



IS YOUR STAFFING FIRM'S WEBSITE COSTING YOU MONEY?



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No, I don't mean "how much did you spend on your site," I mean are you losing clients and candidates because of your website?

At Haley Marketing, we design staffing websites. Lots of staffing websites (more than 800 at last count). And we regularly track Google analytics on more than 250 sites. As a result, we know the features that are most demanded by employers and job seekers. And we know where people tend to abandon staffing websites.

One of the biggest lessons we've learned is that staffing firms really under value, and under leverage, the traffic coming to their websites. While traffic varies greatly from one staffing firm to the next, every single site we see gets hundreds or even thousands

more visitors each month than the staffing company's physical locations do.



To give you a better idea of actual numbers, here are a few specific examples:

A legal staffing firm in Louisiana (with one office) received over 6000 visits to their site last month.

A commercial staffing firm with three locations in Michigan received nearly 18,000 visits to their site last month.

A regional commercial staffing firm with over 30 locations throughout the country received over 70,000 visits to their site last month.

Is there any remote chance that one of the companies saw that same amount of traffic come through their front door? Nope! Yet most staffing firms spend more on the furniture in their lobby than they do making their website perform.

So what causes staffing websites to lose money?

■ UNPROFESSIONAL DESIGN

You don't need the fanciest website in the world, but you do need a site that looks good.

Your website is effectively your "Director of First Impressions."

Its appearance conveys a strong message to employers and job seekers, and you absolutely must have a site that conveys the right message about your firm.

■ NO ABILITY TO SEARCH JOBS

It's the number one feature job seekers want. Ideally you not only have a searchable job board on your site, but you should also feature Hot Jobs right on your homepage. In fact, searchable job boards account for, on average, 40-60% of all page visits—if you don't have a job board, you're missing a huge recruiting opportunity.

■ "ME TOO" COPY

Yes, your service is great. And yes, you have loads of experience in your market. And you can provide great people. But guess what? Your competitors websites are saying these things already. If you



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want your website to make a lasting impression, you need a message that is clear, concise and different from everyone else.

■ CONFUSING NAVIGATION

Ideally, the most important features of your website should be accessible with one click from the home page.

They may be incorporated into the site navigation or maybe you'll have a quick links area to access these features. When designing your site, graphic links can make key features easier to find.

■ NO CALL TO ACTION (OR FEATURES THAT ALLOW PEOPLE TO TAKE ACTION)

You want job orders? Let employers place an order. You want candidates? Make it easy for people to apply or send in their resume. Every page on your

website should have a specific purpose and call to action. Make the calls to action easy to find and easy to use.

■ LONG APPLICATION FORMS

Please, forget the super long application forms! Nothing chases candidates away faster than having to enter 500 skill codes. While you need to collect the data, consider a two-step process. In step one, just get their name and resume. Better yet, allow them to apply with LinkedIn with just one click. Once you have the basic data, you can then ask them to complete the long form prior to an interview.

■ LACK OF FRESH CONTENT

Is your website just an online brochure with a few pages, or is it a true resource with valuable information? If your website just talks about your services and your company, there is no reason to come back. Furthermore, search engines won't find your site relevant. In tracking more than 75 sites that add content to a blog once per week, we found an average increase in search traffic of

300% within one year. On the other hand, websites without regular updates saw flat search engine traffic and in some cases a decrease.

■ IMPOSSIBLE TO FIND

You can have the best site in the world—but it's useless unless people can find it! When someone types in "Staffing Services in {your city}" and your competitors dominate the results—you're losing business. Your static pages should be search engine optimized and you should have a plan in place to continually add fresh and relevant content to your site.



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■ IGNORING ANALYTICS

Do you know how much time people spend on your website? Do you know which pages have the highest drop-off rate? Do you know what sources drive the most traffic to your site? If you don't have access to this data or you ignore it, you're doing yourself a big disservice. This information will tell you exactly how your site is performing and allow you to address areas of concern. At Haley Marketing, we track these stats for our clients and leverage data on over 250 staffing websites to help design sites that attract and convert potential clients and candidates.

The ROI on a staffing website is measured in thousands of percent.

A great website is an investment in your firm's future. It will last you for at least three years and more likely from five to seven. If you amortize the investment over this period, and consider the job orders you'll get and candidates you'll attract, your website will produce tens of thousands in revenue for a comparatively small investment.

And that's way more than you'll get from the furniture in the lobby!

Want more ideas for your staffing website?

DOWNLOAD OUR GUIDE TO CREATING A KILLER STAFFING WEBSITE



Or call us for a free copy of our staffing website features checklist.

1.888.696.2900

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.