



# DO STAFFING FIRMS NEED A BLOG?



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**B**logging takes work. Real commitment. But is it necessary to your business? Do staffing firms really need blogs?

Given how few staffing firms have them, the answer must be no, right? But at one time, staffing firms didn't need a website, or an ATS, or testing software.

Five years ago, blogging was a novelty mostly limited to political pundits and technology geeks. But then a funny thing happened.

## **Google started paying more attention to blogs.**

And rewarding websites that produced fresh, original content.

In their most recent Panda and Penguin updates, Google revised their search algorithms to give more weight to websites that regularly add content and rich media content. Static sites have become less likely to rank well. And Google is even penalizing websites that use junk content, repeated content or receive links from low quality sources.

In essence, Google has made blogging (or at least regular content updates) essential to search

ranking. And based on the results we are seeing, blogging has a DRAMATIC impact on the traffic staffing firms get from search engines.

With a blog, each new post on your website creates a new page on your site that Google will index. Each page gives you a new opportunity to rank well for a given keyword or search string. After

just a bit of time blogging, your site will begin ranking for more different keywords and search strings. The direct result is more targeted search traffic to your website.

Consider these examples. In each case you'll see that with more blog content, the total number of keywords driving traffic to their website goes up dramatically. This results in more search traffic coming to the website (and more business leads and qualified candidates!).



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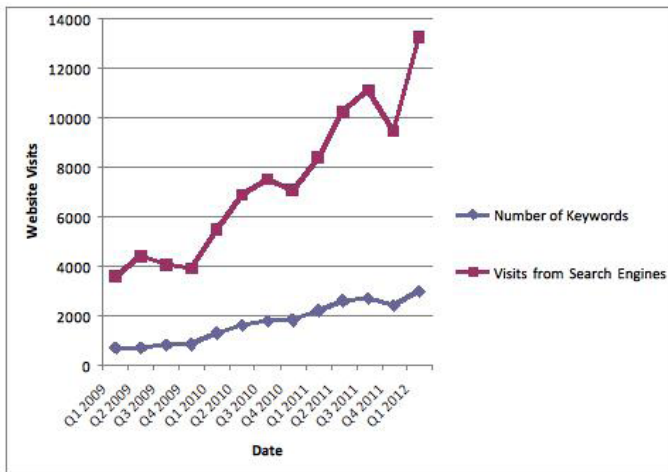


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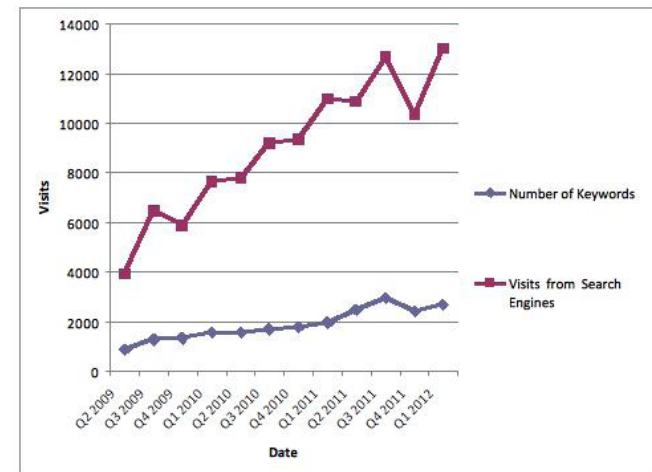
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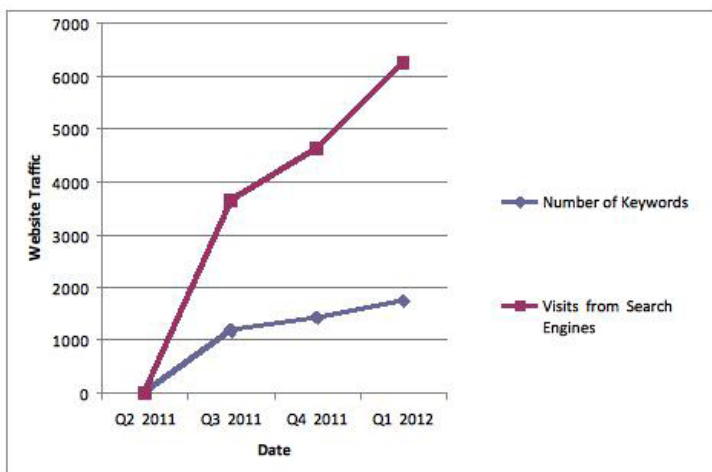
## Commercial Staffing and Executive Search Firm in Virginia



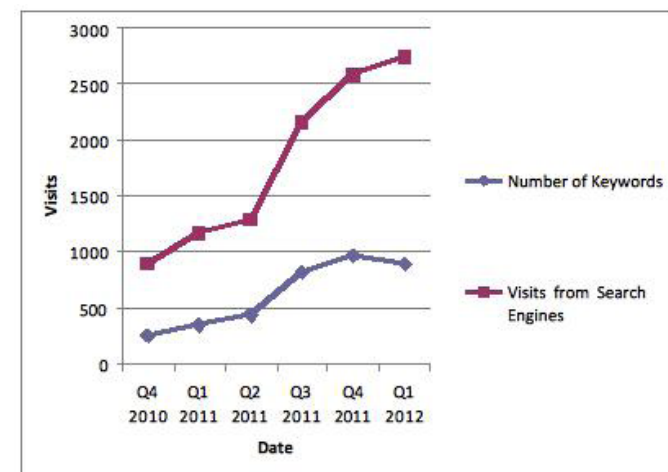
## Commercial Staffing Firm in Pennsylvania



## Commercial Staffing Firm in Michigan

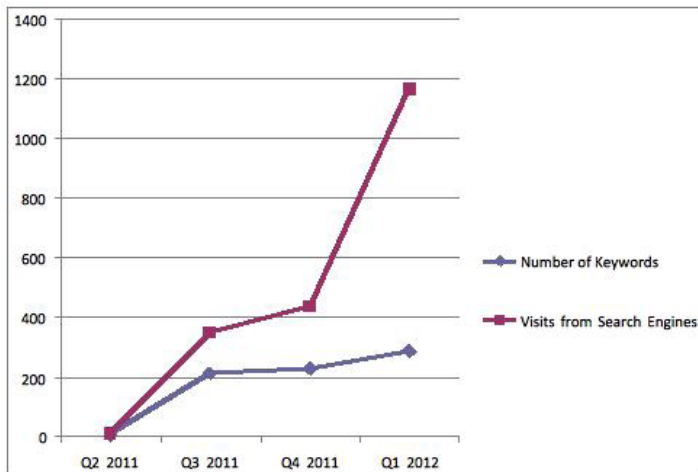


## Light Industrial & Clerical Staffing Firm in South Florida



# DO STAFFING FIRMS NEED A BLOG?

## Physician Recruiting Firm Based in Florida



## So should you be blogging?

If you want more people coming to your website, and you want to rank highly with Google and other search engines, the answer is a definite YES.

## Want to know more about blogging?

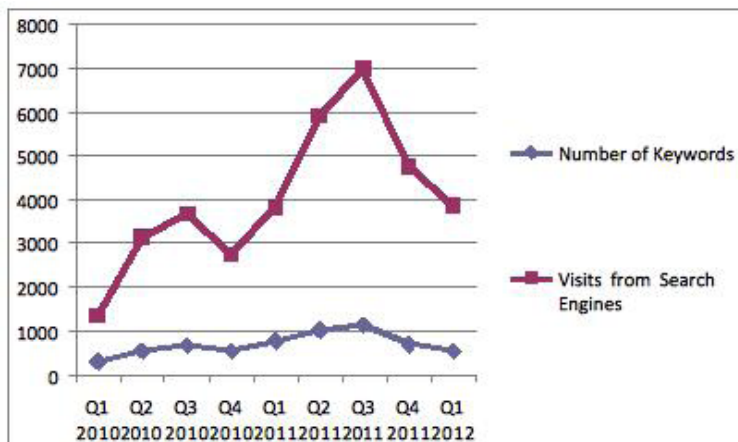
[Watch our webinar on blogging >](#)

## Want results like the examples above?

Call Haley Marketing and we'll tell you more about staffing blogs and how we can cost-effectively produce original content just for your firm.

## Light Industrial and Skilled Labor Company in Texas

**NOTE: THIS COMPANY STOPPED BLOGGING IN THE Q4 2011**



  
**haley**  
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# ABOUT HALEY MARKETING GROUP

## What we do:

At Haley Marketing, we are staffing industry specialists. We offer a range of services to satisfy the marketing needs and fit the budgets of all kinds of staffing firms.

We founded our company with a simple mission: to make great marketing more affordable. Whether you're looking for an effective way to stand out from the competition or you just need a new website or brochure, we can provide it.



## Our services include:

- E-NEWSLETTERS & EMAIL MARKETING
- WEBSITE DESIGN
- BLOGGING AND SOCIAL MEDIA MARKETING
- INTEGRATED STAFFING CAMPAIGNS
- MARKETING STRATEGY
- CONTENT WRITING AND CREATIVE SERVICES

Solutions to the staffing industry's challenges.

**Prices YOU can afford.**

