

BETTER SEARCH RESULTS. BETTER COST PER HIRE.

You may think modern HR is all about finding talent before your competition does. In reality, it's all about candidates finding you. Today's candidates are in control. That's why SEO is a powerful HR advantage that can no longer be ignored.

Let us supplement your HR expertise with **RCI's SEO** services. The first step in our approach to optimizing your career site is to conduct an SEO audit. We'll review areas such as:

- Current SEO techniques (if any)
- Keyword research analysis
- ATS or third-party systems
- SEO investments you've already made and their ROI

After the audit, we will be able to provide you with customized recommendations for the short term and long term.

➔ **RCI SEO RECOMMENDATIONS & STRATEGIES**

- Reduce your cost to find, attract, recruit and hire
- Improve your employer brand and decrease time to fill
- Leverage our on-page and off-page services
- Reduce your reliability on job boards
- Target relevant keywords and phrases to increase your site's exposure
- Optimize your keywords over time, based on testing and analysis
- Develop specialized geo-targeted content to boost your rankings in search results
- Create a link-building campaign to maximize the reputation of your site
- Install Google Analytics to track relevant metrics and make further optimizations

➔ **ON-PAGE SEO SERVICES AT A GLANCE**

- Keyword Strategies
- XML Site Map
- Google Analytics Installation and Configuration
- Broken Link Report
- HTML Site Map Review
- W3C Validation Report
- RSS Feed
- 30-Minute Monthly Consultation
- Automatic Syncing with Off-Page SEO Campaign
- Develop software to take valuable content from job postings out of your ATS (where it has no SEO value), and post them on your site so they can be crawled by search engines
- Monthly Reports & More

➔ **OFF-PAGE SEO SERVICES AT A GLANCE**

- Link-Building Campaign
- Drive a Greater Volume of Targeted Traffic
- Reduce Your Cost Per Hire
- Reduce Your Time to Fill
- Increase the ROI of Your Recruitment Process
- Press Release Program Packages
- Article Marketing Links
- Social Media Profiles
- Social Bookmark Links
- PR Comment Links
- Blog Post Links
- Social Publishing Scribd Profile

To learn more about **RCI's SEO** services, INSERT CALL TO ACTION.