



Reducing recruitment spend

Employers are beginning to catch on to the benefits of being found online. CEO of **Attract HR**, Darren Revell, tells us how to exploit this online recruitment revolution using long tail search engine optimisation and how this can cut recruitment costs by as much as 70%.

In 2007 employers spent £25 billion with the UK recruitment industry. In addition there was £270 million spent with job boards, largely by recruiters (an estimated 90%, or £243 million). Employers are beginning to catch on to the benefits of being found online. Darren Revell, CEO of Attract HR, explains how to exploit this alternative online recruitment revolution.

So how do employers gain a strategic advantage and also reduce their recruiting costs? We do not recommend competing with recruiters for job board advertising space, but we need to explain a little about how the internet functions for recruitment.

Fifteen years ago, when the first job board came to market, it used word of mouth, existing customers (all recruiters) and advertising in trade publications to promote business. Today, little has changed, they still largely rely on their biggest clients (recruiters) and, worse still, they use pay-per-click advertising on Google and the like. What few have done is fully exploit the 'natural search', also known as the 'organic search', marketing based on recruitment-specific search engine optimisation, to target traffic from job seekers, and even fewer use long tail search engine optimisation (LTSEO). This is 'a sleeping giant' of a service, largely untapped by any one company or sector.

Recruiters, job boards and employers work on a level playing field when looking to gain results from LTSEO. There are no barriers to entry and it is the equivalent of the recruitment gold rush.

What is LTSEO?

At some time or other we all use the internet to search for a service, a product or information of some kind. Attract's research shows that 3.8 million people in the UK and over 33 million in Europe use career-related searches every day. In the case of searching for jobs, this should mean jobseekers search Google, Yahoo or MSN for terms like 'nursing jobs'. However, this is not the case.

Online recruitment myths

Darren Revell sheds light on some of the most frequently assumed recruitment scenarios.



We don't have the volume of jobs required.

The volume of hires you make in one year will have an impact on the way Google and its peers treat you for highly competitive markets. It is the combination of the search words used that holds the key. For example, in Google, at the time of writing this article, there were 9.1 million web pages for nursing jobs in the Google index but for 'nursing jobs in Tonbridge' there were 269. At this level of competition, even the smallest of hospitals or doctors' surgeries could compete.

Services like eBay, Facebook and Amazon have trained users to search for exactly what they want. No longer does the typical internet user need to get bogged down with page upon page of irrelevant results by using generic searches. What they have now realised is that by using more literal search terms, based on what exactly matches their needs, the quality of result has real value to them. As a result, most internet users, what we deem an aware market, are now only searching for exactly what they want, where they want it. Today's career seeker using the internet is now more likely to search for the job title and the relevant geographic location they wish to work in such as 'nursing jobs in Tonbridge', and it is these types of terms that are defined as long-tail searches.

What do LTSEO results look like?

The following results have been measured from recruiters' websites, job boards and employer career pages.

Trend one

60-90% of people who use generic search terms don't register for employment.

Trend two

70% of people who have used an LTSEO search register for work and the accuracy/quality of the individual is high.

Trend three

LTSEO produces consistently higher levels of quality applications than other forms of web promotion.

Trend four

LTSEO and normal SEO consistently produce results at the lowest cost/highest yield.

Trend five

LTSEO will produce anywhere from 100 to 100,000 more times the results than generic web searching.

What essential rules do I need to follow?

Rule one – optimise your career pages. 99.5% of all employers' career pages reviewed by Attract have no preparation and/or presence on the web when it comes to search engine recognition.

Rule two – give them what they want. There are 3.8 million people in the UK who run career related searches per day. Showcase the vacant jobs so they may be found or at least encourage them to register now for jobs you will have later/next hiring cycle.

'Services like eBay, Facebook and Amazon have trained users into searching for exactly what they want.'

Rule three – allow all communication styles. Most career pages reviewed by Attract HR have limiting text-only files. We live in the media age; access to video, audio, presentation tools and multiple communication styles are everywhere. One size does not fit all when it comes to communication.

Rule four – build future talent pools. Encourage people to register with your recruitment team, not only for hire now, but in the future. When using tools like those on offer from Attract HR, you can then store, retrieve, communicate, network and ultimately hire people over the short, medium and long term.

In summary, there is no valid reason not to promote employment within your company directly to those who are seeking employment. The power of the web makes it possible for you to achieve the balance of quality/quantity of talent upon demand. ■

Recruitment report

Gain a free report on your company career at: www.attract-hr.com/cm/seo/free_seo_report. Attract HR will then produce a report for you that will cover information on the following:

- estimated savings from optimising your career pages
- Web 2.0 recruitment compliancy audit
- communication style audit
- SEO pagerank audit
- SEO trustrank audit
- SEO linking partners audit
- SEO titles/keywords and metatags audit
- how your on-page copy affects your SEO
- where you rank in the Google index
- recommendations for change.

This report will offer you information on how some or all of your existing recruitment methods may be enhanced by an online strategy that will bring you the quality of talent that you need today and in the future.

Further information

Attract HR
Telephone: +44 (0) 1732 424120
Fax: +44 (0) 1732 424121
Website: www.attract-hr.com

By going online, we will receive many irrelevant job applications.

This does not happen. By the nature of how people search for jobs using the exact job title, term or phrase in combination with specific location choices, we can demonstrate to you that optimising your job descriptions will reduce irrelevant applications.

We will receive applications from people who have no work rights for the UK or EU.

Linked to the issue above, this does not happen because UK or EU job seekers search for the linguistics they want. Also, people who are applying from outside the EU can be identified by their IP address (these differ country to country) and can be redirected to landing pages enabling your company to deal with them in accordance with your wishes.

We can't compete with recruitment agencies and job boards.

Why would you want to? Recruiters have their place in the market, as do the job boards. All we are suggesting is that you don't waste money and time. Recruiters are essential for temporary hires, the law and time honoured payment of the employee dictate this. Some job boards have such a high volume of accurate return that the fee is only charged at the point at which you receive a relevant application. We just ask that you look to your own website to build relationships with people directly, instead of passing them to an industry which will charge you a fee, and an environment where your needs are placed on display with endless competition. ■