job boards and aggregators continue to dominate Google's front pages you'll continue to pay big dollars year after year for your listings to be seen.

Unless.... You change.

You have a career site, but Google may not even know your jobs exist!

Just because you have a career site doesn't mean the search engines can see your jobs. Applicant tracking systems are created to track candidates, not act as a marketing platform. Even if Google could find your job content, most applicant tracking

TOP REASONS YOU MAY BE INVISIBLE TO GOOGLE

- ✓ Your ATS is not designed for Search Engine Optimization
- ✓ Use of bad job titles, including abbreviations and non-searched terms
- ✓ Job content is not optimized for SEO (lacks search keywords in job views)
- ✓ No location data within jobs exists, such as spelled-out state names, zip codes, or nearest major-market names
- ✓ No sitemap for jobs on your website exists to help the search engine spiders crawl all the pages without the need to navigate via embedded links on the page

KEYWORDS	MONTHLY SEARCHES	KEYWORDS	MONTHLY SEARCHES
usa jobs	2,240,000	jobs	226,000,000
texas jobs	1,220,000	government jobs	3,350,000
new york jobs	1,220,000	part time jobs	2,740,000
florida jobs	1,000,000	assistant jobs	1,500,000
california jobs	1,000,000	hospital jobs	1,500,000
colorado jobs	450,000	medical jobs	1,500,000
michigan jobs	450,000	engineering jobs	1,220,000
oregon jobs	246,000	teacher jobs	1,220,000
utah jobs	246,000	nurse jobs	1,000,000

* This chart shows Google keyword search results based on our top 10 .JOBS "location + jobs" searches and our top 10 .JOBS "occupation + jobs" searches

systems are not search-engine optimized to help your job content show up in Google search results, or any other major search engine.

“But I’m already using SEO for my site”

Over 226 MILLION searches are done on Google every month just for “jobs,” and job-related searches total WELL beyond hundreds of millions! Our strategy is to help you get back in the driver’s seat and in front of job seekers who are not looking for you. SEO for your career site is certainly a start, but at the end of the day you are still left with only one domain to compete against 100,000+ job boards in search results. More is more with SEO, so as long as job seekers continue to use broad search methods—without your brand—employers need to provide more relevant, targeted pages for them to find. YOU own the jobs, so YOU should get the traffic!

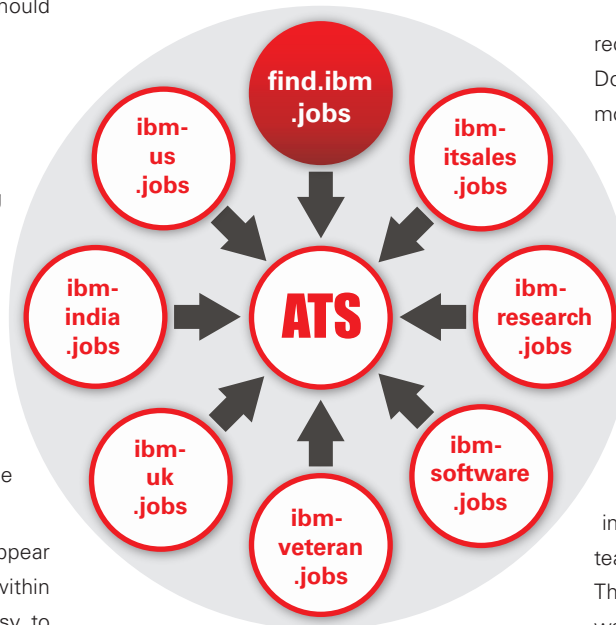
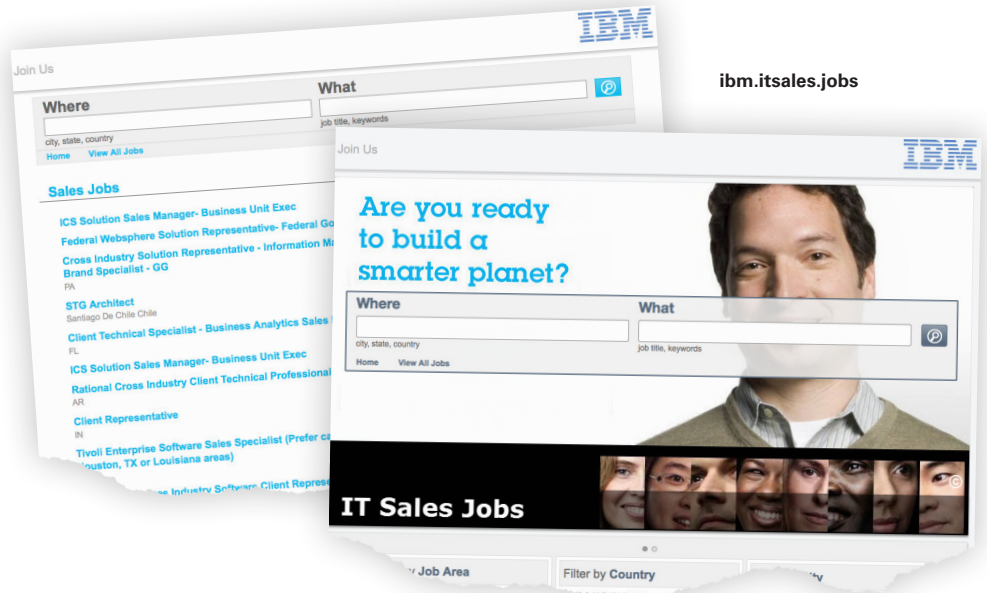
There’s no such thing as “too much SEO”

So if “more is more,” what about increasing the number of job-related domains you have online? For example, IBM uses **IBM.com** for all of their online content. However, if a candidate searches “IT sales jobs,” it is highly unlikely that Google will present **IBM.com** as a relevant result, especially if their jobs cannot be seen by search engines. What if IBM had a subset of its listings available on **ibm-itsales.jobs** that Google could find?

Not only do the most critical keywords appear right in the domain, but they are also found within the content of the pages making them easy to index and incredibly RELEVANT as a result. The objective is to not only appear in the search results, but to rank as highly as possible to be seen by job seekers who are not looking specifically for you.

.JOBS Career Microsites
More relevant target pages for more relevant candidates

Here is an example of how a company can amplify its SEO efforts and create more relevant traffic from Google. The red circle represents IBM’s career site which contains all of its jobs, driving



candidates directly to IBM’s applicant tracking system (ATS). The white circles represent additional IBM.jobs Career Microsites which contain subsets of the original listings. Each microsite targets a specific group of job seekers who are looking for work in that particular geographical location or occupation.

Expand your brand

There are many creative ways to use .JOBS Career Microsites to showcase your brand. Do you want to target students for internships? How about

recent graduates or people with disabilities? Do you need to market your message to a more diverse audience, or perhaps ex-military personnel? What about infusing flash or video content? There are lots of ways to expand your reach beyond what your current career site can do for you, and we can help.

“Just add water”

No need to request IT resources because we will handle the initial setup and host the sites! Once we create your .JOBS Career Microsites and populate them with the appropriate jobs, all you have to do is involve your ad agency or your internal creative team to customize them with your own branding. This “just add water” approach is just one other way we help reduce your costs and increase your success with recruitment!



One final note

SEO is a marathon, not a sprint, when properly implemented. It takes time to move up in the search ranking, but once you get your pages into the organic results area, they become a recruiting asset your company can use for years to come. Not only will you attract more talent directly to your career site before they go to the job boards, but you will dramatically reduce your costs per hire!

To learn more about .JOBS Career Microsites, speak to a digital strategist. **Call (866) 268-6206 today!**

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