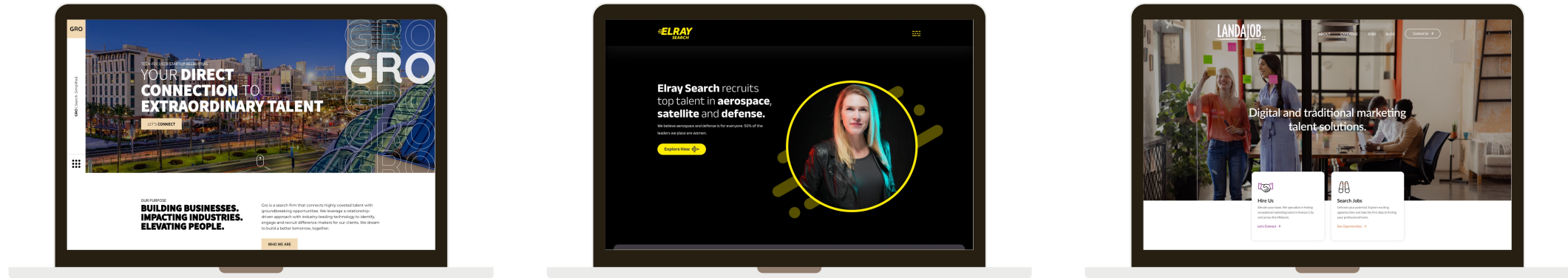


SEO **FUNDAMENTALS**

Steve Gipson, Recruiters Websites

Who is **Recruiters Websites?**



Custom website design and development, search engine optimization, marketing and integrations built by recruiters, for recruiters



***What do recruiters need to
know about SEO?***

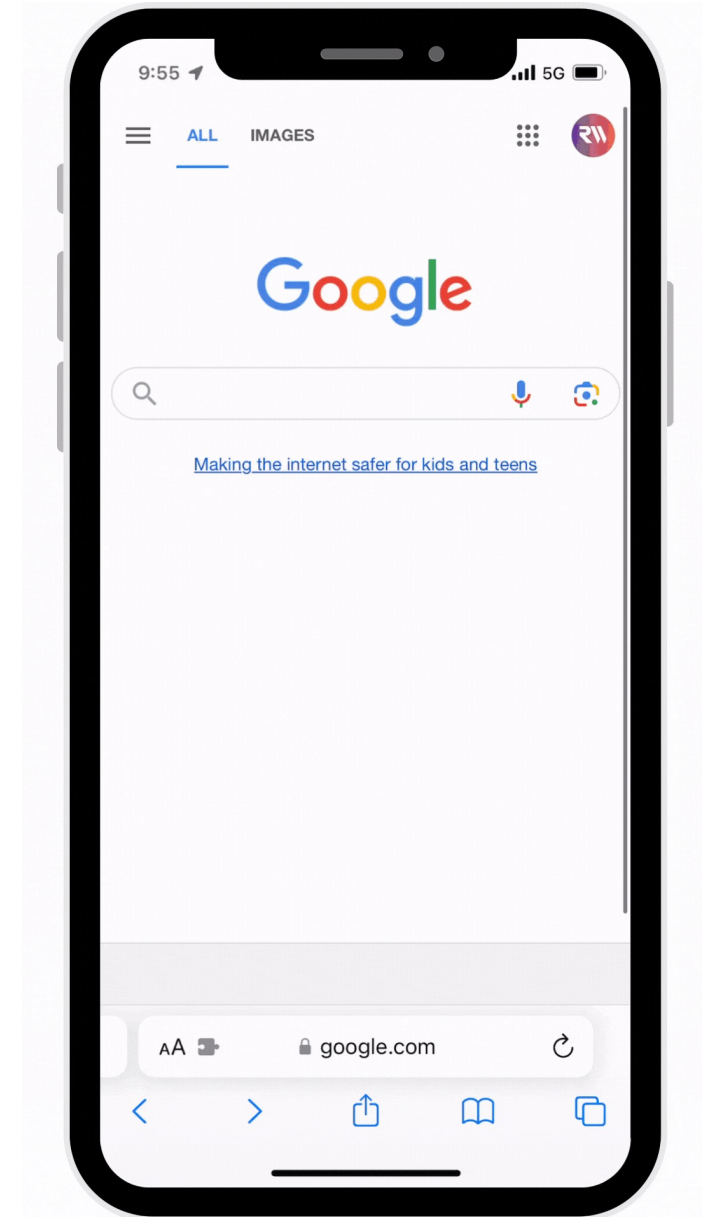


SEO Basics

- SEO (search engine optimization) is about **improving a site's rankings in the organic** (non-paid) section of the search results
- Common tasks associated with SEO include creating **high-quality content**, optimizing content around **specific keywords** and **building backlinks**
- The main benefit of ranking for a specific keyword is **getting “free” traffic to your site**, month after month

How **search engines** work

- When you search for something in Google (or any other search engine), an algorithm works in real-time to bring you what that search engine considers the “best” result



How **search engines** work

- Google's algorithm specifically ranks results on the following:
 - **Relevancy** – pages that are **closely-related to the keyword**
 - **Authority** – a page's accuracy and trustworthiness is based on the **number of links from other pages** (backlinks)
 - **Usefulness** - largely based on “**User Experience Signals**” and is determined by readability, organization and how users interact with the page
 - **Other factors** – domain age, loading speed, meta data, content length, image optimization, keyword prominence, mobile optimized, bullets and numbered lists, site updates, SSL certificate, official social media pages with followers, **plus 200 more**



Why does **SEO** matter?

- **SEO helps search engines better understand your content** so they can determine where it should rank.
- The better your SEO strategy, the **higher your page will rank** in searches on Google, Bing and other search engines
- Over **53% of all website traffic** comes from organic search



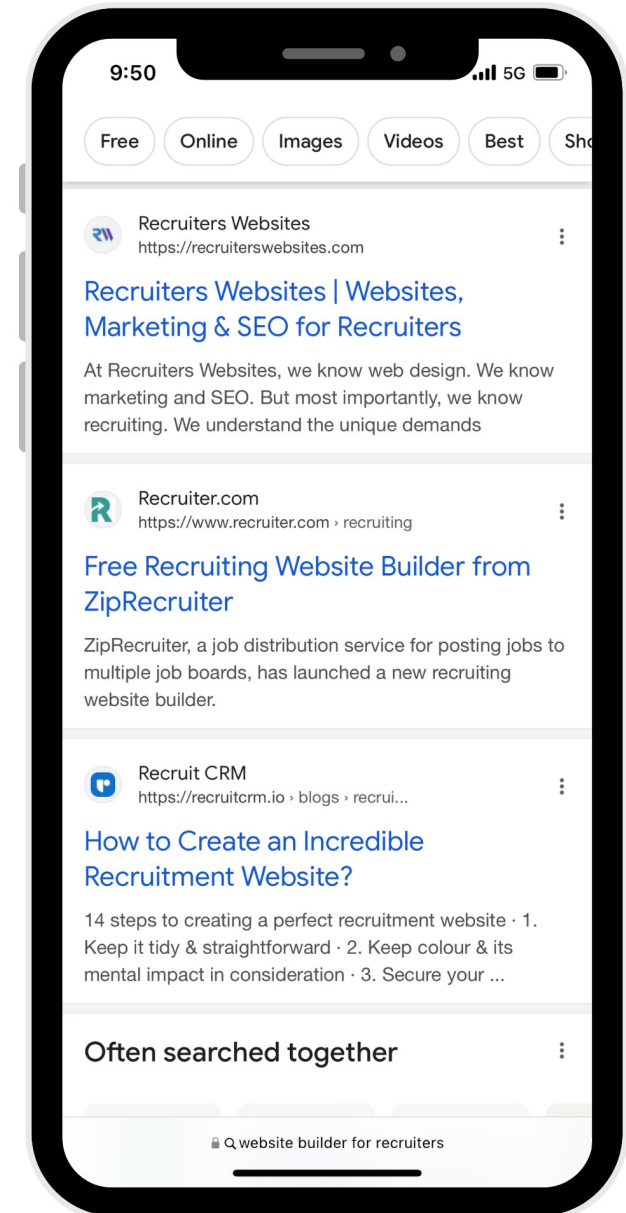
Why does **SEO** matter?

- SEO leads to **more organic (FREE) traffic**, which can result in a major return on your investment in content (that will continue to pay dividends over time)
- If you're not prioritizing SEO today, you're not alone: **90% of pages get no organic search traffic** from Google



Organic vs paid results

- Organic search results are natural results that rank **based 100% on merit**
- Search engines rank organic results based on E-A-T:
 - Expertise
 - Authoritativeness
 - Trustworthiness



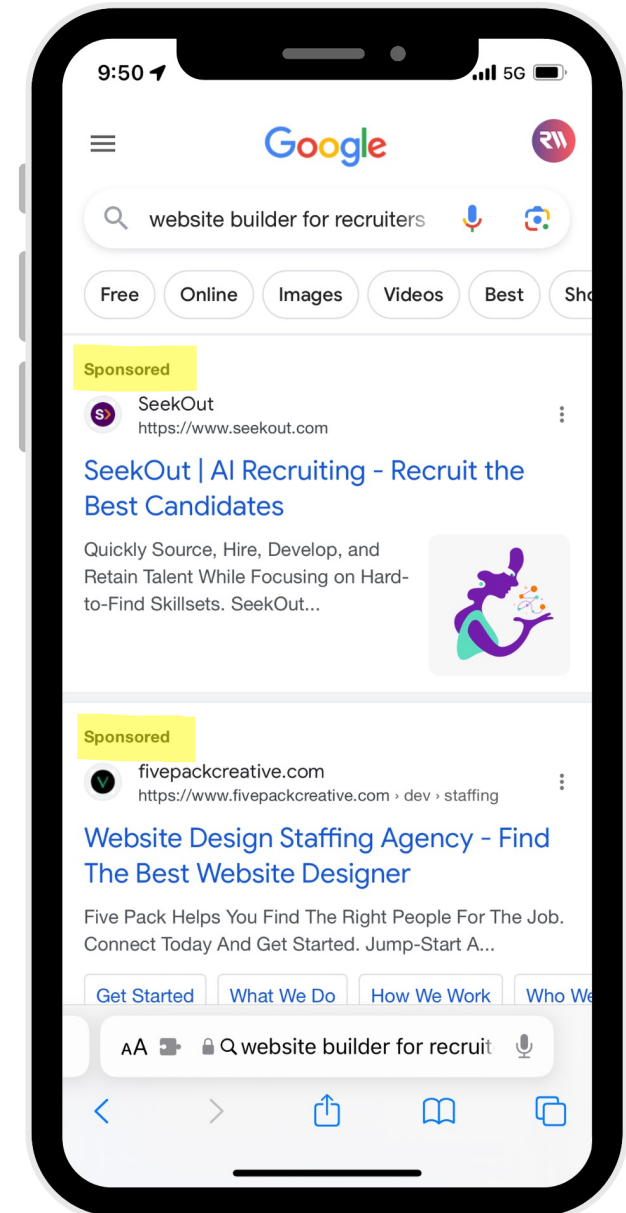
Organic vs paid results

- When we talk about SEO, we're talking about ranking your website higher up in the **organic** search results
- In other words, there's **no way to pay Google** or other search engines to rank higher in the organic search results



Organic vs **paid** results

- Paid search results are **sponsored ads that appear** on top of or underneath the organic results.
- Paid ads are completely **independent of organic listings**.
- Advertisers are “ranked” by how much they’re willing to pay for a single visitor from a particular set of search results (**Pay Per Click** advertising)



Types of SEO

Types of **SEO**

- On-page SEO
 - Activities **on your website** that help search engines better understand and rank your content
- Off-page SEO
 - Activities **on another site** or platform
- Technical SEO
 - Activities **on your website** that directly impact the indexing and crawling of your site by search engines

Types of **SEO**

On-page SEO

- Site content
- Keywords
- Title tags
- Meta descriptions
- Headers
- Images
- Internal and external linking
- Image optimization
- More

Off-page SEO

- Link building
- Content marketing
- Social media
- Podcasts
- Reviews
- Guest posting
- Brand mentions
- More

Technical SEO

- Site speed
- Structured data
- Canonicalization
- XML sitemap
- URLs
- More

The Metadata

- **The Meta Title**

- Use your keyword/key phrase in your title
- Current length recommendation is 600 pixels or 50-60 characters

- **The Meta Description**

- Use your main keyword/key phrase in your description
- Give enough information to tell what the page is about

About 139,000,000 results (0.45 seconds)



Recruiters Websites
<https://recruiterswebsites.com>

Recruiters Websites | Websites, Marketing & SEO for Recruiters

At **Recruiters Websites**, we know web design. We know marketing and SEO. Most importantly, we know recruiting because we were recruiters too.

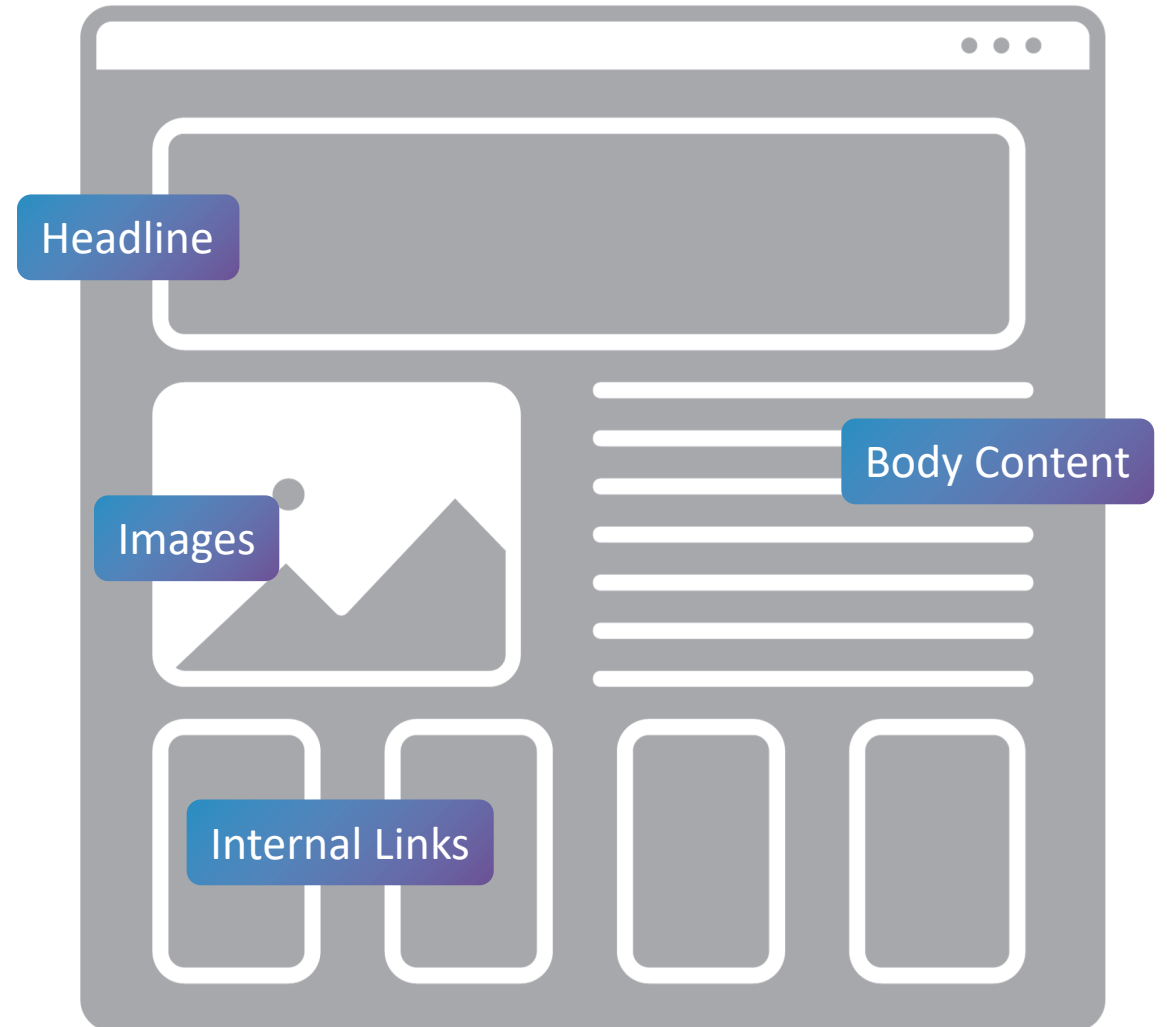
Meta Title

Meta Description



Site Content

- Use keyword in your content the appropriate amount of time (use it as early as possible)
 - Synonyms and variations
 - Include semantically related words
 - Don't keyword stuff
- Make sure H-tags (heading text) are set up properly
- It still needs to make sense!



Content Strategy

- **Blogs**
 - Creating **unique, useful information** on your website helps your firm stand out
 - Can be used as a **resource as well as SEO tool**
- **Industry pages**
 - **Highlight** a particular industry/service
 - **Drives clients/candidates directly** to the specific topic they are looking
 - Allows you to be **more direct with keywords**
 - Allows for **more conversions**



Other factors that affect SEO



URL Structure



Page Speed



HTTPS



Mobile
Accessibility



Internal Links

Getting started

Where do you begin?

- **Research**
 - Who are your **ideal clients and candidates**?
- **Keyword Planning**
 - What keywords are clients and candidates **typing into the search engines**?
 - Utilize keyword planner tools. We recommend **Google's Keyword planner** to get started (it's free!)
 - Focus on **long-tail keywords**
- **Set goals and make a plan**
 - **SMART** (specific, measurable, achievable, relevant, time-bound) goals



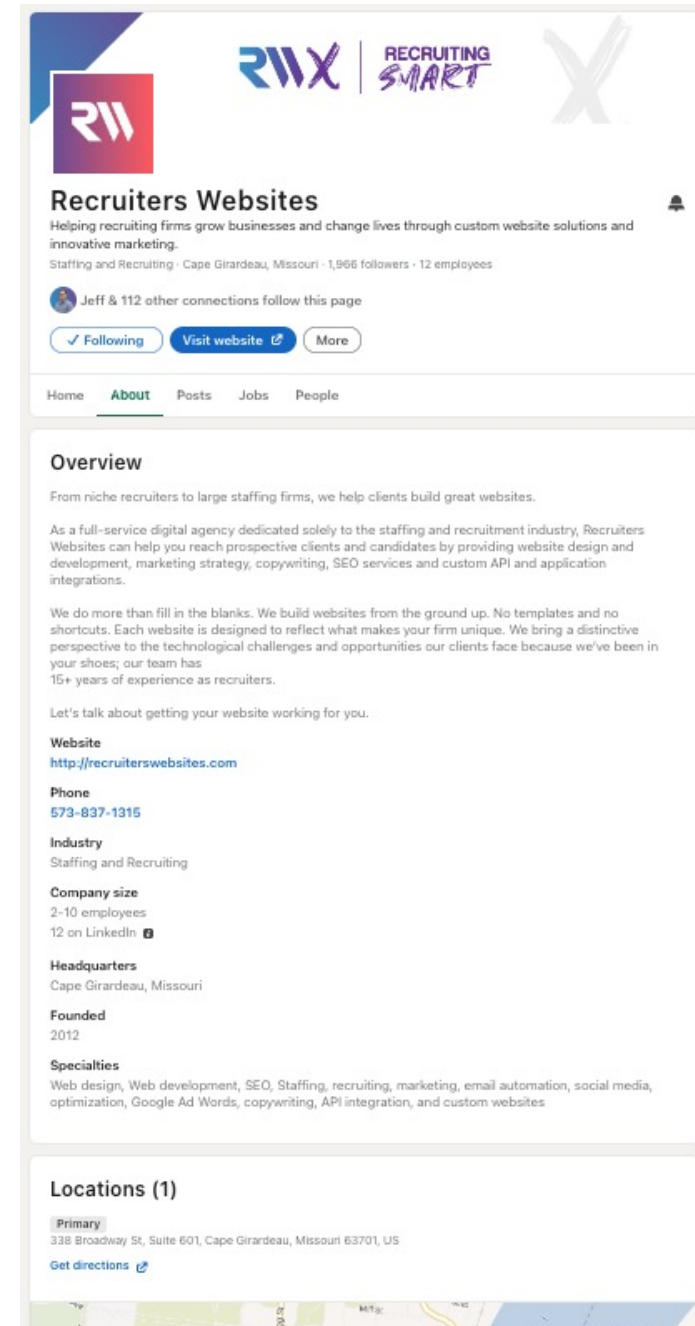
What can you do **today**?

- **No technical skill required**
 - Set up and completely fill out your social media pages
 - Create/update your Google Business and Bing Places listing



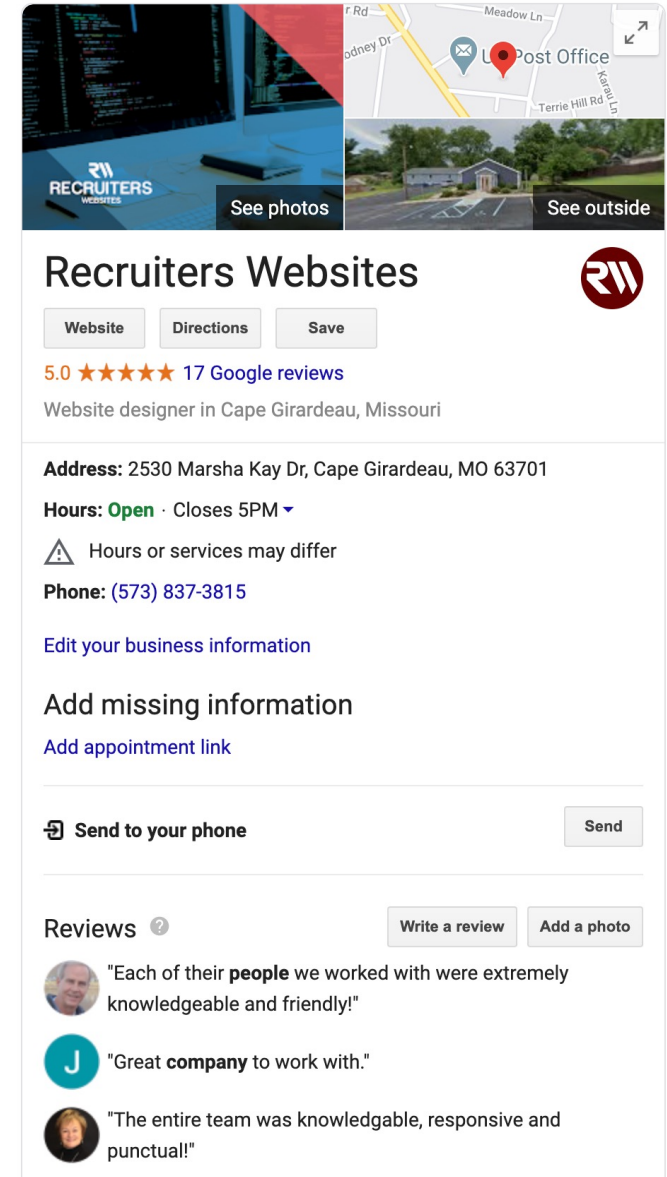
Social Media Pages

- **Claim**
 - True business page, not personal profile
 - Even on channels you may not use
- **Content**
 - Complete as possible
 - Accurate and up-to-date
- **Consistent**
 - Look and feel
 - Voice and style



Google Business Listing

- Requires a Google account and phone number
 - Log in or create an account at google.com/business
 - Enter your business name
 - Enter the address of the business location
 - Specify service area(s), if any
 - Choose your business category
 - Input in all your business details
 - Verify
 - Sync listing information at bingplaces.com



What can you do **today**?

- **Website backend access required:**
 - Set up Google Analytics on your site
 - Set up Google Search Console on your site
 - Submit your current website to Google for indexing
 - Set metadata for each page
 - Review your website for credibility issues

Google AI and how it affects SEO

- Position zero, or snippet, will now be answered by AI.
- Instead of showing one source, it will show several.
- Ability to ask follow-up questions for VS starting search over
- Improves user experience through search Google



what is position zero?



All

Converse

Images

News

Shopping

Videos

More

Tools



Generative AI is experimental. Info quality may vary.

Position zero is the information that appears at the very top of Google's search results. It's also known as a featured snippet. Position zero is a direct answer to a search query. It's displayed differently than the top ranking search result.

Position zero can be a paragraph, table, ordered list, unordered list, video, or other featured snippet. It appears above the first search result on a SERP, not including paid advertising.

To increase your chances of ranking for position zero, you can:

- Focus on long-tail keywords.

Show more



Ask a follow up



How to rank
above position
1? Get Positio...

The online re...



What is
Position Zero?
How to Win at...

iThemes



How To Ge
Google Se
Position Ze

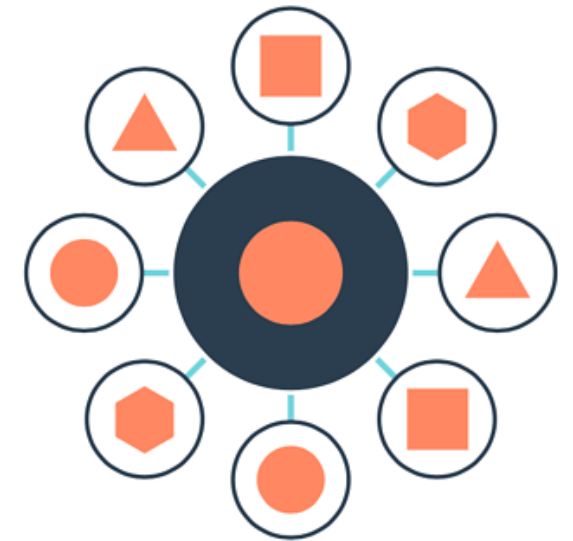
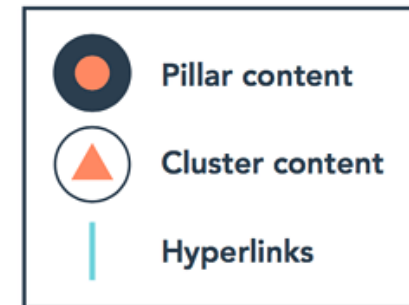
Victorior



How should we adjust **SEO**?

- Adopt a **cluster content** strategy
- Lean into **long-tailed**, conversational keywords
- **Use semantically related words** to define the topic of a page to help your page to rank
- EAT is still important!
 - Expertise
 - Authoritative
 - Trustworthiness

Topic Clusters



Helpful **tools**:

- Yoast - <https://yoast.com/>
- Moz - <https://moz.com/>
- Ahrefs - <https://ahrefs.com/>
- Hubspot - <https://blog.hubspot.com>
- SEMrush - <https://semrush.com>
- Recruiters Websites - <https://recruiterswebsites.com>

Takeaways

- SEO is essential for improving organic search rankings, driving free traffic and achieving a high ROI.
- Differentiate between organic and paid results, and focus on on-page, off-page and technical SEO.
- Start with research and keyword planning, optimize metadata and content, set up social media and business listings, and prioritize user experience.
- Use SEO tools, maintain E-A-T principles and create valuable content to enhance website visibility and conversions.

Questions?