



RECRUITMENT SEARCH ENGINE OPTIMISATION

WHY SEO? Search engines are one of the most important tools to attract candidates. 88% of all candidates begin their job search on Google, and organic searches generate up to 50% of all traffic to careers websites. Candidates who find you via search engines are more engaged than candidates from almost every other channel and are more likely to apply for a role (Source: NORAS 2013).



Our search engine optimisation service includes:

- Keyword research, auditing and competitor analysis – to track your position in the market and ensure your SEO strategies are working effectively
- On-page Optimisation – managing the site structure and technical elements to promote your business to Google
- Social SEO recommendations for LinkedIn, Facebook, Google+, Twitter and other social media channels
- Off-site promotion of your brand by engaging in communities, blogs, forums and social media
- Content Strategies, YouTube Strategies, copywriting and online engagement to drive targeted SEO and natural visitors to your site

Search Engine Optimisation clients include_



Search Engine Optimisation in 2016

Each month in 2016 more than 338 million people will use Google and other search engines to look for job-related content. With these search engines increasing their understanding of jobseekers' intent and attitude, 2016 will be about candidate understanding, not just recruitment keywords.

In 2016 Google will build on its 'Hummingbird' update to emphasise quality and relevance. Recruitment search results will be delivered based on Google's view of your company, and whether your roles match the needs of individual candidates.

Content and technical elements will become intertwined signals within your website and search engines will become even more valuable in attracting talent to your organisation.

Why Enhance Media lead the market

- Data – we hold more research data about recruitment SEO than any other EU company except Google
- We've worked with all the major ATS's, so we know what can be optimised and the best way to do it
- Applications and hires - we deliver to your recruitment business goals, not merely visitor numbers
- ROI & Analytics - We have an in-house Web Analytics team to measure and optimise your ROI
- Culture – SEO is logical, mathematical, highly-complex and measurable – playing to our strengths
- Recruitment industry specialism - we totally understand job seekers
- Experience – over 10 years conducting recruitment search optimisation

Make sure the best candidates find you first. Use SEO to compete better, for less cost.