

**Direct SEO** A self-service search engine optimization platform designed to increase traffic to career sites.

DirectEmployers Association has implemented a comprehensive solution that provides well-known SEO industry best practices for Members' sites at no additional cost.

"How do we get more search engine traffic to the jobs on our career site?"

## Why Search Engine Optimization?

- Eighty percent (80%) of job seekers are using Google (Figure 1), Yahoo and MSN to find jobs
- Drive active and passive candidates directly to corporate website
- Improve corporate branding
- Reduce need for commercial job boards
- Decrease cost per hire
- Augment marketing strategy
- Outsmart competition in attracting new talent
- Increase page ranking

## Why choose Direct SEO?

- Company owns and controls domain name
- No set-up or monthly costs
- Automated
- Custom recruiting campaigns
- Real time analytics included
- Minimal Tech Department involvement
- Enhanced ability for Members/agencies to tailor brand and user experience (Figure 2)
- Included with the DirectEmployers Membership

*"DirectEmployers continues to enhance their Direct SEO product. The ability to add video and Social Media links to our jobs is a great addition to the product. A must have service for any DirectEmployer member."*

**Randy Goldberg**

Vice President Recruiting, North America Operations  
Hyatt

## 3 Rs of SEO

- Real** Do the right thing
- Relevant** Expose concepts to create context
- Readable** Provide content for spiders to crawl

Figure 1. Google search engine results

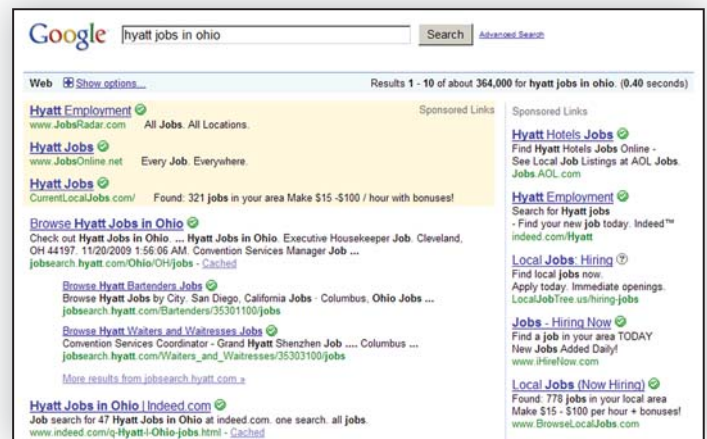
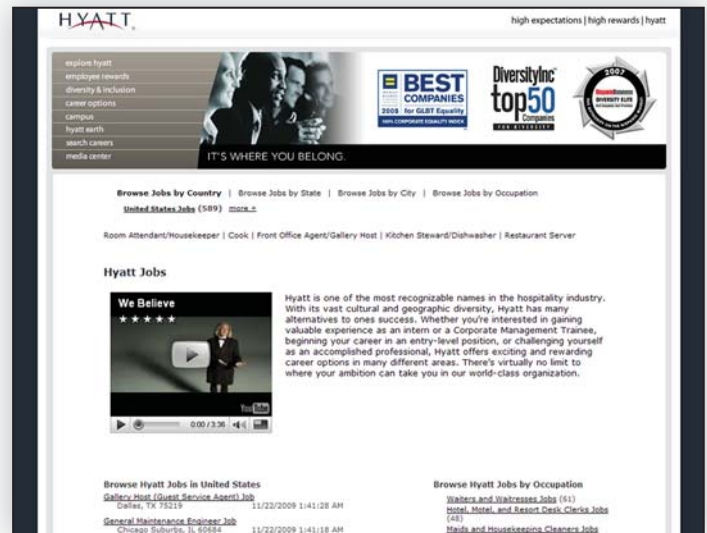


Figure 2. Direct SEO Branded Landing Page



### Direct SEO Analytics

DirectEmployers Association provides an analytics report to its participating Members once a month (Figure 3A).

The report includes:

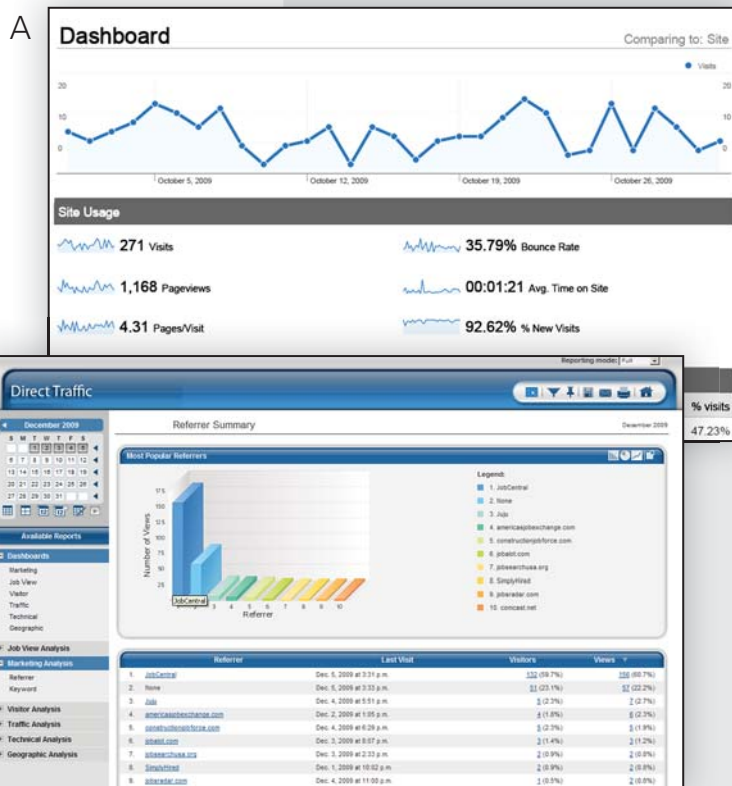
- **Dashboard** – High-level look at key measurements
- **Goal funnel** – Conversion rate from job view to apply click
- **Traffic sources** – Source/medium that drives traffic to your site
- **Source/medium to apply click** – Source/medium that leads to apply and career site clicks
- **Keywords** – Top keywords that drive traffic to your site or posting
- **Keyword to apply click** – Keywords that lead to apply clicks and career site clicks

Direct Traffic Reports (measured candidate traffic from your jobs on JobCentral and our syndicated job alliance sites) can be combined with the Direct SEO Report for specific recruiting and marketing intelligence (Figure 3B).

*“We have been thoroughly impressed with the ease and sophistication of the Direct SEO product, the team at DirectEmployers Association is extremely knowledgeable about search engine optimization.”*

**Brian Jensen**  
VP Talent Acquisition  
The McGraw-Hill Companies

Figure 3. Direct SEO Report (A) and Direct Traffic Report (B)



Sample of 90+ Members Utilizing Direct SEO		
84 Lumber	Aerojet	Amgen
Avery Dennison	Broadcom	BT
CSC	Entergy	FPL Group
General Electric	Hyatt	InterContinental Hotels Group (IHG)
Intersil Corporation	Janus Capital Group	Kiewit Corporation
Kodak	The McGraw-Hill Companies	Providence Health & Services
RegeneronPharmaceuticals	Rite Aid	Sodexo
SYSCO	The GEO Group	The MITRE Corporation
U.S. Cellular	Vulcan Materials Company	Wolters Kluwer

How can Direct SEO optimize your career site and improve your bottom line? **Call (866) 268-6206 today!**