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Online Branding and Reputation Management—It's More Important Than You Think

ASAPto
WEBINARS

May 16

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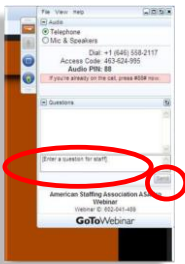
Brought to You by the

ASA SEARCH & PLACEMENT SECTION

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How to Ask a Question

- Questions Panel
 - Type your questions into the Questions panel and click Send.





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How to Submit Your CE for This Webinar

- Visit americanstaffing.net and click on Education & Certification
- Scroll down to access the "Already Certified?" section for the CE submission form and to view your CE summary





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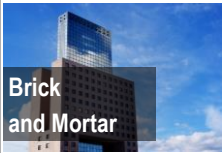
Today's Agenda

- Why online branding is so crucial
- Key elements of your online brand
- Creating an effective website
- Generating good content
- Your social media presence
- Online review sites
- Monitoring tools



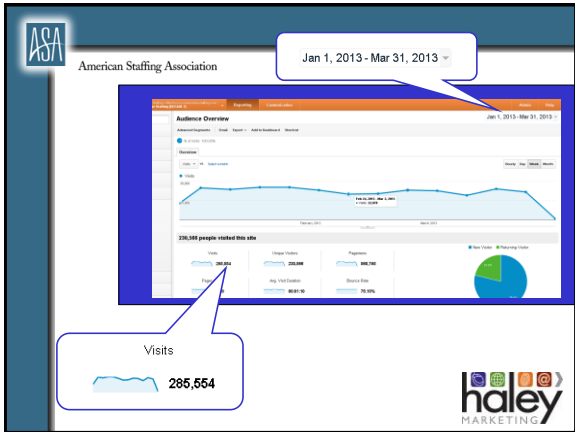


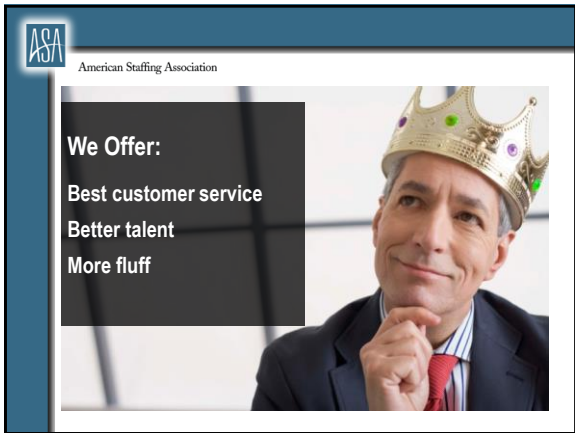
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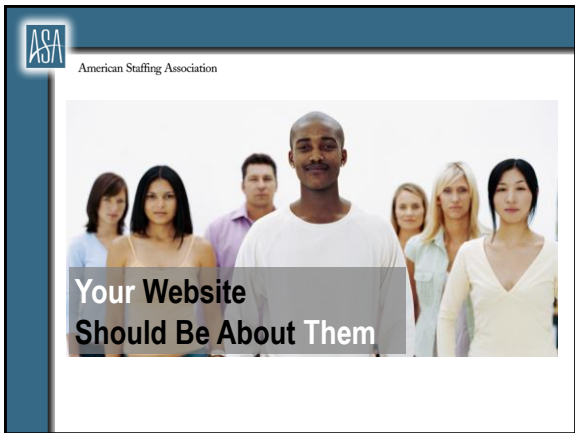


Where is your money spent?











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A Great Website

- Makes it easier to do business with you
- Reduces the cost of doing business
- Delivers a “WOW” customer experience
- Drives your message
- Makes your site fun and memorable
- Is mobile friendly





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Your Clients Want

- **Client Extranet**
 - Timesheet approval
 - Usage reports
 - Candidate feedback
 - Open JO status reporting
- **Staffing Education**
 - Strategic staffing how-to's
 - Sample forms and policies
 - HR and staffing best practices
- **Dynamic Content**
 - RSS feeds
 - Polls and surveys
 - Blog
- **Lead Capture**
 - Enewsletter opt-in
 - Landing pages





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Your Candidates Want

- **Candidate Extranet / Mobile Access**
 - Online application/profile update
 - Timesheet submission
 - Assignment orientation
 - Assignment feedback
- **Job Board (Mobile and Social)**
 - Searchable job postings
 - Mobile application
 - Job integration with social networks
- **Testing and Training**
- **Job Search Counseling**
 - Résumé and interview tips
 - Career advice
 - Live chat
- **Lead Capture (Passive Candidates)**
 - Enewsletter opt-in
 - SEO-optimized job and blog posts
 - Job agents





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Your Website Copy Should

- Clearly define how you want to be seen
- Tell a story
- Educate people about your services

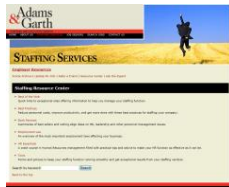




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Your Website Copy Should

- Add value for clients, prospects, and candidates
- Give people a reason to come back
- Generate sales leads





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Remember, It's About Them

Great Information

- How-to's
- Market data
- Statistics and charts
- First person success stories
- Great pictures
- Info-graphics
- Case studies
- Facts, not marketing hype

Great Writing

- Strong opinions
- Lots of personality
- Irreverent humor
- Sincerity
- Clarity
- It's NOT about you





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Consider Copyright and Insurance Issues

- Don't infringe on copyrighted material
- Be cautious in advertising injury coverage
- Don't make unrealistic guarantees or claims
- Talk with your insurance provider



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Start Driving Traffic to Your Site and Building Your Brand



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The Official Google Blog insights from Googlers into our products, technology, and the Google culture.

Giving you fresher, more recent search results
 11/23/2011 09:19:00 AM
 Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't specify it in your search, you probably want search results that are relevant and recent.

Given the incredibly fast pace at which information moves in today's world, information can be from the last week, day or even 10 minutes ago. When you search for terms, the algorithm needs to be able to figure out if a result from a week ago about a TV show is recent, or if a result from a week ago about breaking news is too old.

We completed our **Caffeine web indexing system** last year, which allows us to crawl and index the web for fresh content quickly on an enormous scale. Building upon the momentum from Caffeine, today we're making a significant improvement to our ranking algorithm that impacts roughly 35 percent of searches and better **displays more relevant results** for these varying degrees of freshness.

• **Recent events or hot topics.** For recent events or hot topics that begin trending on the web, you want to find the latest information immediately. Now when you search for current events like **Google's online contest**, or for the latest news about the **Obama Inauguration**, you'll see more high-quality pages that might only be minutes old.

Search results are best when they are fresh

Google changed its indexing system to display "fresh" content more frequently.

Nearly 35% of all searches changed because Google now displays "fresh" content.



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BLOGS: The Single Most Powerful SEO and Branding Tool





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Why Should I BLOG?

- Direct communication
- Brand building
- Competitive differentiation
- Exploit a niche/become an expert
- Media/public relations
- Relatively low-cost marketing
- Search engine optimization





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What Should I BLOG and How Often?

- Value/ROI of your services
- Case studies
- Company news/events
- Share interesting articles and insight
- Career and hiring advice

How often?

- As often as you can—at least one or two times per week



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How to Get Started

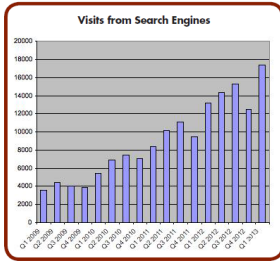
- Begin developing content
- Get everyone in your organization involved
- Decide on a blogging tool (Blogger, WordPress, etc.)
- Set a game plan and expectations
- Tie your blog into LinkedIn, Facebook, Twitter, etc.
- Analyze traffic (Google Analytics)
- Stick to it!



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The results speak for themselves!

Commercial Staffing and Recruiting Firm in Virginia that blogs four times/month.





Social Relevance
Changes how people find you

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Social Relevance—Drives People's Online Behavior

INTRODUCING THE ? SOCIAL CONSUMER

Percentage	Behavior
53%	use Facebook to interact with a brand
40%	share a product on Facebook
20%	use Facebook to research products at least once a week
42%	write an online post about a product or a brand
33%	write a product review online

Source: mashable.com/2011/12/18/social-consumers-infographic/

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Social Relevance—Drives Search Engine Results

Social Media Is a Key Indicator of Relevancy

"Does the rest of the world think you have a great product? If they do, they will amplify this. If you're **not engaged socially**, you're **missing the boat** because the conversation is happening socially about you and about your content. **Those are really important signals** for [Bing]. Whether you're involved or not is your choice, but those signals still exist whether you're in the conversation or not."

Duane Forrester
Senior Product Manager
Bing's Webmaster Program

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LinkedIn

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1. If this doesn't say 100% complete, fix it

2. Your profile is indexed by Google; use keywords

3. Update your status frequently

4. If you don't have more than 500 connections, you're not trying hard enough

5. Integrate everything you do online

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Update Your Personal Status Continually

Update your personal status message and when your connections log in, they will see your updates and your bright shining smile!

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LinkedIn—Share Blog Content

Ask Haley

May 8 Ask Haley: How to Get More Leads from Your Staffing Website

by David Sears

David, we're doing a lot of things to drive people to our website: blogging, SEO, content on LinkedIn, Facebook and Twitter, using linked in, and digiquest aggregators. And it's working. According to Google Adsense, our website traffic has more than doubled. But we're not seeing more leads. What's wrong?

May 7 Establishing a Greater Web Presence for ProFound

by becca@haleymarketing.com

As Houston's leading IT staffing and recruiting firm, ProFound needed a better web presence and more comprehensive website. They were looking for a site that positioned them as IT

Leverage your blog content

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LinkedIn—Post to Multiple Groups

Post to multiple groups at the same time

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facebook

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- **EdgeRank—how Facebook decides what displays in news feeds**
- **Help build momentum**
- **Encourage participation**

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Share Your Blog Content on Facebook

haley Haley Marketing Group shared a link.
April 25 near Buffalo · 48

Our newest Idea Club with a game plan for using social media to drive leads and our updated staffing SEO ebook should have hit your inbox around 10 minutes ago. If you didn't get it check it out here: http://newsletter.haleymarketing.com/?141627968?utm_campaign=ideaclub&utm_medium=email&utm_source=ideaclub&utm_content=ideaclub-social-media-to-drive-leads&utm_content=view.html

How to Use Social Media to Drive Leads
newsletter.haleymarketing.com

This issue of the Idea Club is chock full of ideas to help you use social media and your website to engage clients.

Like · Comment · Share

Jenny Keller likes this.

haley Write a comment...

173 people saw this post



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Share News and Updates About Your Company

Pacific Staffing
April 18 via RSS Graffiti

American River Pacific Staffing Employment Trends Survey
Featured in American River Messenger
Click the image below for the full article:
Source: Pacific Staffing
Published: 2012-04-18 19:13:28 GMT

Share · via RSS Graffiti

Like · Comment

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Share Helpful Tips and Best Practices

Pacific Staffing
April 17 via RSS Graffiti

Can Exercising Improve Your Relationship With Your Staff?
As one of Sacramento's top staffing firms, we know that being in a leadership position means you have to wear many hats - from visionary and number cruncher to problem solver and disciplinarian. But sometimes all those hats can weigh you down, causing you to get stressed and overwhelmed in the process....
Source: Pacific Staffing
Published: 2012-04-17 10:09:01 GMT

Share · via RSS Graffiti


Like · Comment



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Post Inspirational Quotes

"When you are asked if you can do a job, tell 'em, 'Certainly I can!' Then get busy and find out how to do it!" -Teddy Roosevelt



Like · Comment · Share

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Tell a Story With Pictures

Consider lots of different jobs in your hunt. Don't let yourself fall into tunnel vision when looking for work. You never know what you may find!



Like · Comment · Share

4 people like this.

Write a comment...

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Keys to Sharing on Facebook

- Appeal to your audience—most likely candidates
- Mix it up with different types of content
- Not too many jobs
- Don't push it! Start with three to five updates/week
- Don't sell
- Have some fun—the fun stuff gets feedback

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Twitter—Your Foundation

- Pick a good handle
- Create a custom background
- Write a strong description with keywords

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Share Upcoming Events or News

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Share Interesting Stats or Quotes You Read

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Retweet Good Information From Thought Leaders and Influencers

ASA @StaffingTweets 19h
 Which sector-specific areas look ripe for growth? Learn more in the latest issue of Staffing Success bit.ly/11W03vU
 Retweeted by bradsmith14
 Expand



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Retweeting Others Can Increase Likelihood You Get Retweeted

Jenny Keller, Jenifer Lambert and Colleen Kulkowski 15 Mar
 retweeted you
 15 Mar: Blogging is free Google juice and email marketing is still alive an...


Jenifer Lambert @JenLambert 16 Mar
 Asking recruiters to go after passive candidates and then worrying about them spending time on social media is crazy. #EF12
 Retweeted by bradsmith14



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Reach Out to Prospects and Influencers

bradsmith14 @bradsmith14 14 Mar
 Really looking forward to @chrismrogan presentation at Staffing Executive Forum #sf12

bradsmith14 @bradsmith14 15 Mar
 @chrismrogan thanks for the shout out during the presentation! #EF12

Chris Brogan @chrismrogan 15 Mar
 @bradsmith14 - the pleasure was mine. :-)) #ef12
 In reply to bradsmith14





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Keys to Sharing on Twitter

- Keep it short but catchy
- You can tweet a lot of jobs
- Push it! Several times a day is okay
- Don't sell all the time
- Have some fun, the fun stuff gets feedback
- Get personal
- Reach out to others and retweet





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Don't Forget About...

- Google+
- YouTube
- flickr
- Instagram
- Pinterest
- The next great network...



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Social Review Sites

- Google+
- Yelp
- Glassdoor
- Angie's List
- Yahoo! Local
- Local Review Sites

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What Is Being Said About You?


- People trust their peers and their experiences
- An online review can make—or break—your chances of working with a prospect or new candidate

A Google User reviewed 2 years ago
Overall **Excellent**

I had the best experience I've ever had with an agency at [redacted] I would recommend them to anyone. They listened to what I actually wanted and matched it with the clients needs. It felt like a family atmosphere, and that they really cared. I also never experienced any problems getting my check either.

1 out of 1 found this review helpful


Respond



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What Is Being Said About You? (Cont'd)

- Most individuals will not leave a review unless they had a poor or phenomenally positive experience



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Dealing With Bad Reviews

- Respond and apologize!
- Pick up the phone
- Try to rectify the situation
- Flood your profile with positive reviews

A Google User reviewed 2 years ago
Overall **Poor to fair**

I walked in to one person working the phones as well as the front desk. She was not helpful at all and turned me away after wasting my time with the paperwork. Apparently I was wasting her time too because she didn't want to administer the 3 hr test.

waste of gas

1 out of 1 found this review helpful

We apologize that your experience at our firm was less than positive. We don't provide you the quality of service that you deserve and we let you down. We have taken steps for all of our staff to be trained on how to provide the most customer service to avoid this situation in the future. If the review please get in touch with us, we would love to discuss how we can rectify this situation.

By posting a response, you agree to the Google+ pages terms and content policy.

Submit Cancel



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How to Get Positive Reviews

- Great in-person or email testimonial? Request that they share it on your page
- Make your “social” presence known and encourage reviews
 - Include links to your Google+/Google Local Page
 - Include a “+1” button on your website
- On-site “review stations” for candidates to use





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Google alerts

Search terms: [Enter results](#)

Type:

How often:

Volume:

Deliver to:

- Create alerts for:
- Hiring and jobs in your market
 - Company name
 - Recruiter names
 - Competitor names
 - Client and prospect names

Google Alert for today

From: Google Alerts <googlealerts-noreply@google.com>
To: bomh@haleymarketing.com

News: 5/18

58 new results for hiring (CA) 'callcenter'

[Tech Hiring Small Business Barbers](#)
2/16/11 10:00 AM
Additionally, ASA also commented that more 70 small business barbers will be based in Southern California and 21 in the San Fernando Valley by the end of this year. Los Angeles, Dallas and the Dallas-Fort Worth, TX area were the first three markets...
[See all stories on this topic >](#)

[Tech Hiring: Hiring in our area on Google, Twitter, etc. »](#)
2/16/11 10:00 AM
A surge in tech hires in California could portend an upturn for the larger US economy, says Jesse Harrell, chief knowledge officer at intel job site Monster.com. Harrell's 14800 tech jobs are expected to be added...
[See all stories on this topic >](#)

[Hiring in small businesses is up 47%](#)
2/16/11 10:00 AM
Employment was even up in Florida, Oregon, California and Arizona - states led headed by hiring real estate agents, joined in Green Mountain, as economic woes worked with Intel to create the index. For February, employment growth data was released...
[See all stories on this topic >](#)



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QUESTIONS:
888-696-2900
bsmith@haleymarketing.com
@bradsmith14 @haleymarketing
facebook.com/HaleyMarketing/

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Additional Resources

Creating a Killer Staffing Website
Forty-two pages of mind blowing design and content ideas!
haleymarketing.com/idealab/ebooks/killer-staffing-websites

Haley Idea Lab
Hundreds of resources for staffing firms. Whitepapers, webinars, articles, guides, and more!
haleymarketing.com/idealab



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Upcoming Webinars

- **May 23: Protecting and Collecting Your Direct Placement Fees**
- **May 30: Gain a Competitive Advantage With ASA Certification**

These ASAPro webinars each qualify for 1.0 active CE hour



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**STAFFING[®]
WORLD**
2013
Oct. 8-10 • Orlando
ASA Convention & Expo

Registration is now open for the premier staffing event of the year—the ASA annual convention and expo.

Go to staffingworld.org today to start planning your Staffing World 2013 experience, and to register at the lowest rate available!

The Can't-Miss Event
for Staffing Executives
