



SEO FOR RECRUITERS

A SEO GUIDE FOR RECRUITMENT WEBSITES

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A large, stylized gear graphic in the bottom right corner. Inside the gear is a circle containing the text 'SEO'. Below the circle are three dots.

SEO

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WHAT IS SEO?

Search Engine Optimisation (SEO) – a term that seems to be growing in popularity across industries yet sounds like a complicated mystery to most. It's a well-known fact that most search engine users don't go past the first search engine results page (SERP).

Put simply, a SEO friendly website is more likely to be found by Google and rank higher on the SERP, increasing the chances of your business capturing your candidates' attention.

FOR RECRUITERS:

A solid website can be a highly effective tool in a landscape as competitive as recruitment. Playing a key role in helping you stand out in the crowd whilst growing your recruitment business.

With search engines like Google becoming an increasingly prominent part of a candidate's job search, your website is valuable touchpoint for your business.

WHY DOES IT MATTER?

→ Increased brand reach

Visibility on the SERP for search terms relevant to your audience will help your brand reach their awareness.

→ Increased website traffic

Ranking higher on the SERP increases the chances of users clicking the link to your website page.

→ Increased conversions

Once a user is on the website, it should be designed to create conversions with the content and layout.

GOOGLE JOB SEARCH

Recruiters can use Google to their advantage in a variety of ways to benefit their candidate sourcing process.

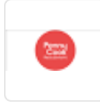
Google Job Search is a great feature for recruiters to find quality candidates active in their job search.


The platform simplifies a candidate's search process by collating relevant jobs from a number of job sites in one place. So, it is useful to ask your developers to properly integrate your website for Google's job search feature and take advantage of this valuable channel of free candidate sourcing.


The screenshot shows the Google Job Search interface. At the top, there's a blue header with the word 'Jobs' and a location filter 'Near Southampton'. Below this are several filter buttons: 'Past 3 days', 'Full-time', 'Work from home' (which is highlighted with a blue line), 'Management', and 'Healthcare'. The main content area displays three job listings. Each listing includes a company logo, the job title, the employer's name, the location, the source, the time it was posted, the salary range, and the job type. The first listing is for 'Kitchen Manager - day shifts - near Southampton' by Penny Cook Recruitment, posted 17 hours ago, with a salary of £30K-£32K a year, and is a full-time position. The second listing is for 'Administrator' by the University of Southampton, posted 14 hours ago, and is a full-time position. The third listing is for 'Contract 2nd Line IT Support - Office based Southampton' by Spectrum IT Recruitment, posted 17 hours ago, and is a full-time position. At the bottom of the results, there is a link that says '→ 100+ more jobs'.

Jobs
• Near Southampton

Past 3 days Full-time **Work from home** Management Healthcare

 **Kitchen Manager - day shifts - near Southampton**
Penny Cook Recruitment
Southampton
via reed.co.uk
🕒 17 hours ago 💰 £30K-£32K a year 📅 Full-time

 **Administrator**
UNIVERSITY OF SOUTHAMPTON
Southampton
via Times Higher Education
🕒 14 hours ago 📅 Full-time

 **Contract 2nd Line IT Support - Office based Southampton**
Spectrum IT Recruitment
Southampton
via reed.co.uk
🕒 17 hours ago 📅 Full-time

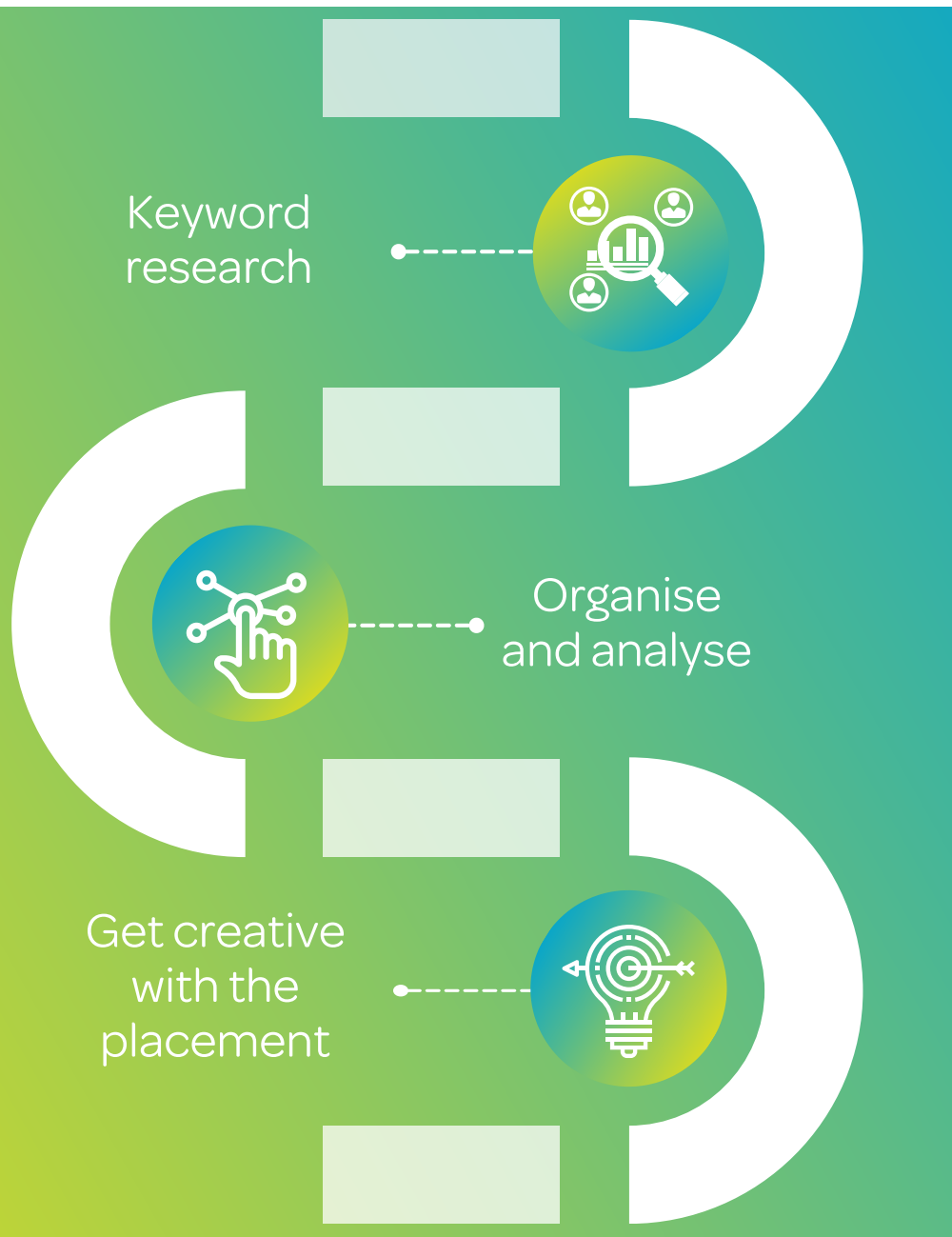
→ 100+ more jobs



LET'S KEEP IT SIMPLE!

We've compiled a list of 7 key areas of focus, from beginner to advanced tips to help you get your SEO plan started.

KEYWORD MANAGEMENT



Getting into the headspace of your audience is fundamental. Thinking of words and phrases that your audience would be searching for is a good place to start your keyword planning.

By selecting the right keywords, you increase the possibility of your website appearing in the relevant search terms of your candidates and clients and meeting them at a place where they are seeking your services.

Keyword research tools such as google Keywords, SEMrush, and Ahrefs, are great for analysing the value of certain keywords, i.e. the monthly search volume, as well as for recommending related keyword. However, keep in mind these are paid solutions there are free alternatives, but they come with limitations

Once you have a reasonable list of potential keywords, categorising them into topics and sub-topics can help you start building a content strategy for your website.

Each page of content should focus on 1 or 2 keywords that are well incorporated into the text without sacrificing the readability of the content.

ON-PAGE SEO

When it comes to appealing to Google, on-page elements can be quick and easy tweaks to your content and website layout that you can make to boost the visibility of your pages in the SERP. Title and header tags, internal links, meta-descriptions, image alt-attributes, and keyword management are all elements of on-page SEO that can help you improve user experience and drive traffic to your website.

These elements are useful indicators for Google to recognise what the content of a webpage is about so it can be ranked for the relevant search queries. Here is a small on-page SEO checklist to help you get started:

Keywords

There are various places where you can strategically include them – the first 200 words of text, meta-descriptions, titles and headings, image alt-text, etc.

To google these attributes are all indicators of what a page is about so keywords hold more power here.

Meta-description

The meta-description of a page is a brief summary (155 characters max) that informs and advertises to your visitors what the page offers.

With the aim to capture your audience's interest by appealing to the reason behind their search.

Internal Linking

As well as keywords, the first and last 200 words of text are also an ideal place to include links to the other useful pages on the website.

Internal linking can be a simple yet effective method of boosting the ranking of various pages on your website by indicating to Google their importance.

Images

Optimising your website can come from things as simple as the file name, alt-text, and description of the images you include on a page.

Adding keywords to these attributes indicates to Google the importance of the image and its relevance to the text.

H1 Title tags

This is the title that will appear in the Google results page.

Each page on your website should only have H1 title tag that is kept within 70 characters and cleverly includes your primary keywords.

LINK BUILDING

Link building, also known as off-page SEO, is the process of building a network of hyperlinks on other websites that link to your own website. The link itself is called a 'backlink'. This type of SEO indicates to Google the level of popularity, authority, and trustworthiness of your website, which then boosts your ranks on the SERP and drives more traffic to your site.

For a recruitment website, backlinks can be created from a variety of sources:

- By being featured on your clients' websites as a partner
- Creating guest blogs on other prominent industry websites
- News and PR activities that direct buzz towards your website
- Links on job sites that you have partnered with
- Creating interesting, informative, and insightful content that organically gets shared on social media

The goals of these activities and content should be to drive traffic from their websites to your website, whilst building a network of connections that shows Google you are an influential member in the field.



COMPETITOR ANALYSIS

Get to know your industry and the common practices that others in the space have been using. You can quickly understand what type of website content and layout works in your market and what you would not benefit from.

Analysing your competitors' websites is a great place to get inspiration for what is working, content ideas, and untapped opportunities. Gathering this level of market data can benefit with the planning and development of your own website content strategy that can help you steal traffic away from your competitors, which is crucial in a time-sensitive and competitive industry like recruitment.

Whilst researching your competitors, using SEO auditing tools such as SEMrush, Ahrefs, and SpyFu can give you access to detailed insights and data on specific URLs. Begin with identifying your key competitors and even indirect competitors that may not be in the exact same market as you but are competing for the same keywords, e.g., recruitment news providers.

This is where it's important to have a keen understanding of your target keywords as it will play a key role in your research to identify who is ranking for them, where they are on the SERP, and how. Identify the keywords that your competitors are organically ranking for (as opposed to paid keywords) and find the untapped opportunities for your own content.

CONTENT STRATEGY

The key is to create content that resonates with your audience.

Now that you have a clear understanding of your primary target keywords and industry topics that you can create content about, it is time to start developing a content strategy to build trust and expertise.

Make a plan of the different types of content you intend on creating and then work on what you need to begin making that content – will you write it yourself or hire a copywriter? How will you start building your network of backlinks?

A simple process to follow when creating a content strategy for your website is to think of content in topic clusters. First, think of over-arching topics that you can create long form content about (2000-3000 words), which can be considered a 'pillar' page. Then, focus on mind-mapping different sub-topic content (1500-1700 words) that cleverly links to the pillar page and with each other.

For candidates, you can build a library of resources that help them understand different aspects of the recruitment process, how to manage it effectively, and how you can assist them. Whereas for the client, you can showcase compelling stories of your other clients and how-to guides that can help them better manage their candidates.

PERFORMANCE OPTIMISATION

The performance of your website impacts both how your website ranks in the SERP, and a visitor's experience of your website. For instance, if candidates have trouble navigating through job listings or applying for a job, then they may disregard your services and look elsewhere.


In fact, Google's algorithm, although mysterious and ever-changing, does put emphasis on website usability and user experience with mobile optimisation and loading speeds being key factors.

With over 50% of internet traffic coming through mobile, a website that isn't properly optimised to accommodate mobile traffic creates missed opportunities and business. Whereas sluggish loading speeds can quickly become a cause for visitors to abandon the website giving you less opportunity to make a conversion.

Users no longer have time for websites with performance issues and in a competitive industry such as recruitment, having these issues can lead you to falling behind competitors.



LOCAL SEO



A great place to start is setting up a “Google my Business” profile with all the accurate details about your company, its location, and the important contact information that a visitor would need. You can also include Google Reviews on this profile, so encouraging your candidates and clients to leave reviews for you is a useful step towards building this aspect of your Google my business profile.

Another method of boosting your local SEO is to create location specific content, whether that be blogs, news, or local PR events. The location-based keywords used in these resources will increase the chances of those website pages ranking for location specific searches.

Candidates often search for jobs within a specific area as they have their location preferences, whilst clients might look for recruiters within a certain area. This is a behaviour that Google recognised amongst consumers of many different types of businesses and so they enhanced their algorithms to take location of the searcher in account when delivering the search results.

Essentially, you can boost your presence in location-based search results, such as “Management Accountant Southampton” or “Finance Recruiters Southampton”, using local SEO. With this in mind, local SEO can be a useful tool for recruiters to capture quality leads from valuable locations.



SUMMARY



Ultimately, you want to be where the candidates are. With Google being one of the most prominent first steps for many candidates in their job search, having a website that reaches them and is visible to them is key. Additionally, building an expert reputation through your content benefits you not only through the higher ranking in the SERP but also being seen as more trustworthy partner for clients.

Having a website that can capture these individuals through cleverly placed CTAs and relevant resource downloads, gives you the opportunity to establish relationships with them. You can then integrate them into your other marketing activities that nurture your relationship, e.g., email marketing campaigns.

The SEO tips in this guide are a great place to start enhancing your website. Overtime you will start to see the rewards of your efforts as direct traffic increases with higher conversions, creating a free channel for sourcing candidates.

ABOUT 3R

Our suite of bolt-on support services provides you with a trusted, bespoke solution to suit the needs of your recruitment business

Allowing you time to focus on growth and the day-to-day of your business, our tried and tested partnerships will give you flexible, affordable services, when you need them.



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Brand design
& creative
support



Accountancy
services



HR Support



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