



[For Employers](#)

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**PEOPLE  
MATTER**

## JOB SEARCH

Title, industry, city

Categories



Locations



**SEARCH JOBS**



# **The Challenge**

**The Headhunters is a recruitment agency that was not appearing on Page 1 of Google for any of their selected keywords.**

**When the client was first assigned to me, they were not even appearing under a search of their own name 'The Headhunters'.**

**The client's aim was to get on page 1 of Google, which was fairly ambitious considering their low profile**



# **My Solution**

**My strategy involved the following:**

- **Creating SEO website copy and blogs**
- **Creating a site structure document to plan keywords for every webpage**
- **Implementing keywords for meta description, image alt tags, title tags**
- **Using MOZ and search console to track the success of an SEO strategy**
- **Generating backlinks**
- **Registering in reputable, online directories**



# **Keyword Categories**

**The Headhunters provided services to different types of businesses. The main categories I was targeting are:**

- **Accounting & Finance**
- **Sales & Marketing**
- **HR**
- **Engineering**
- **Office Personnel**
- **Customer Service**
- **Operations and supply chain**



## **Audience targeting: Demographics**

**There were 2 main types of customers I would target:**

- **The first was employers**
- **The second was jobseekers**

**For the first audience, I targeted businessmen aged between 35 and 65. I also targeted the HR departments of some of Canada's biggest companies.**

**The second audience were composed of white-collar professionals in Canada. So as part of my SEO strategy, I would create a list of profitable keywords. I would use the Adwords platform and MOZ to link demographic data to keyword searches.**

# Keyword **Implementation**

**The next step was to implement the suggested keywords onto the backend of the client's website.**

**The sections I paid particular attention to were:**

- **Title tags**
- **Meta description**
- **Image alt tags**
- **Keyword section**

**These keyword sections were implemented on every section of the website. I also ensured the keywords were incorporated in any blogs and web copy.**



## Quality Content

**A key part of helping a website to rank higher in Google is to consistently create high quality content that is relevant to the target audience.**

**For the Headhunters, this included online blogs, a white paper about HR and recruitment, in addition to PPC ads.**

**Google Analytics and Ahrefs were used to identify popular blog topics. These tools were used to track the effectiveness of our content marketing strategy.**



# Backlinks

**Generating backlinks were a key part of helping to improve SEO for my clients. For the Headhunters, I did the following:**

- **Pitched content to news publications**
- **Built internal links**
- **Guest blogging**
- **Linked to other websites in the industry**
- **Produced infographics**
- **Repaired broken backlinks**





## Results

**8 months later, the client ranked for 3 of their main keywords. This included:**

- **Recruitment firms alberta**
- **Recruitment companies alberta**
- **Recruitment agencies alberta**

**My high-quality content was also successful in generating new enquiries and leads for the client.**

**I started a new blog section for the Headhunters, which has proven to be popular among their target audiences.**

3.4 ★★★★★ (9) · Job Centre

Edmonton, AB, Canada · +1 780-486-8377

Closed · Opens 8:30AM Mon

WEBSITE

DIRECTIONS

More places

## Employment Agencies Job Banks - Alis - Government of Alberta

<https://alis.alberta.ca> › look-for-work › find-work › job-search-tools › emp... ▼

Job seekers, expand your job search by using employment **agencies**. Employers, get help in **recruiting** staff by contacting an **agency**. About **Staffing** is an **Alberta**-based **staffing** and **recruitment** company that has been successfully placing candidates in permanent and temporary positions since 1996.

## The Headhunters Recruitment: Specialized Recruitment Agency

<https://www.theheadhunters.ca> ▼

The Headhunters **Recruitment agency** matches high performing job seekers with employers of choice across Western Canada.

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