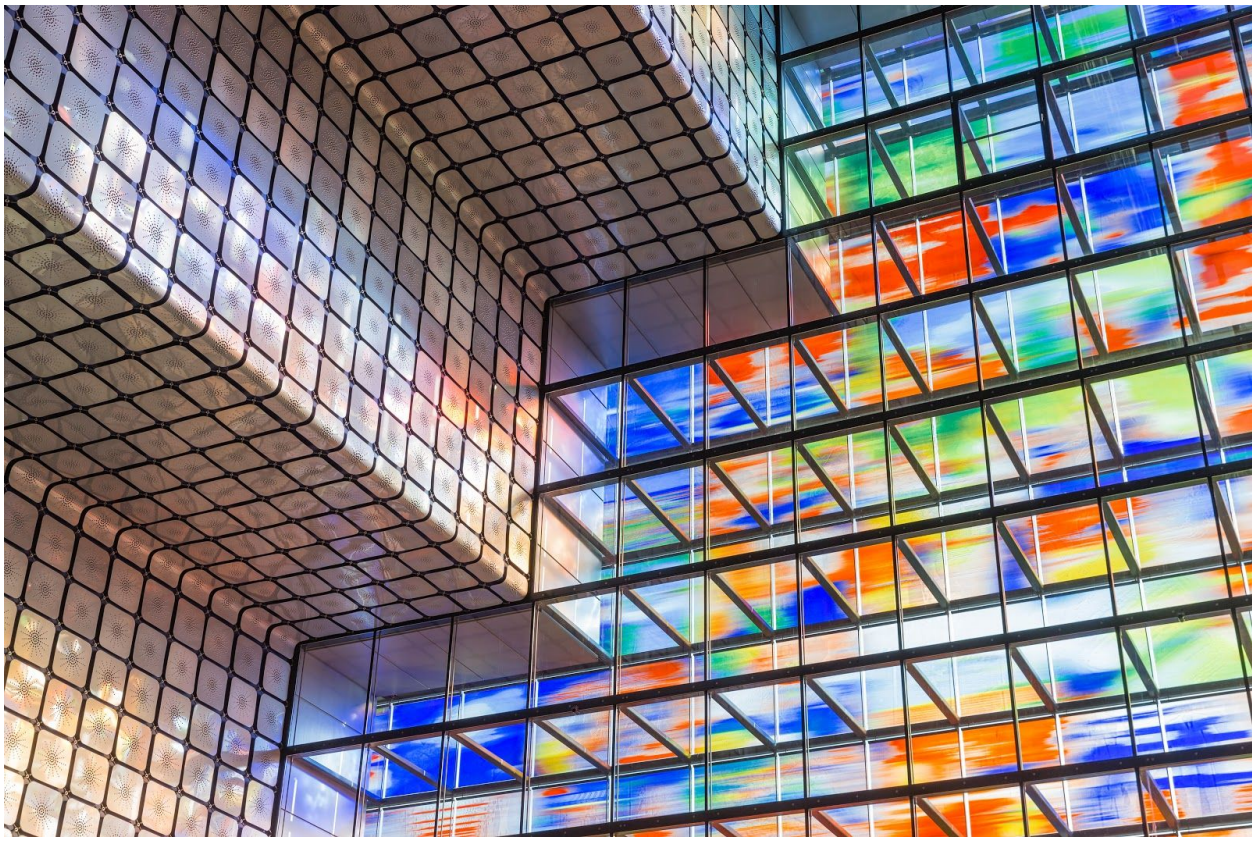


Cornerstone Member

SEO GAME PLAN

1. Have a Locally-oriented Website

- Should be oriented with keywords for how your local clientele searches and thinks about your service. Think about which terms they use: retained, recruiter, HR, headhunter, etc.
- Site needs to be secured HTTPS and should be fast loading (test using Pingdom)
- We recommend using WordPress as the platform. It is easy to use, broadly adopted, and there are great free plugins like Yoast SEO and ones for Google Analytics.

2. Content!

- There is no magic bullet or voodoo to SEO - it all comes down to having great rankable content and credible sites linking to you.
- Ideally, have your team contribute blog posts. Once-a-week is great but minimally once-a-month.
- Share your expertise and thought leadership. These posts don't need to be lengthy.
- Writing "magnetic" posts that people will share or posts on hot topics is a great approach.
- Contribute posts to the main CIG blog and they'll make sure the posts are helping your site's SEO.

3. Get links and Social presence

- Links signal to Google you are trusted. Getting credible sites to link to you is one of the most impactful SEO activities besides the optimization of your site content.
- Good places to get links are: local associations and directories, industry blogs, and guest posting.
- Create company and personal Social Media pages and share your content on them. Good places are: LinkedIn, Facebook, and Twitter.

4. AdWords can buy you traffic

- Google AdWords is the service that lets you buy spots in Google search results. These ads should be regionally restricted and target specific keywords / phrases.
- The easiest approach is finding a credible expert to manage your AdWords campaign. A typical management fee is 15-25% of the total monthly ad budget.
- Make sure you have a way to track success and identify if it is bringing in clients.
- These campaigns become more efficient and effective over time.

BONUS

- Chat with your fellow CIG members about what they're finding works or not. There are vast differences between regions in what works and costs. Many members have been finding great success with the web - for instance, talk to Gerhard Benneck about AdWords campaigns and Dan Heiman or Markus Wehrhahn about SEO initiatives.
- Hire a credible SEO firm. Make sure they do purely "white hat" SEO. There are many firms that engage in shady practices that can get your site penalized by Google and even worse can ruin your brand.