BRAVEPATH

SEO Strategy

for the Talent Recruiting Company Bravepath
www.bravepath.co

Contents

General terms

The Market Participants

Besides the recruiting agencies of different specialization there are also some indirect competitors that should be taken into account:

- Employment websites like Indeed, Glassdoor, Monsterjob etc. As they have the great authority rate and tons of the job pages, they easily fill the search results for the keywords related to the specific job titles. They will be extremely difficult to compete with for these keywords;
- The staffing agencies that offer the temporary employment and positions for workers, nurses etc. They take place in search results commonly for the staff-related keywords;
- The military recruiting agencies for the keyword Recruiting;
- The terms Consulting and Team building may be related to the business and personal development in general without relation to the personnel acquisition.

The choice of the correct terms for the SEO in this sense is crucial.

The Correct Recruitment Terms Choice

The terms that are frequently use for the personal acquiring are in the table below

Head keyword	+ Company type	+ Personnel
Recruiting	Company	Manpower
Acquisition	Firm	Talent
Hiring	Agency	Personnel
Staffing		Team
Employment		Candidate
		Staff

The most frequent personal acquiring terms

We can combine them and find out which of them are the most useful for the further SEO.

The table with the search volumes and competition level for every keyword is here

The short list of the potentially most useful keywords is in the table below.

The red rows have a high competition level, the yellow have a moderate and the green has a relatively low level of the competition.

Keyword	US Value (Desc)	Global value	Competition
Staffing Agency	70 000	81 000	89
Employment Agency	15 000	41 000	72
Talent Acquisition	10 000	47 000	31
Manpower Staffing	5 800	9 400	69
Staffing Company	3 600	4 400	92
Personnel Staffing	2 700	2 700	43
Team Staffing	1 800	2 000	34
Staffing Firm	1 600	1 900	72

Conclusions:

– The majority of keywords is related to the keyword Staffing. The research has shown that the competitive websites contain in general the vacancies for the low-qualified personnel like the factory workers, warehousing, hospitality etc.

– Though the yellow keywords Personal Staffing and Team Staffing have a moderate competition, their search volume is low so they barely worth promoting. Checking the trends can figure out that these keywords have decreasing trends.
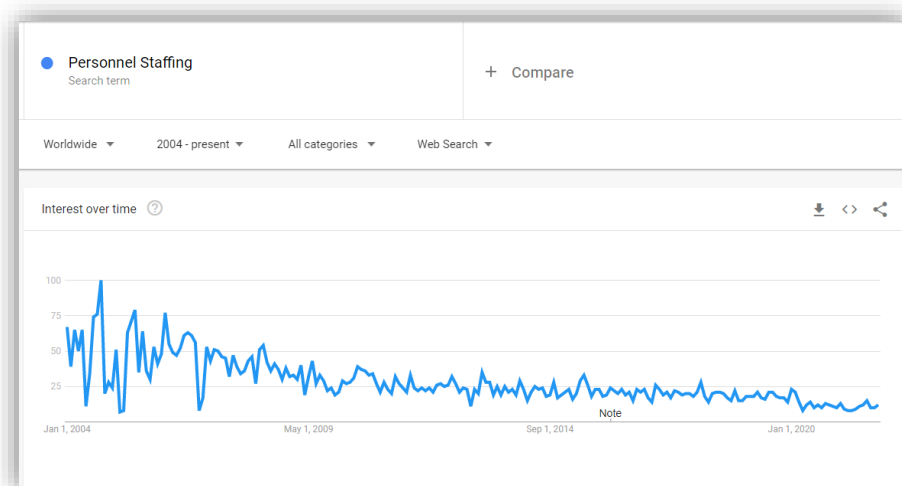
The Personnel Staffing trend
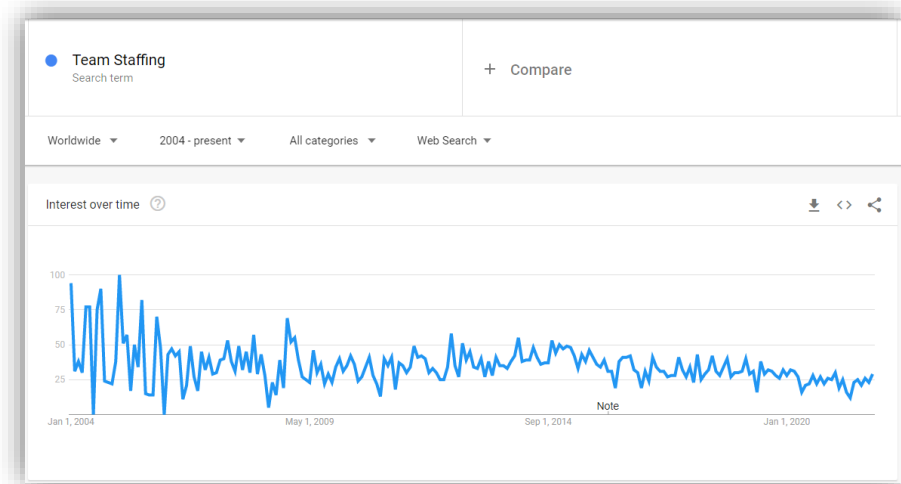
The Team Staffing trend

– The only term that is relevant to the Bravepath's brief is the Talent Acquisition. Fortunately, it has significant search volumes (both US and Worldwide) and a low-to-moderate competition level.

Talent Acquisition-related keywords display the neutral trend and can be successfully applied for the SEO.
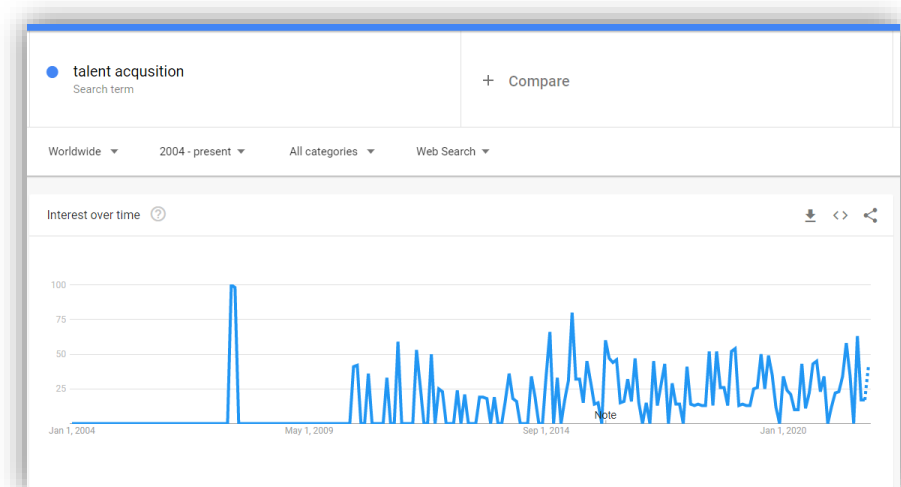
The Talent Acquisition trend
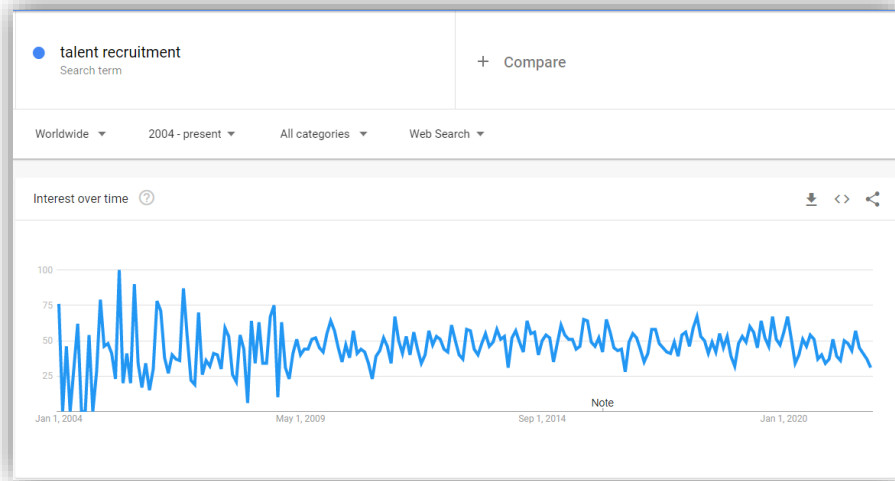
The Talent Recruitment trend

The term Talent management still has not so impressive search volume, but it grows and can be also considered as useful.
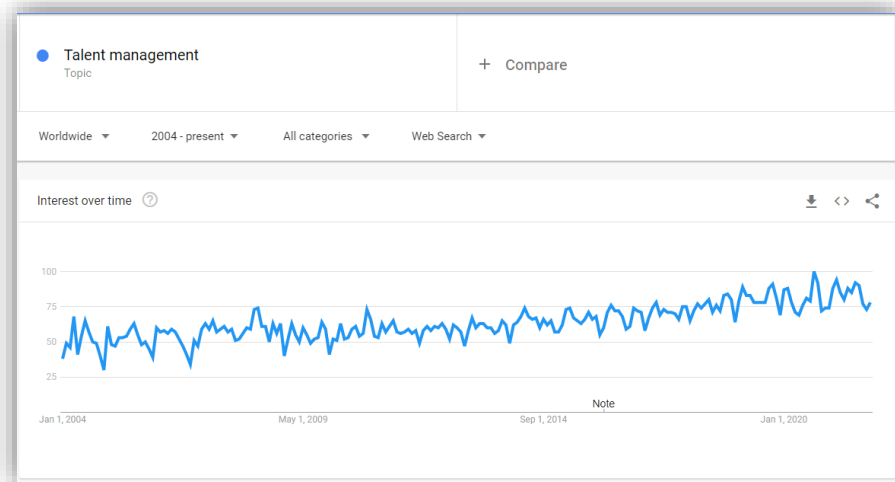
The Talent Management trend

Oleg Zhukov, SEO Specialist

By the way, the term Human Resources seems to become irrelevant. It has the negative trend and is being replaced with the other term.
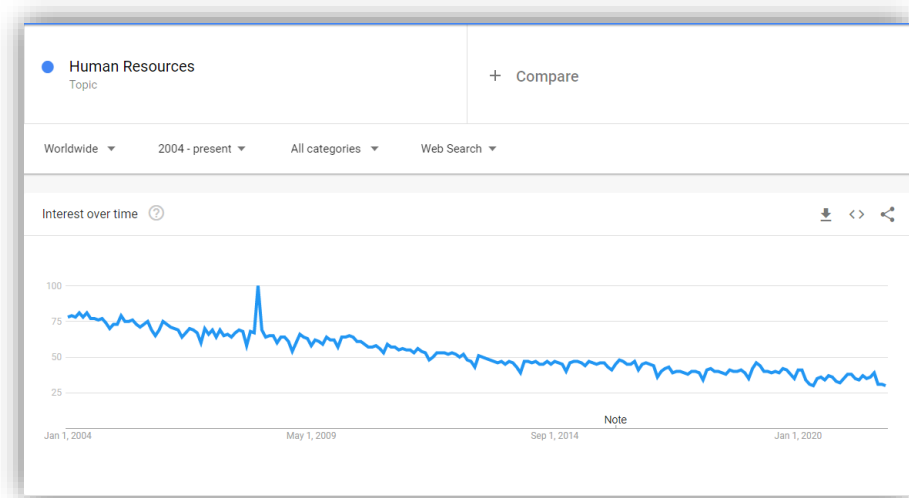
The Human Resources trend

Conclusions

1. The prior terms for the personnel hiring will be "Talent Acuisition", "Talent Recruitment" and "Talent Management" as they are the most relevant to the Bravepath's brief and have a good search volume and a competition level.

2. The keywords related to the Staffing term have too high competition level and the connotation to the working staff. The staffing-related keywords can be extended with the target keywords related to IT, tech, engineering etc. If they have appropriate features, they can be used as well.

3. The keywords Team Staffing and Personnel Staffing in relation to the team acquiring are obsolete and not relevant any more.

Competitive Research

The table with the data for the competitive research is here (shareable link, Excel)

To estimate a level of competition for the chosen head keywords, a brief competitive research should be implemented. Though it is not such a comprehensive detailed research like the ones that are used on the stage of the marketing plan implementation, it can be used for understanding of some trends we can come across with while promoting the Bravepath's website.

The table with the keyword used for the research is below.

Keyword	Volume	Difficulty
talent acquisition	11000	35
talent acquisition partner	450	4
talent acquisition team	300	31
talent acquisition company	100	18
talent acquisition agency	20	16
talent management	6500	46
talent management agency	250	41
talent management model	200	22
talent management team	10	0
talent recruitment	350	64
talent recruiting	80	31
talent recruiting agency	60	63
talent recruiting partners	50	33
tech recruiting	300	12
tech staffing	200	71
tech talent	200	51
recruiting tech talent	70	22
it recruitment	600	41
it recruiting	350	18
it recruitment companies	350	33
it talent	80	36
boutique recruiting	600	7
corporate recruiting	250	12
executive search	1600	62
executive staffing	400	7

The table contains the next head keywords:

- "Talent acquisition" and their synonyms;
- "Talent management" and "Talent recruiting" for extending the keyword "Talent acquisition";
- "IT recruiting" and "Tech recruiting";
- Keywords related to the highly-skilled personal recruiting like "Boutique recruiting", "Corporate recruiting", "Executive search", "Executive staffing".

The Data Description

The SERP top-10 results are in the worksheet Search Results in the Excel workbook with the competitive research data (the link). The figures are related to the US market because not all SEO tools allow to select the entire world.

The sample of data is on the screenshot below.

	N	Domain	URL	Page Title	DR	PR	Backlinks	Traffic	Keywords
		talent acquisition							
	#1	www.smartrecruiters.com	www.smartrecruiters.com/resources/glos	What is Talent Acquisition? Tips & FAQs	Sm	86	31	75	6086	1541
	#2	www.shrm.org	www.shrm.org/resourcesandtools/hr-top	Talent Acquisition	89	39	592	2376	153
	#3	www.jobvite.com	www.jobvite.com/blog/recruiting-process	What is the Difference Between Recruitment	86	30	105	5663	2031
	#4	www.glassdoor.com	www.glassdoor.com/Job/new-york-talent	Talent acquisition Jobs in New York, NY	Gla	90	13	0	279	3
	#5	www.linkedin.com	www.linkedin.com/business/talent/blog	What is Talent Acquisition and How to Do It	98	34	154	1156	299
	#6	www.pace.edu	www.pace.edu/human-resources/workin	Human Resources	Talent Acquisition Proces	79	11	0	0	30
	#7	www.montclair.edu	www.montclair.edu/human-resources/ta	Talent Acquisition – Human Resources - Mon	76	17	5	2	20
	#8	searchhrsoftware.techtarget.com	searchhrsoftware.techtarget.com/definit	What is Talent Acquisition?	90	27	53	5671	1008
	#9	eightfold.ai	eightfold.ai/products/talent-acquisition	Talent Acquisition Platform. Hire Faster with	72	25	229	327	277
	#10	blog.namely.com	blog.namely.com/blog/what-i-wish-id-kn	'What I Wish I'd Known' About Talent Acquisi	73	16	4	0	3
		talent acquisition partner							
	N	Domain	URL	Page Title	DR	PR	Backlinks	Traffic	Keywords
	#1	www.ziprecruiter.com	www.ziprecruiter.com/Career/Talent-Acq	Talent Acquisition Partner: What Is It? and H	86	15	8	350	73
	#2	www.shrm.org	www.shrm.org/resourcesandtools/hr-top	5 Ways to Be a True Talent Acquisition Partne	89	20	30	57	38
	#3	www.zippia.com	www.zippia.com/talent-acquisition-part	How to Become A Talent Acquisition Partner:	77	12	0	69	39
	#4	www.glassdoor.com	www.glassdoor.com/Salaries/talent-acq	Salary: Talent Acquisition Partner	Glassdoo	90	13	1	60	6
	#5	www.glassdoor.com	www.glassdoor.com/Job/talent-acquisiti	Talent acquisition partner Jobs	Glassdoor	90	16	5	17	12
	#6	www.jobvite.com	www.jobvite.com/blog/recruiting-process	What is the Difference Between Recruitment	86	30	105	5663	2031
	#7	www.smartrecruiters.com	www.smartrecruiters.com/resources/glos	What is Talent Acquisition? Tips & FAQs	Sm	86	31	75	6086	1541
	#8	www.payscale.com	www.payscale.com/research/US/Job=Tal	Talent Acquisition Partner Salary	PayScale	85	12	0	21	6
	#9	www.devex.com	www.devex.com/jobs/talent-acquisition-		80	14	3	27	22
	#10	www.indeed.com	www.indeed.com/q-Associate-Talent-Acc	Associate Talent Acquisition Partner Jobs, Em	91	13	0	0	0

The target keyword is placed above the table with the search results (rows 5, 20);

Below is a table with the SERP top-10 as it was obtained using the US proxy. Search results for the different users may differ because of the region and the personal preferences. DR – Domain Rating (col G), PR – Page Rating (Col H). The values of the Backlinks (Col I), Traffic (Col J) and Keywords (Col K) are relevant to **every specific page.**

The features of the https://www.bravepath.co/ are below:

DR	1.4
PR (homepage)	4
Backlinks	12
Traffic	4
Keywords	7

Conclusions

Staff recruiting is a highly competitive subject area and lots of the top-rated websites take part in this competitive struggle. The top of them is below for example just for these keywords we have used in this research.

URL	DR (desc)	Traffic	Backlinks	Keywords
twitter.com	99	2 176 959 243	94 605 533 044	198 303 804
www.instagram.com	99	1 393 897 830	37 623 653 048	132 434 510
www.linkedin.com	98	132 244 871	19 761 234 255	69 290 100
en.wikipedia.org	96	2 886 082 808	3 876 654 548	412 084 199
www.forbes.com	93	47 928 155	137 885 853	36 988 232
hbr.org	92	3 456 504	22 686 071	3 294 207
cuit.columbia.edu	91	59 071	41 959	64 781
venturebeat.com	91	1 134 451	37 286 372	3 318 699
www.gartner.com	91	1 360 976	4 087 208	1 117 886
www.indeed.com	91	70 854 014	156 656 553	27 640 268
blog.capterra.com	90	122 120	198 862	185 662
searchhrsoftware.techtarget.com	90	132 407	163 842	52 483
wagner.nyu.edu	90	29 186	581 359	54 831
www.adp.com	90	6 908 544	1 960 813	499 087
www.glassdoor.com	90	19 815 679	341 019 070	16 943 649
www.stern.nyu.edu	90	97 585	587 504	104 732

The full list is in the worksheet "Long Listэ in the Excel table. Please, note that in this table value of backlinks, Keywords and Traffic is related **to the entire website**.

You can see that there are social networks, media, the universities' websites, jobhunting websites with the millions of backlinks and domain authority rates more than 90. Fortunately, the aim of these websites is to get visibility for the keywords with the high search volumes, they usually don't have landing pages for the specific keywords so it is possible to successfully compete with then on this area.

The example is below.

N	Domain	URL	Page Title	DR	PR	B
	talent recruitment					
# 1	www.jobvite.com	www.jobvite.com/blog/recruiting-process/	What is the Difference Between Recruitment	86	30	
# 2	www.shrm.org	www.shrm.org/resourcesandtools/hr-topi	2021 Recruiting Trends Shaped by the Pander	89	46	
# 3	www.lever.co	www.lever.co/recruiting-resources/article		89	31	
# 4	www.talentinternational.us	www.talentinternational.us/	IT Recruitment | IT & Digital Recruitment Age	19	38	
# 5	www.smartrecruiters.com	www.smartrecruiters.com/resources/gloss	What is Talent Acquisition? Tips & FAQs | Sm	86	31	
# 6	www.stern.nyu.edu	www.stern.nyu.edu/business-partnership	Recruit Talent - NYU Stern	90	15	
# 7	www.hrmorning.com	www.hrmorning.com/articles/talent-acqu	Talent acquisition vs. recruitment: Understar	71	20	
# 8	www.lucasgroup.com	www.lucasgroup.com/recruiting/human-re	Talent Acquisition Recruiters - HR Headhunte	51	12	
# 9	www.kornferry.com	www.kornferry.com/capabilities/talent-ac	Talent Acquisition	81	22	
# 10	www.adp.com	www.adp.com/what-we-offer/talent/taler	Talent Acquisition | Hiring & Recruiting Servi	91	40	

The website talentinternational.us with the DR=19 takes 4 place among the highly-rated competitors' websites with the DR about 80 – 90.

What is important to take into account while creating the SEO strategy?

1. The main ranking factor for the SEO is using the keywords in the URL. As our domain name is branded, the categories and the pages' names should contain relevant keywords

	boutique recruiting					
N	**Domain**	**URL**	**Page Title**	**DR**	**PR**	**B**
# 1	www.boutiquerecruiting.com	www.boutiquerecruiting.com/	Home - Boutique Recruiting	22	35	
# 2	www.glassdoor.com	www.glassdoor.com/Reviews/Boutique-R	Boutique Recruiting Reviews	Glassdoor	90	15	
# 3	www.linkedin.com	www.linkedin.com/company/staffing-bou		98	15	
# 4	www.zipjob.com	www.zipjob.com/blog/best-recruiting-and	25 Best NYC Recruiting and Headhunting firm	59	36	
# 5	www.i-recruit.com	www.i-recruit.com/recruiters/reviews/bou	Boutique Recruiting - Profile & Reviews	34	8	
# 6	fashionista.com	fashionista.com/2015/10/boutique-recruit		81	12	
# 7	twitter.com	twitter.com/btqrecruit		99	22	
# 8	www.zoominfo.com	www.zoominfo.com/c/boutique-recruiting		81	13	
# 9	www.indeed.com	www.indeed.com/cmp/Boutique-Recruitin	Boutique Recruiting Careers and Employment	91	14	
# 10	artisantalent.com	artisantalent.com/about-artisan/	About Us	Artisan Talent	Boutique Recruitn	57	26	

	it talent					
N	**Domain**	**URL**	**Page Title**	**DR**	**PR**	**B**
# 1	www.linkedin.com	www.linkedin.com/company/it-talent		98	18	
# 2	www.ittalents.com	www.ittalents.com/	Talent IT Services	2.6	9	
# 3	www.castittalent.com	www.castittalent.com/	Cast It Talent	57	44	
# 4	venturebeat.com	venturebeat.com/2021/09/13/the-it-talent	The IT talent gap is still growing	VentureBe	91	38	
# 5	it-talent.com	it-talent.com/	Techbrains Corp	6	8	
# 6	it-talenthh.com	it-talenthh.com/	IT-TALENT Headhunter SENIOR IT - IT-TALENT	13	23	
# 7	www.it-talent.co.uk	www.it-talent.co.uk/	The Complete IT & Digital Recruitment Solutii	2.3	24	
# 8	ittalent.ee	ittalent.ee/	Hiring for the best IT companies in Estonia		20	26	
# 9	www.cio.com	www.cio.com/article/3622918/7-ways-to-w		89	23	
# 10	www.roberthalf.com	www.roberthalf.com/employers/technolo	Tech & IT Talent Solutions	Robert Half	80	77	

2. The more specific the keyword is, the more chances to compete effectively

	tech staffing					
N	**Domain**	**URL**	**Page Title**	**DR**	**PR**	
# 1	www.beststaffingagencies.com	www.beststaffingagencies.com/it/new-yo	The Best IT Staffing Agencies in New York in 2	29	18	
# 2	www.builtinnyc.com	www.builtinnyc.com/2018/08/01/24-nyc-re	Staffing Agencies NYC: 24 Top Recruiting Firm	73	29	
# 3	www.roberthalf.com	www.roberthalf.com/employers/technolo	Tech & IT Talent Solutions	Robert Half	80	77	
# 4	motionrecruitment.com	motionrecruitment.com/about/locations/	Tech Recruiters NYC	IT Recruiters NYC	Moti	49	15	
# 5	www.linkedin.com	www.linkedin.com/company/tech-staffing		98	15	
# 6	www.skiltrek.com	www.skiltrek.com/temp-agencies/nyc-ny-s	IT Staffing Agencies NYC	Best IT Executive, T	1.4	15	
# 7	www.mtsg.com	www.mtsg.com/	Home	Micro Tech Staffing Group	New Engl	8	35	
# 8	gatestaffing.com	gatestaffing.com/	GATE — IT Staffing Firm	Technical Recruiter	0.7	28	
# 9	www.tecstaffingservices.com	www.tecstaffingservices.com/	Staffing Services Pittsfield	TEC Staffing Servi	2.3	17	
# 10	mondo.com	mondo.com/	Mondo: Tech, Creative, & Digital Marketing St	60	51	

3. The good backlink profile matters, because as we can see all the competitive keywords are landed to the pages with hundreds of backlinks following to them. The good backlinks also influence on the domain rating so the backlink management will be one of the most important objectives of the complex SEO.

Websites with the Domain Rates below 30

There are not only high rated websites on the search results. The batch of the websites with the DR<30 is in the table below.

N	URL	Title	Pages indexed	DR (Desc)	Traffic	Backlinks	Keywords
1	www.alaant.com	Full-Service Staffing and Recruiting Agency - Alaant Workforce Solutions	1 380	30	317	12 312	746
2	www.managerskills.org	Mastering Management	121	29	2 578	5 255	3 680
3	www.edtechrecruiting.com	**Ed Tech Recruiting** | **Management Consulting and Strategic Hiring** for Schools	10 800	28	883	2 379	7 179
4	www.peaktechnical.com	**Engineering & Information Technology Recruitment Agency**	834	28	4 609	14 035	4 582
5	nederlia.com	Homepage | **IT and Tech Recruitment** | Nederlia	165	27	411	1 278	1 254
6	www.cutehr.io	CuteHR - Best HR Software For Startups And Small Business	503	26	1 490	9 249	3 228
7	www.searchsolutiongroup.com	Recruitment Agency | Headhunting Firm: Search Solution Group	1 290	25	4 115	3 469	6 055
8	csuiteassistants.com	Administrative & Executive Assistant **Staffing** | C-Suite Assistants	458	24	2 799	3 008	6 783
9	www.omnesgroup.com	**Tech recruitment agency** | Omnes Group	779	24	5 752	2 749	10 715
10	epitec.com	Epitec - A Premier **IT, Engineering and Professional Staffing Agency** | Epitec	7 100	22	4 286	3 517	4 535
11	actingplan.com	Acting Plan - How to Become an Actor in Hollywood	107	14	6 912	3 226	7 672
12	www.gainor.net	Top Recruitment Agency in New York | Staffing Agency | Gainor	433	13	996	1 021	1 784
13	tgsus.com	The Good Search | **Technology Executive Search Firm** | Tech Headhunters	133	12	1 256	2 141	2 412
14	www.mtsg.com	Home | Micro **Tech Staffing** Group | New England	1 770	8	1 602	883	448
15	www.kelleraugusta.com	Real Estate Recruiting Firm - Keller Augusta	256	6	910	14 600	1 110
16	ess123.com	Healthcare Insurance Recruiters | Executive Staffing Solutions	281	4	421	339	910
17	www.skiltrek.com	Industry Leading Recruiting & Staffing Agencies | IT Solutions	79	1	76	2 154	1 308
18	gatestaffing.com	GATE — **IT Staffing Firm | Technical Recruiter** | Long Island, NY & NYC	165	1	43	446	357
19	northboundsearch.com	Northbound Executive Search - Leading Executive Recruitment Firm	20	0	419	290	284

What are the websites in the table above?

- Websites with the relatively low domain rating, from 0 to 30. This is important because the domain rating of the www.bravepath.co is 4 and it take time to make it grow;
- Websites that have a relatively high volume of traffic and landed keywords in accordance with the Ahrefs' data;
- Websites that take place in the SERP top-10 for our target keywords, including relatively high-competitive.
- Websites have a significant organic traffic and a relatively big volume of the landed keywords detected by the Ahrefs tool.

This is why they were chosen for the further analysis.

Some websites are not relevant to the IT and the tech market and are marked grey. They are related to the specific industries like the real estate, healthcare or to the casting.

The relevant websites are marked with the green filling. They have the following features:

- The number of pages on the websites if different but **the lowest number is about 150**. It looks like a minimal site volume for starting.
- The number of backlinks is about some thousands. The **lowest volume is about 1 000** backlinks.
- The **domain rating is from zero to 30** as it was written above.

Competitors' Websites Features

Ed tech Recruiting

www.edtechrecruiting.com

Recruiting technical staff for educational organizations like schools, colleges and universities.

The website has the following content:

- About 4500 jobs pages including the outdated;
- About 1600 pages in the jobs archive
- Some technical pages like about, contacts etc.

The other content like blogposts etc. are placed on the other website, www.12mrecruiting.com/

There are no any interesting ideas on this website to take into consideration but some keywords related to the IT professions will be included to the Keyword research.

The main trafficable keywords are in the table below (totally 883 visits/month)

Current URL	Keyword	Volume	KD	Current traffic
https://www.edtechrecruiting.com/jobs	education technology jobs	500	30	14
	education tech jobs	200	23	11
	tech education jobs	100	26	7
	edtech jobs near me	200	10	5
	school technology jobs	90	10	4
	ed tech jobs near me	200	7	4
	technology education jobs	100	28	3
	edtech careers	150	12	3
https://www.edtechrecruiting.com/	tech recruiting	300	12	42
	edtech recruiting	90	26	32
	tech head hunter	100	39	4
	tech recruit	250	28	
https://www.edtechrecruiting.com/sites/default/files/job_posting_docs/Technology-Associate-Part-Time.pdf	technology associate	400	3	13
	technical associate	350	0	4
https://www.edtechrecruiting.com/jobs/school-information-management-specialist	sgis veracross	450	0	3
https://www.edtechrecruiting.com/jobs/lms-administrator	lms administrator job description	100	9	5
	lms administrator	350	10	3
https://www.edtechrecruiting.com/jobs/pk-12-technology-integration-specialist	technology integration specialists	200	1	8
	tech integration specialist	150	2	6
	technology integration specialist job description	60	1	3
https://www.edtechrecruiting.com/jobs/database-administrator-and-prospect-researcher	blackbaud bcp	400	4	4

https://www.edtechrecruiting.com/sites/default/files/job_posting_docs/Website%20Manager%20Job%20Description.pdf	website manager job description	250	10	7
https://www.edtechrecruiting.com/sites/default/files/job_posting_docs/STEAM_Teacher_Job_Description.pdf	steam teacher	200	33	6
https://www.edtechrecruiting.com/jobs/instructional-technologist-8	instructional technologist job description	60	8	3
https://www.edtechrecruiting.com/jobs/chief-information-officer-56	veracross ravenscroft	250	0	3
https://www.edtechrecruiting.com/sites/default/files/job_posting_docs/Registrar_2016.pdf	hba final site	200	0	5
https://www.edtechrecruiting.com/jobs/head-information-technology-0	technology head	100	8	3
https://www.edtechrecruiting.com/jobs/learning-and-innovation-specialist-0	innovation specialist	100	0	6
https://www.edtechrecruiting.com/jobs/technologist-instructional-elearning	elearning technologist	100	0	5
https://www.edtechrecruiting.com/jobs/director-instructional-technology-15	director of instructional technology	80	0	3
https://www.edtechrecruiting.com/jobs/manager-system-and-platform-operations	platform operations	90	1	4
https://www.edtechrecruiting.com/jobs/assistant-director-network-technology-0	hb netclassroom	80	0	4
https://www.edtechrecruiting.com/jobs/MICDS	micds jobs	80	0	3
https://www.edtechrecruiting.com/jobs/edtech-specialist	edtechnology specialists	70	12	5

Peak Technical

www.peaktechnical.com

Engineering and engineering recruiting agency

The website has the following content:

- About 360 blogposts;
- About 60 blogpost categories;
- The agency has 9 offices and every office has its own local page optimized for the local search;
- About 50 pages for the different professions and subject areas. All these pages are just landing pages for the different keywords related to the engineering and IT recruiting;
- More than 620 tag pages.

Actually, the website www.peaktechnical.com is a blog. All job descriptions are lace on the other domain, https://peakjobs.peaktechnical.com/

The main trafficable keywords are in the table below (totally 4600 visits/month)

Current URL	Keyword	Volume	KD	Current traffic
https://www.peaktechnical.com/it-staffing/	it temp agencies	1600	54	163
	it recruitement agencies	150	22	28
	it staffing agency	350	61	21
	it agencies	100	31	17
	it staffing companies	250	32	16
	it staffing	900	38	12
	it staffing firms	250	33	12
	it contract agency	70	25	10

	it temporary agency	70	38	10
	it job agency	100	72	9
	it job agencies	100	42	9
	it staffing company	300	43	9
	it staffing agencies	1000	12	8
	tech staffing agencies	150	49	8
	it contracting agencies	70	32	8
	it job staffing	50	71	7
	it employment agencies	100	30	6
	temp agency it jobs	50	75	6
	it agency	90	34	5
	temp agencies for it jobs	50	32	5
	it jobs temp agency	50	34	5
	it contracting agency	70	24	4
	it staffing job	60	29	4
	it placement agencies	70	27	4
	temp agency for it jobs	60	48	4
	it job placement agencies	70	48	4
	it contract agencies	70	28	4
	it hiring agency	70	52	4
	it staffing solutions	70	46	4
	technology staffing agency	150	50	3
	technology staffing company	80	24	3
	information technology staffing agencies	100	23	3
	it hiring agencies	70	42	3
	tech staffing company	80	67	2
	i staffing agency	70	56	2
	technology temp agencies	70	85	2
	technology staffing firm	60	20	2
	technology employment agencies	50	31	2
	it staffing jobs	60	36	2
	it recruitment	900	16	1
	technology staffing companies	80	29	1
	information technology temp agencies	50	17	1
	it staffing services	70	13	1
https://www.peaktechnical.com/	technical staffing new york	100	22	51
	technical staffing	250	39	29
	technical employment agencies	80	39	28
	tech temp agency	150	82	16
	technical recruiters	300	39	14
	technical temp agencies	90	78	14
	technical employment agency	80	61	11
	technical staffing florida	150	20	10
	technical staffing agency	70	62	8
	technical agency	70	62	8
	technical staffing recruiter	80	34	6
	career tech staffing	150	27	6
	tech employment agencies	100	62	5
	tech staffing agency	250	70	5
	technical headhunter	60	43	4
	technical staffing companies	60	54	4
	technical staffing company	60	59	4
	tech recruiting agency	60	78	4
	tech employment agency	50	71	3
	technology recruiting agency	50	61	2
	technical headhunters	60	24	2
	tech recruitment agencies	90	60	2
	technology recruitment agency	50	71	2
	technology employment agency	50	51	2
	technology temp agency	70	70	2
	technical services	1400	30	2
	technical staffing firms	60	56	2
	staffing usa	70	65	2
	technical recruiting firm	90	67	2
	tech recruitment agency	60	70	1
	tech recruiting companies	150	50	1
	technical temp agency	70	79	
https://www.peaktechnical.com/it-staffing/it-recruiting/	it recruitment agency	1900	58	146
	it recruitment agencies	300	28	61
	it recuitment agencies	150	20	28

URL	Keyword			
	it recruiters	200	30	11
	it recruiting firms	200	26	11
	it recruitment companies	350	33	7
	it recruiting	350	18	6
	it recruitment company	60	46	5
	it recruiter	700	21	4
	it recruiting agencies	50	31	4
	it recruitment firms	60	37	3
	it recruiting company	90	37	2
https://www.peaktechnical.com/engineering-staffing-services/	engineering staffing agencies	1300	27	232
	staffing agency for engineers	700	26	78
	employment agency engineering	250	29	27
	engineering temp agency	150	31	25
	civil engineering staffing agencies	300	14	22
	engineering staffing	150	29	19
	staffing agencies for mechanical engineers	250	18	18
	engineering staffing agency	150	29	15
	engineering temp agencies	50	24	12
	engineering staffing firm	50	22	9
	engineer staffing agencies	100	22	9
	engineering agency	50	32	7
	engineer agency	80	28	6
	engineer staffing companies	50	22	5
	best staffing agencies for engineers	50	22	1
https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/remote-engineering/	remote engineering jobs	3500	21	50
	remote engineers	100	15	4
	remote engineering	100	18	3
https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/	engineering recruitment agencies	300	22	141
	engineering recruiting	250	24	99
	engineering recruitment	450	24	68
	engineering employment agency	250	28	30
	recruitment engineering	60	18	29
	engineer recruiters	100	22	25
	engineering recrument	150	23	25
	engineer recruitments	150	19	25
	engineering placement agencies	60	30	21
	engineering recruitment firm	50	24	17
	engineering recruiter	200	22	16
	engineering recruitment agency	100	24	14
	engineering recruiting firms	90	30	12
	engineering recruiting agency	90	14	12
	engineering employment agencies	100	24	10
	engineering placement agency	60	36	6
	engineer recruitment	50	18	5
	engineering job recruiters	50	30	4
	engineering staffing firms	50	17	3
	civil engineering recruitment agency	50	4	1
https://www.peaktechnical.com/it-staffing/it-recruiting/software-developer-recruiters/	developer recruiters	70	15	18
	recruiters devs	80	12	12
	software developer recruiters	80	12	11
	recruitment agencies for software developers	60	13	8
	software developer recruitment agencies	60	15	8
	recruiting agencies for software developers	60	12	8
	developer recruiter	70	10	8
	software developer staffing agency	50	8	7
	software engineer recruiter	60	12	7
	software engineer staffing agency	50	10	5
	software engineer recruiting firms	50	12	4
	software developer recruitment agency	60	6	
https://www.peaktechnical.com/2020/11/27/what-are-the-core-branches-of-engineering-and-whats-best-for-me%E2%80%AF%E2%80%AF/	engineering branches	600	48	3
	best branches	50	16	2
	branches engineering	100	41	1
https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/aerospace-engineering-career/	aerospace staffing agencies	50	7	5
	aerospace staffing agency	50	6	5
https://www.peaktechnical.com/2016/03/28/questions-engineering-managers-interview/	questions to ask engineering interview	250	17	4
	vp engineering interview questions	100	5	2
	vp of engineering interview questions	100	6	1

Current URL	Keyword	Volume	KD	Current traffic
https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/field-tech/	field tech	350	36	4
https://www.peaktechnical.com/2019/07/12/what-projects-are-in-demand-of-aerospace-engineers/	are aerospace engineers in demand	80	11	2
	is aerospace engineering in demand	100	8	2
	aerospace engineering demands	50	12	2
	aerospace engineering projects	90	2	1
https://www.peaktechnical.com/wp-content/uploads/2016/09/PrimePay-FSA-Welcome-Enrollment-Booklet-LIMIT_Fv3.pdf	primepay fsa	100	7	3
	primeflex primepay.com	50	6	2
https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/theme-park-engineering-jobs/	amusement park engineer	50	7	1
https://www.peaktechnical.com/2019/06/28/top-5-data-science-certifications-that-will-pay-off-in-your-career/	certified analytics professional salary	100	6	5
https://www.peaktechnical.com/staffing-and-solutions/solutions/technical-executive-search/	engineering executive search firms	50	6	3
	engineering executive search firm	50	10	2
https://www.peaktechnical.com/2020/12/19/help-your-team-create-smart-goals-in-2021/	smart goals for engineers	60	5	3
https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/telecom-engineer-jobs/	telecom technical jobs	50	1	2
https://www.peaktechnical.com/2021/05/17/recruiting-engineers-difficult-peak-technical-staffing/	recruiting engineers	50	2	2
https://www.peaktechnical.com/team-profiles/tom-groves/	tom groves	50	0	3
https://www.peaktechnical.com/2019/02/08/milwaukee-tips-for-nailing-a-phone-interview-as-an-engineer/	engineering phone interview	50	5	

Conclusions:

- **Landing pages for different keywords related to the recruiting synonyms work perfectly. All the target keywords successfully landed and generate organic traffic.**
- Blogpost categories and the tag pages don't work. Actually, they contain the duplicated content and should be removed from the indexing using the rel=canonical tags, but sometimes they attract certain organic traffic. Unfortunately, not now.
- **Location pages also work well. The table was split to make it more readable; the part concerned the local keywords is below.**

Current URL	Keyword	Volume	KD	Current traffic
https://www.peaktechnical.com/locations/engineering-pittsburgh/	pittsburgh engineer	450	12	17
	pittsburgh head hunter	100	12	3
	pittsburgh recruiter	200	12	3
	pittsburgh recruiters	60	13	2
	headhunter pittsburgh	70	14	2
	recruiters pittsburgh	60	13	2
https://www.peaktechnical.com/locations/engineering-chicago/	technical staffing chicago	100	9	23
	engineering recruiters chicago	50	3	18
	engineering staffing agencies chicago	40	7	13
	mechanical engineering recruiters	250	13	6
	engineering staffing chicago	10	8	4
	chicago technical recruiters	40	8	2
	technical recruiters in chicago	40	9	2
	technical recruiters chicago	40	12	2
	mechanical engineering headhunter	60	9	1
https://www.peaktechnical.com/locations/engineering-santa-clara/	engineering recruiters bay area	30	4	10
	bay area mechanical engineering jobs	200	1	2

	mechanical engineering jobs bay area	90	1	2
	technical recruiters bay area	30	4	1
https://www.peaktechnical.com/locations/engineering-philadelphia/	engineering headhunters	150	23	7
	head hunter engineer	70	18	5
	headhunters for engineering jobs	50	22	5
	headhunter for engineering jobs	40	28	3
https://www.peaktechnical.com/locations/engineering-san-diego/	san diego technical recruiters	40	10	15
	san diego engineering recruiters	30	6	11
	engineering recruiter san diego	30	5	11
	engineering recruiters san diego	30	10	9
	technical recruiters san diego	20	11	3
	engineering professional staffing	10	9	
	technical recruiter san diego	20	1	
https://www.peaktechnical.com/locations/engineering-los-angeles/	engineering recruiters los angeles	30	4	11
	engineering staffing agencies los angeles	30	12	11
	engineering staffing agencies in california	20	9	8
	engineering recruiter los angeles	30	6	6
	engineering recruiters california	10	7	4
	engineering job headhunters	50	24	4
https://www.peaktechnical.com/locations/engineering-detroit/	engineering staffing agencies michigan	50	5	7
	mechanical staffing companies in michigan	40	4	5
	engineering staffing agencies in michigan	20	5	2

Nederlia

https://nederlia.com

A small website with a blog and some service pages. Only 79 pages available, Google has indexed 165 because of the content duplicating.

There is nothing special on this website, the keywords will be considered for the keyword research.

C-Suite Assistants

https://csuiteassistants.com

Staff agency. They don't hire IT and tech specialists, anyway the website may have something interesting for the SEO.

The website has the following content:

- About 180 blogposts;
- 13 regional pages for the local offices;
- 80 pages 'Recent hires' with describing the successfully closed positions;
- 14 Jobs- and Staffing- related pages

The most trafficable keywords are on the table below:

Current URL	Keyword	Volume	KD	Current traffic
https://csuiteassistants.com/blog/things-they-dont-tell-you-about-becoming-an-assistant/	executive assistant salary	13000	7	29
	how to become an executive assistant	400	6	12
	how to be an executive assistant	150	12	9
	executive assistants	250	36	3

URL	Keyword	Vol	KD	Pos
	exec assistant	70	34	3
	whats an executive assistant	250	14	2
	is administrative assistant a good job	150	20	2
	what do executive assistants do	200	31	2
	what's an executive assistant	100	26	1
	how to be an assistant	90	12	
https://csuiteassistants.com/jobs/	executive assistant jobs near me	1100	9	8
	executive personal assistant jobs	100	3	8
	executive assistant jobs dallas	200	1	3
	admin assistant jobs near me	1900	12	2
	looking for assistant	100	17	2
	c suite jobs	200	22	2
	ceo assistant jobs	70	13	2
	private personal assistant jobs	90	10	1
	personal assistant jobs near me	3000	18	
	pa ea jobs	500	15	
	remote personal assistant jobs	2800	24	
https://csuiteassistants.com/executive-assistant-jobs/	jobs executive assistant	6300	12	41
	executive assistant jobs nyc	700	3	21
	executive assistant nyc	200	4	11
	executive assistant positions	100	8	6
	assistant jobs nyc	200	6	6
	assistant jobs new york	80	7	2
	personal assistant jobs new york	90	7	1
	executive assistant new york	70	2	
https://csuiteassistants.com/blog/how-to-work-from-home-as-an-administrative-assistant/	administrative assistant work from home	150	15	6
	work from home admin jobs	250	12	4
	remote administrative assistant	1100	17	3
	work from home administrative jobs	350	10	3
	working from home admin jobs	150	13	3
	work from home personal assistant	80	9	2
	executive assistant work from home	100	2	2
	work from home administrative assistant jobs	150	16	1
	administrative assistant remote jobs	150	17	1
	administrative work from home jobs	250	23	1
	administrative assistant remote	150	12	1
	remote administrative jobs	1100	15	1
	remote administrative assistant jobs	2100	23	1
	work from home administrative assistant	200	11	
	admin work from home	100	11	
https://csuiteassistants.com/virtual-assistant-success-stories/	virtual executive assistants	5800	16	10
	virtual assistant agency	350	47	7
	virtual executive assistant jobs	300	25	2
https://csuiteassistants.com/blog/words-with-c-suite-intrical-conversate-irregardless/	intrical	3000	3	189
	intrical part	2900	19	18
	intricle	90	3	8
	how do you spell intrical	150	10	4
	spell intrical	150	8	3
https://csuiteassistants.com/blog/writing-a-great-thank-you-note/	sample thank you notes	1100	67	20
	thank you letter for recruiter	150	54	9
	how to write a professional thank you email	2000	51	7
	thank you note to administrative assistant	150	21	3
	executive thank you letter after interview	350	55	3
	professional thank you note examples	300	50	2
	thank you letter to a recruiter	150	56	2
	thank you letter to recruiters	250	49	2
	professional thank you notes examples	300	50	2
	thank you note after interview examples	150	67	1
	professional thank you note	400	51	1
	example of thank you note after interview	100	64	1
	simple thank you letter after interview	70	60	1
	examples of thank you notes	90	59	
	thank you note example	150	65	
https://csuiteassistants.com/personal-assistant-staffing/	assistant agency	300	12	115
	personal assistant agency	100	7	40
	personal assistants	1800	41	5
	recruitment assistants	200	8	4
	personal assistants for hire near me	80	26	3

URL	Keyword	Vol	KD	Pos
	hire personal assistant	2600	26	2
	looking for a personal assistant	90	20	2
	personal assistant for hire near me	80	26	1
https://csuiteassistants.com/blog/how-to-properly-and-professionally-send-your-resume-via-email/	resume email	900	43	11
	email to send resume	250	39	4
	emailing a resume	500	40	2
	sending resume via email	200	38	2
	email for sending resume	80	39	1
	email when sending resume	100	41	1
	emailing resume	150	40	1
	how to email resume	150	42	1
	how to send resume through email	2500	39	1
	how to write an email with resume	80	45	
https://csuiteassistants.com/blog/how-much-does-it-cost-to-hire-a-personal-assistant/	how much is a personal assistant	150	20	23
	how much does a personal assistant cost	150	14	19
	personal assistant cost	100	33	13
	how much to pay a personal assistant	70	7	3
	how much do personal assistants make	1500	7	3
	how much does a personal assistant make	500	5	2
https://csuiteassistants.com/blog/how-to-set-goals-for-your-executive-assistant/	executive assistant goals	300	14	15
	goals for executive assistant to ceo	80	12	7
	goals for administrative assistants	500	26	6
	goals for executive assistant	100	14	5
	executive assistant goals examples	200	18	4
	executive assistant performance goals	100	26	4
	executive assistant goals for 2021	100	13	3
	performance goals list of goals for administrative assistant	300	32	2
	performance goals list of goals for executive assistant examples	200	24	2
	executive assistant goals samples	80	17	2
	executive assistant performance goals examples	70	26	1
	performance goals for a secretary	80	24	1
https://csuiteassistants.com/	c suite executive assistant	200	3	65
	c suite assistants	150	2	59
	c-suite assistants	80	3	30
	executive assistant for hire	80	4	5
	executive assistant near me	70	12	2
https://csuiteassistants.com/blog/how-to-be-a-good-boss-managing-your-own-assistant/	managing assistants	250	21	37
	manager assistants	500	36	2
https://csuiteassistants.com/c-level-assistant-jobs/	c level executive assistant	100	2	6
	what is ac suite executive	350	35	2
https://csuiteassistants.com/office-manager-jobs/	office manager nyc	70	2	3
	office manager jobs nyc	150	2	2
	office manager positions	150	17	2
	manager positions hiring	250	36	1
https://csuiteassistants.com/administrative-assistant-jobs/	administrative jobs nyc	150	8	3
	administrative assistant nyc	100	8	2
	office assistant jobs nyc	100	3	2
	nyc administrative jobs	70	17	1
	admin jobs nyc	70	17	1
	administrative assistant jobs new york	70	9	1
https://csuiteassistants.com/blog/is-there-really-a-career-path-as-an-administrative-assistant/	administrative assistant career path	150	16	3
	executive assistant career path	200	4	3
https://csuiteassistants.com/blog/signs-you-may-need-to-hire-an-administrative-assistant/	hire administrative assistant	150	14	5
https://csuiteassistants.com/cfo-assistant-staffing/	assistant to cfo	100	1	14
	cfo assistant	80	1	6
https://csuiteassistants.com/nonprofit-staffing-agency/	nonprofit staffing agency	150	48	4
	c 3 staffing	200	0	
https://csuiteassistants.com/blog/executive-assistant-training-courses/	executive assistant training	250	37	4
https://csuiteassistants.com/blog/how-to-nail-the-administrative-assistant-interview/	tell me about yourself for administrative assistant	70	35	3
	administrative assistant tell me about yourself	70	35	3
	tell me about yourself administrative assistant	70	28	1

	administrative assistant interview questions and answers tell me about yourself	80	33	1
https://csuiteassistants.com/coo-assistant-staffing/	coo c	200	15	2
https://csuiteassistants.com/staffing-agency-westchester/	temp agency westchester	70	13	2

Conclusions:

- Jobs- and Staffing-related pages don't work well
- **Blog works well in comparison with the competitors' blogs**
- Recent hires don't work.
- **Local pages work great, the part of table with the local keywords is below**

Current URL	Keyword	Volume	KD	Current traffic
https://csuiteassistants.com/staffing-agency-nyc/	personal assistant agencies nyc	40	7	15
	executive assistant recruiter nyc	40	13	14
	nyc personal assistant agencies	40	8	9
	personal assistant agency nyc	40	8	6
	administrative assistant employment agencies	30	14	5
	administrative assistant recruiters nyc	10	10	5
	personal assistants nyc	200	7	4
	personal assistant nyc	200	7	4
	executive assistant staffing agencies nyc	20	15	4
	administrative staffing agencies nyc	20	30	3
	administrative recruiters nyc	10	27	3
	executive assistant recruiters nyc	20	8	3
	executive assistant headhunters nyc	20	8	2
	virtual assistant jobs nyc	500	2	2
	staffing agency nyc	900	41	1
	personal assistants new york	50	9	1
	high end personal assistant jobs	30	4	1
	staffing agencies for office jobs near me	150	27	1
	nyc personal assistant	30	9	1
https://csuiteassistants.com/staffing-agency-los-angeles/	personal assistant agency los angeles	60	2	7
	personal assistant jobs los angeles	800	8	7
	executive assistant los angeles	100	2	5
	executive assistant recruiters los angeles	10	4	4
	personal assistant staffing agency los angeles	20	12	2
	executive assistant jobs los angeles	250	3	2
	administrative assistant recruitment agency	10	11	
https://csuiteassistants.com/staffing-agency-miami/	staffing agency miami	500	16	4
	temp agency miami	300	19	2
	executive assistant jobs miami	150	0	2
	executive assistant miami	40	0	1
	personal assistant jobs miami	150	1	1
https://csuiteassistants.com/staffing-agency-boston/	boston executive assistants	40	1	3
	administrative assistant jobs boston	100	10	2
	personal assistant boston	80	1	2
	executive assistant jobs massachusetts	50	0	2
	personal assistant jobs boston	150	0	2
	executive assistant boston	40	0	2
	executive assistant jobs in massachusetts	50	0	2
	executive assistant jobs in ma	50	0	1
	boston personal assistant	80	1	1
	personal assistant jobs massachusetts	30	0	1
	executive assistant boston ma	20	0	1
	executive assistant jobs boston	200	0	1
https://csuiteassistants.com/staffing-agency-washington-dc/	executive assistant jobs dc	150	1	8
	temp agency washington dc	150	34	3
	executive temp agency	100	15	3
	personal assistant jobs washington, dc	50	0	2
	executive assistant washington dc	40	0	1

	dc temp agency	150	40	1
	personal assistants dc	30	0	1
	washington dc temporary agency	150	33	1
	executive assistant jobs in dc	40	1	1
	executive assistant dc	20	1	1
https://csuiteassistants.com/staffing-agency-chicago/	executive assistant jobs chicago	300	0	3
	executive assistant chicago	70	1	2
	personal assistant jobs chicago	400	2	1
	personal assistant chicago	80	1	1
https://csuiteassistants.com/staffing-agency-hartford/	temp agency hartford ct	150	11	3
	executive assistant jobs in ct	150	0	3
	staffing agency hartford ct	70	8	3
	employment agency hartford ct	40	8	2
	personal assistant jobs ct	100	0	1
	executive assistant hartford ct	20	0	1
	office team hartford ct	70	1	

Omnes

www.omnesgroup.com

Tech recruiting agency.

The website has the following content:

− Job feed, about 50 pages;
− Company pages, 7 items;
− Service pages;
− Blogposts, about 130 pages

Current URL	Keyword	Volume	KD	Current traffic
https://www.omnesgroup.com/difference-remote-freelance/	freelance work from home jobs	1000	56	11
	freelance remote jobs	400	38	5
	remote job means	100	38	4
	remote meaning in jobs	200	35	4
	what is a remote job	2900	41	3
	full time remote jobs	500	64	3
	part time freelance jobs	250	29	2
	working not working jobs	100	26	2
	remote meaning	10000	24	2
	remote freelance jobs	500	38	2
	remote jobs definition	300	35	2
	remote job staffing	500	41	1
	remote position meaning	400	37	1
	what does remote jobs mean	300	35	1
	free lance	2900	79	1
	freelance work meaning	300	58	1
	freelance job means	150	52	
	freelancing means	4100	62	
https://www.omnesgroup.com/office-assistant-job-description/	administrative assistant job description	7800	49	31
	office assistant	6700	36	23
	what do office assistant do	100	31	15
	office assistant job duties	200	36	14
	office job description	150	26	14

URL	Keyword			
	office assistant responsibilities	300	28	14
	responsibility of office assistant	200	39	13
	office assistant duties	500	29	13
	office assistant description	200	30	12
	assistant job description	400	36	12
	admin assistant jobs description	1100	49	11
	what does an office assistant do	150	30	10
	office duties	350	45	10
	what is office assistant	100	26	9
	job assistant	500	26	8
	what is an office assistant	150	27	7
	what does a office assistant do	100	33	7
	office assistant job	200	30	5
	admin assistant job descriptions	200	52	1
	administrative assistant job duties	1800	50	1
	office assistant job description for resume	150	42	1
	office assistant job description	1000	31	
https://www.omnesgroup.com/last-in-first-out-lifo-rule/	last in first out	1400	30	3
	lifo	11000	36	3
https://www.omnesgroup.com/how-to-prepare-for-java-developer-interview/	java interview questions	12000	45	63
	javainterview.in	150	22	5
	on site work	100	2	26
	work on site	150	2	18
https://www.omnesgroup.com/remote-vs-on-site-work/	what does remote mean for a job	600	39	17
	virtual work from home	200	67	4
	whats a remote job	300	34	4
	define remotely	3400	17	1
https://www.omnesgroup.com/how-to-become-it-recruiter/	it recruitment	900	16	49
	it recruiter	700	12	25
	it recruiting	350	18	11
	how to become a recruiter	600	15	9
	how do you become a recruiter	100	14	3
https://www.omnesgroup.com/how-to-become-it-recruiter/	how to become a recruiter with no experience	200	9	3
	become a recruiter	100	14	3
	how to become a technical recruiter	150	10	3
	which of the following is a qualification that all recruiters must have?	150	14	2
	how to find a remote job	400	43	5
	want remote jobs	150	79	3
https://www.omnesgroup.com/easy-ways-to-find-remote-job/	remote tech jobs	1800	26	2
	how to find remote work	150	43	1
	finding remote jobs	150	62	1
	how to find a remote	300	14	1
https://www.omnesgroup.com/behaviourally-anchored-scale/	bars rating	350	10	21
	bars scale	350	9	16
	bars hr	150	13	15
	behaviorally anchored rating scale example	150	9	10
	5-point performance rating scale examples	150	25	7
https://www.omnesgroup.com/behaviourally-anchored-scale/	bars rating scale	150	10	7
	behavioral anchored rating scale	100	9	6
	bars behaviorally anchored rating scales	100	10	5
	behaviorally anchored rating scales	200	10	5
	behaviorally anchored rating scale steps	150	8	5
	bars performance appraisal	150	9	5
	behavioral anchor	100	9	4
	bars method	250	11	3
https://www.omnesgroup.com/vacation-guilt/	a colleague vacations at the beach every year	2300	0	29
https://www.omnesgroup.com/all-about-tech-recruitment/	tech recruitment	250	16	94
	technology recruitment	900	26	69

URL	Keyword	Vol	Pos1	Pos2
	tech recruiting	300	12	9
	technology recruiting	200	24	6
	technical recruitment	150	11	2
	tech recruit	250	28	
https://www.omnesgroup.com/how-to-reach-out-to-a-recruiter-on-linkedin/	how to reach out to a recruiter on linkedin	800	18	20
	how to reach out to recruiters on linkedin	400	20	4
	how to reach out to recruiter on linkedin	100	20	3
	reaching out to a recruiter on linkedin	150	19	3
	how to reach out to a recruiter	450	29	2
https://www.omnesgroup.com/top-5-hr-trends-2022/	hr trends	1800	34	10
https://www.omnesgroup.com/best-linkedin-job-titles/	funny linkedin	1700	1	27
https://www.omnesgroup.com/weirdest-programming/	obscure programming languages	100	11	36
	joke languages	200	10	12
	funny programming	100	1	11
	joke programming languages	100	23	9
	chicken programming language	100	2	4
	rockstar programming language	250	15	1
	esoteric language	250	45	1
	esoteric programming language	200	29	
https://www.omnesgroup.com/why-it-companies-need-technical-screening/	technical screening	150	7	17
	tech screening	150	7	12
	screening interview questions	900	38	2
https://www.omnesgroup.com/social-media-vs-community-manager/	media manager	1500	19	1
https://www.omnesgroup.com/benefits-that-attract-top-talent/	benefits are offered by employers to attract good employees	100	5	5
	talents examples	1300	31	3
https://www.omnesgroup.com/fly-in-fly-out-jobs/	fly in fly out	100	3	11
	fly in fly out job	100	1	10
	flying out	800	52	8
https://www.omnesgroup.com/halo-effect/	halo effect bias	900	45	2
https://www.omnesgroup.com/hire-wordpress-developer/	wordpress developer salary	900	26	6
https://www.omnesgroup.com/linkedin-guide-make-recruiters-come-to-you/	linkedin for recruiters	900	37	1
https://www.omnesgroup.com/what-is-bi-developer/	bi developer	350	8	6
	what is a bi developer	100	17	5
	bi developer job description	150	15	2
https://www.omnesgroup.com/the-best-programming-languages-to-learn-first/	should i learn java or javascript	150	6	9
	should i learn javascript or python	100	13	1
https://www.omnesgroup.com/fake-job-posting/	fake job	150	55	7
	fake jobs	150	59	6
	how to identify fake job offers	100	21	2
https://www.omnesgroup.com/hire-graphic-designer/	graphic designers for hire	500	58	1
https://www.omnesgroup.com/recruitment-tools/	recruitment tools	350	28	2
https://www.omnesgroup.com/efficient-recruitment-funnel/	recruitment funnel	250	7	4
	hiring funnel	150	5	3
https://www.omnesgroup.com/hot-stove-rule/	hot stove rule	100	1	2
https://www.omnesgroup.com/steps-in-recruitment/	recruitment process steps	350	43	2
https://www.omnesgroup.com/technical-experience-and-interviews/	technical experience	300	56	1
https://www.omnesgroup.com/content-marketer-job-description/	content marketing job description	150	23	2
https://www.omnesgroup.com/marketing-manager-job-description/	advertising manager job description	250	30	3
https://www.omnesgroup.com/what-everybody-should-know-about-recruitment-agencies/	recruitment agent	250	20	2
https://www.omnesgroup.com/homepage/9uech3n7/	daniel dabek	200	0	1
https://www.omnesgroup.com/all-those-times-candidate-recruitment-experiences-gave-us-chills/screen-shot-2019-10-22-at-11-16-56-am/	reddit recruiting	200	11	
https://www.omnesgroup.com/how-to-improve-recruitment-skills/	recruitment skills	100	7	1
https://www.omnesgroup.com/sprint-hiring/	sprint hiring	150	24	2
https://www.omnesgroup.com/johari-window/	hr window	100	0	2

Conclusions:

- **Only blogpost pages work.**
- No pages related to the job descriptions or companies attract organic traffic.

Epitec

https://epitec.com

IT and tech staffing agency.

The website has the following content:

- About 70 blogposts;
- About 330 job pages
- Some pages about company, contacts, etc.

This website has a large job feed and act like an employment website.

Current URL	Keyword	Volume	KD	Current traffic
https://epitec.com/search-jobs/details/0c349a94-3321-4258-97ba-4790bda4e9ee/data-analyst/	data analyst job description	11000	38	
https://epitec.com/search-jobs/details/bd580fd4-9ee3-4a52-b265-a687c902a1a8/release-train-engineer/	release train engineer	1400	13	64
	release train engineer job description	150	8	26
	release train engineer responsibilities	80	14	15
	what is the role of the release train engineer	250	8	13
	what is a release train engineer	100	12	6
	safe release train engineer	200	13	5
	release train engineer jobs	150	0	5
	agile release train engineer	70	13	5
	role of release train engineer	50	13	4
	rte in agile	80	14	4
	rte responsibilities	50	13	3
	rte roles and responsibilities	50	14	3
	agile rte	100	14	2
	what is rte in agile	60	12	1
	release train	350	6	
https://epitec.com/blog/employee-spotlight-brittany-park/	brittany park	1600	3	2
https://epitec.com/search-jobs/details/26757d6f-58c8-40b0-8880-c1a934770c1b/cardiovascular-operating-room-(cvor)-registered-nurse/	cvor nursing	800	1	31
	cvor rn	100	0	6
	cvor nurse	450	3	4
https://epitec.com/search-jobs/details/144c048d-f12e-4249-8c1d-1ee963d23ff4/accounts-receivable-specialist/	accounts receivable jobs near me	1400	2	
https://epitec.com/blog/benefits-of-working-a-contract-to-hire-position/	c2h means	50	4	20
	c2h	500	2	12
	what is c2h	80	4	4
	c2h meaning	50	4	3
https://epitec.com/search-jobs/details/4b0bfba6-580d-4859-b73b-33e8aca73ca4/sap-functional-consultant/	sap functional consulting	100	1	10
https://epitec.com/search-jobs/details/4b0bfba6-580d-4859-b73b-33e8aca73ca4/sap-functional-consultant/	sap functional consultants	100	1	6
	job description sap consultant	50	7	5
	functional consultant	200	6	4
	sap consultant job description	50	6	4
	sap functional consultant	70	0	2

URL	Keyword			
	sap job description	50	10	1
https://epitec.com/search-jobs/details/6057bfea-a19a-4aa2-a0ac-e2fa0485dfc9/fea-engineer/	fea engineer	200	0	3
	fea engineer jobs	100	0	2
	fea engineering	250	17	1
https://epitec.com/search-jobs/details/2322bf92-a69d-47fb-bfc5-f1f791b42b56/wtx-developer/	wtx job	70	0	5
	wtx	450	1	1
https://epitec.com/search-jobs/details/353a7e47-722f-41be-9e97-512d2e48037b/production-support-analyst/	production support analyst	250	6	12
	roles and responsibilities of production support	50	9	5
	production support responsibilities	50	9	4
	production support roles and responsibilities	50	9	4
https://epitec.com/search-jobs/details/6f35721b-12e5-4875-ad66-a7bb1a59f264/programmer-analyst/	programmer analyst job description	150	10	7
	programmer analyst roles and responsibilities	150	11	3
	programming analyst jobs	90	10	1
	programmer analyst duties	50	11	1
https://epitec.com/search-jobs/details/70633106-f136-419d-bcf5-3797c64109b1/application-architect/	application architect job description	70	14	2
	application architect	400	22	
https://epitec.com/search-jobs/details/639c6471-19a5-483e-8ff6-faba1eb086d6/mainframe-developer/	mainframe developer jobs	150	4	10
	mainframe developer	150	3	5
	mainframe development	80	2	1
	mainframe engineer	50	2	
https://epitec.com/search-jobs/details/f9fd71a1-6d2c-4e8c-8737-7d0b6daf65c8/medical-biller/	medicaid biller	350	24	4
	medical biller position	70	33	
https://epitec.com/blog/whats-difference-corporate-recruiting-staffing-recruiting/	corporate recruiting	250	12	12
	what is corporate recruiting	60	7	7
	corporate recruitment	90	10	3
https://epitec.com/search-jobs/details/c44965eb-62b3-4290-b612-d141a45ae200/incident-manager/	incident manager job description	70	6	5
	incident manager	200	10	3
	incident management roles and responsibilities	70	9	2
https://epitec.com/search-jobs/details/97538067-0837-46e8-9f94-43f3ef63ac38/thermal-screener/	temperature screener job description	200	1	3
	temperature scanner job	50	0	
https://epitec.com/search-jobs/details/3e2bf9fb-4d41-4a3b-aa3f-67ce075d51fd/technical-writer/	technical writing jobs chicago	300	0	6
	technical writer jobs chicago	60	0	1
https://epitec.com/search-jobs/details/93f68697-fd71-474e-a47d-3ca9e9ff6d02/websphere-administrator/	websphere administrator	70	1	1
	websphere administrators	250	1	1
https://epitec.com/search-jobs/details/18c68af4-99b3-4b9a-b9f1-8eb5e8b9ec35/appeals-coordinator/	appeals coordinator	50	6	3
	appeals and grievances jobs	150	5	1
https://epitec.com/search-jobs/details/13f8220a-31ba-4255-bfa5-0edcc0829f40/teamcenter-developer/	teamcenter job	300	0	9
https://epitec.com/search-jobs/details/51d16262-8c3e-4620-af9e-52716459473e/dimensional-engineer/	dimensional engineer	300	0	2
https://epitec.com/search-jobs/details/cadf8c6b-34a4-4b63-9d4b-7a9585857388/agile-coach/	agile coach job description	150	12	1
	agile coach resume	150	3	1
https://epitec.com/blog/we-never-get-a-second-chance-to-make-a-first-impression/	you never get a second chance to make a first impression	250	2	4
https://epitec.com/search-jobs/details/c18db0bf-c2f9-4a53-ae0e-c4693e7b15cd/cae-engineer/	cae engineer	250	0	3
https://epitec.com/search-jobs/details/5fdfcf33-1985-48e3-a620-fe8834db0582/inventory-analyst/	inventory analyst jobs	250	0	
https://epitec.com/search-jobs/details/fb1619f2-6470-4189-a702-be562bf74979/occupational-health-nurse/	occupational nursing job	250	28	1
https://epitec.com/sitemap/	zotos bowling	250	0	3
https://epitec.com/search-jobs/details/ac68e456-ca0d-4775-9160-df6540dd9777/vba-developer/	vba developer	100	5	5
	vba developer jobs	80	2	1
https://epitec.com/search-jobs/details/f0470c3e-8237-45bd-a5af-c542454641ec/clay-designer/-sculptor/	clay modeling jobs	100	0	5
	clay modeler jobs	100	0	2
https://epitec.com/search-jobs/details/0644e47c-c1b3-4b5a-92b5-3cd55b0af58d/thermal-engineer/	thermal engineer jobs	200	1	2
https://epitec.com/search-jobs/details/0d80da8f-022d-4888-8fb0-33f602e8fb64/powertrain--engineer/	powertrain engineer	150	0	3
	powertrain engineer jobs	50	0	2
https://epitec.com/search-jobs/details/2f7c3694-72ea-4076-a627-0054b4060092/hr-generalist/	ghrsc	200	0	19
https://epitec.com/search-jobs/details/7fd3d5d4-e29c-4a90-be40-c72f63479a97/websphere-administrator/	websphere administration job	200	0	2
https://epitec.com/search-jobs/details/5afc86ec-3935-4cb8-87bf-8f8490054db6/delivery-lead/	delivery lead	150	2	2
https://epitec.com/search-jobs/details/1416724e-2ffd-40d7-8c53-5a5033ef4f55/home-health-care-nurse/	poc stna	150	12	2

URL	Keyword			
https://epitec.com/search-jobs/details/457908fd-5171-4d6d-893a-d8d940ff78b5/patient-registration-representative/	patient registration job description	150	14	2
https://epitec.com/search-jobs/details/8bbf02ef-abd3-4e4e-ada0-754b69241a5a/cae-engineer/	cae engineer jobs	150	0	6
https://epitec.com/search-jobs/details/c1724d7b-3457-4b1c-9ada-b13ebd1cf6f1/design-and-release-engineer/	design release engineer	150	0	3
https://epitec.com/search-jobs/details/ee65f1a6-58d1-46b6-a269-97c7bd74459a/cost-engineer/	cost engineer jobs	150	0	
https://epitec.com/search-jobs/details/e18cbb24-9639-41df-b455-0787bd7120d5/executive-liaison/	executive liaison	70	0	25
https://epitec.com/search-jobs/details/a77d7641-9d9a-4dcc-99e8-4ddc3ed9f81a/web-content-editor/	web editor jobs	70	0	1
https://epitec.com/search-jobs/details/5ed88204-935d-4571-961d-4ec4ea0d1e52/supplier-development-engineer/	supplier development engineer	100	2	9
https://epitec.com/search-jobs/details/911d1d75-40b3-4c5b-8f35-5253c957fa37/packaging-engineer/	packaging engineer job description	100	4	9
https://epitec.com/search-jobs/details/c017f335-2211-4efd-96d7-2dbf8df56f4c/peoplesoft-administrator/	peoplesoft administrator jobs	100	0	
https://epitec.com/search-jobs/details/cd1ee7b6-b293-416e-bb55-e88b0f23d4cf/3d-generalist/	3d generalist jobs	100	0	2
https://epitec.com/search-jobs/details/0a300827-8521-4da1-9081-b9267ada365a/sap-functional-analyst/	sap functional analyst	90	1	1
https://epitec.com/search-jobs/details/0f48046b-70fe-468b-82e5-abe650e4b7c5/records-specialist/	records specialist job description	90	0	
https://epitec.com/search-jobs/details/4049705b-c552-42b4-a297-617337b4bb53/transportation-specialist/	transport specialist job description	90	5	1
https://epitec.com/search-jobs/details/84b78b10-3a12-4531-82c6-a17dfa123d8b/informatica-developer/	informatica cloud academy	90	16	1
https://epitec.com/search-jobs/details/d8e852c9-e6ec-4424-9f6e-7b827b9a66bb/hmi-engineer/	hmi engineering	90	4	5
https://epitec.com/search-jobs/details/62581847-e07f-4012-9479-21c3afb2ac11/cad-designer/	cad jobs in michigan	80	0	2
https://epitec.com/search-jobs/details/954b06b2-3a1d-4fb0-895f-4dbe61db0d2b/material-control-specialist/	material control specialist	80	1	1
https://epitec.com/search-jobs/details/a80c8956-6e84-48ff-b178-d094912833f5/ergonomics-engineer/	ergonomics engineer	50	10	5
https://epitec.com/search-jobs/details/dd3352c5-e3ca-4600-bb4b-5b15c5523ca1/nvh-engineer/	nvh engineer jobs	80	0	2
https://epitec.com/search-jobs/details/ee83b96a-825b-4622-b234-c00afbf608f8/accounts-payable-analyst/	accounts payable analyst job description	80	3	1
https://epitec.com/search-jobs/details/d72b5475-8071-4bab-b39d-59f577b00959/epic-systems-analyst/	epic systems analyst	70	1	2
https://epitec.com/search-jobs/details/17e267b3-740c-4682-b60c-1dc6a43eeb1f/production-support-analyst/	production support job	60	7	2
https://epitec.com/search-jobs/details/1ebc3b99-9639-4279-8f4c-45d7ee2f5aab/occupational-health-nurse/	occupational rn jobs near me	60	10	2
https://epitec.com/blog/agile-beyond-2018/	agile and beyond 2018	50	0	4
https://epitec.com/search-jobs/details/980aae3d-59ad-4c17-81e7-fef59a4fc186/hmi-engineer/	hmi engineer	50	0	2
https://epitec.com/search-jobs/details/c3bf67e7-51f3-4e3f-a367-e81df5ea3621/design-and-release-engineer/	efdvs	50	0	2
https://epitec.com/search-jobs/details/fdd5ecae-9876-480b-896a-03275e7434d1/social-media-specialist/	social media jobs detroit	50	0	
https://portal.epitec.com/	epilink employee portal	50	37	7

Conclusions:

– **Job pages work;**
– **Blogpost pages work as well. There are not many of them but the traffic is also big enough.**

The Good Search

https://tgsus.com

Technology executive search firm

- Actually, the website of this company is a large blog fractured into some categories. All pages related to the different slugs like /executive-search-blog, /diversity, /careers, /best-of-blog etc. use the same template. This approach works, pages obtain certain organic traffic.
- Some pages are optimized for the local search, there are 8 of them like https://tgsus.com/technology-executive-search/connecticut-headhunters/austin-headhunters/ https://tgsus.com/technology-executive-search/connecticut-headhunters/chicago-headhunters/
  (I don't know why Austin and Chicago are related to the /connecticut-headhunters slug)

Current URL	Keyword	Volume	KD	Current traffic
https://tgsus.com/executive-search-blog/top-executive-search-firms-in-nyc/	executive search firms nyc	150	22	46
	executive recruiters nyc	90	31	34
	new york executive search firms	60	13	21
	executive recruiter new york	50	24	18
	ny executive search firms	50	13	18
	executive recruiters new york	50	23	17
	executive search firms new york	50	9	17
	headhunter nyc	350	30	14
	executive recruitment new york	50	12	11
	nyc head hunter	250	31	10
	executive search firms in new york	50	23	9
	executive recruiters ny	50	22	9
	top recruiting firms	200	35	7
	new york executive recruiters	50	25	6
	best headhunters in nyc	60	33	4
	best headhunters nyc	70	30	3
	financial recruiter nyc	300	11	3
	nyc headhunters	50	29	3
	head hunters nyc	70	28	3
	bay executive search	1600	2	2
	top recruiters nyc	50	31	2
	headhunters new york city	70	29	2
	new york city headhunters	60	30	1
	recruiting firms nyc	60	32	1
	best recruiting firms	250	42	1
	headhunters nyc	1800	26	
https://tgsus.com/executive-search-blog/top-executive-search-firms/	executive recruiting firms	400	38	43
	top executive search firms	450	37	27
	top executive recruiters	150	43	14
	top executive recruiting firms	200	40	12
	best executive search firms	150	38	12
	executive placement firms	200	43	11
	top headhunting	150	44	10
	senior executive recruiters	60	39	7
	best executive recruiting firms	90	40	7
	largest executive search firms	70	35	7
	headhunting firms	200	39	6
	best executive recruiters	70	40	6
	top executive search firms 2020	100	36	6
	top executive search firm	60	45	5
	top executive search firms 2021	50	38	5

	top headhunter companies	70	39	5
	top boutique executive search firms	100	42	5
	retained executive search firms	90	30	4
	top headhunting companies	70	43	4
	top search firms	50	35	4
	executive recruiting firm	150	67	3
	executive search companies	70	60	3
	executive job search firms	200	58	3
	top head hunter firms	50	38	3
	national executive search firms	60	38	3
	retained search firms	100	21	3
	forbes best executive recruiting firms 2020	80	18	2
	search firms	250	42	2
	top headhunters	70	36	2
	top headhunters in usa	50	39	2
	best head hunting companies	70	46	1
	kennedy directory of executive recruiters	60	0	1
	headhunting companies	60	41	1
https://tgsus.com/diversity/google-shows-men-ads-for-better-jobs/	jobs for men	1100	19	27
https://tgsus.com/	executive search firms technology	70	42	12
	technology executive search	80	28	9
	executive search technology	80	8	9
	technology executive search firms	70	41	5
	technology executive search firm	70	28	5
	technical headhunters	60	24	4
	tech headhunters	80	37	4
	it executive recruiters	50	46	2
	executive search on line	50	57	1
	technology head hunter	100	22	1
https://tgsus.com/executive-search-blog/retained-search-fees/	retained executive search	150	17	4
	retained search	300	7	2
	retained search agreement	60	4	2
	retained search firm	100	12	1
https://tgsus.com/careers/what-adoption-did-to-steve-jobs/	is steve jobs adopted	80	33	8
	steve jobs adopted	300	16	6
	steve jobs adoptive parents	150	16	4
https://tgsus.com/careers/know-retained-executive-recruiter/	how to find an executive recruiter	60	26	3
	how to contact executive recruiters	50	22	2
	how to find executive recruiter	50	35	2
	executive recruiting salary	400	3	2
	executive search consultant salary	50	0	1
https://tgsus.com/careers/headhunters-want-linkedin-profiles/	gpa on linkedin	150	3	23
	should i put my gpa on linkedin	100	3	4
	should you put your gpa on linkedin	70	2	3
https://tgsus.com/executive-search-blog/contingency-and-retained/	retained vs contingency search	150	7	50
https://tgsus.com/diversity/black-coders/	black coder	200	24	9
	black coders	100	18	7
https://tgsus.com/contact-us/careers/research-associate/	search associate jobs	150	4	2
	executive researcher	50	0	1
https://tgsus.com/best-of-blog/search-firm-pricing-executive-search-cost/	headhunter fee percentage 2020	80	11	3
	headhunters fee	80	20	2
	headhunter fees typical	50	11	1
	mdl partners fees	60	2	1
https://tgsus.com/best-of-blog/steps-executive-search-process-2/	executive search process	50	3	3
https://tgsus.com/technology-executive-search/connecticut-headhunters/boston-headhunters/	boston headhunters	100	17	4
	headhunters boston	100	20	1
https://tgsus.com/contact-us/careers/	tgs careers	150	5	3
https://tgsus.com/technology-executive-search/connecticut-headhunters/washington-dc-headhunters/	dc headhunters	150	16	1
https://tgsus.com/who-we-are/executive-recruiters-nyc/	krista bradford	150	1	4

https://tgsus.com/technology-executive-search/diversity-recruiting/	black headhunters	50	18	2
	diversity search	80	16	2
https://tgsus.com/technology-executive-search/functions/cto-search/	chief technology officer people also search for	50	39	1
https://tgsus.com/technology-executive-search/connecticut-headhunters/	head hunters ct	80	20	1

Micro Tech Staffing Group

www.mtsg.com

This site is not made well, it is hardly passible to obtain some useful information from the sitemap.

The conclusions we can have, are the following:

– All organic traffic is landed to the homepage;
– Taking into account the company name, Micro Tech Staffing Group, the organic traffic may be considered as branded, it is very important.

Current URL	Keyword	Volume	KD	Current traffic
https://www.mtsg.com/	microtech staffing	700	3	497
	micro tech staffing	700	4	457
	micro tech staffing group	250	2	63
	mtsg	100	3	30
	micro staffing	80	6	28
	micro tech staffing raleigh nc	50	0	19
	microtech staffing stoughton ma	50	2	18
	micro tech staffing jobs	50	3	18
	tech staffing	200	71	17
	micro tech staffing franklin, ma	40	0	15
	micro tech staffing franklin ma	40	0	15
	mtsg com	60	2	12
	micro tech staffing stoughton ma	50	2	11

	microtech staffing jobs	50	3	11
	microtech staffing franklin ma	30	0	11
	micro tech franklin ma	40	0	9
	mtsg staffing	20	3	8
	micro tech temporary services inc	20	1	7
	microtech agency	20	10	7
	micro tech staffing hudson ma	20	2	7
	microtech staffing east providence	20	0	7
	microtech staffing ri	20	2	7
	micro tech staffing near me	30	3	7
	micro tech staffing wilmington ma	30	0	6
	microtech staffing stoughton	30	2	6
	microtech temp agency	20	3	6
	microtech staffing dartmouth ma	20	0	5
	microtech londonderry nh	30	0	5
	microtech staffing group east providence ri	20	0	4
	microtech staffing ma	20	3	4
	microtech staffing woburn ma	10	0	4
	micro tech staffing ri	20	2	4
	micro texh	50	46	4
	staffing tech	30	35	3
	micro-tech	100	46	1
	mico tech	20	36	1
	micro tech staffing reviews	30	0	1
	microtech staffing group	10	2	
https://www.mtsg.com/Home/AboutUs?TeamType=R&Discipline=1&Office=6	microtech staffing londonderry nh	40	0	14
https://www.mtsg.com/Home/AboutUs?TeamType=R&Discipline=1&Office=6	micro tech staffing londonderry nh	50	0	11
https://www.mtsg.com/Home/JobSeekers	microtech jobs	40	2	2
https://www.mtsg.com/Home/BlogDetail/220	karen medeiros	20	0	4

GATE

https://gatestaffing.com

GATE is a full-service staffing firm specializing in Information Technology, software and database development recruiting and staff augmentation.

The company's website is a blog, it contains about 100 blogposts. The majority of the organic is landed to the homepage.

Current URL	Keyword	Volume	KD	Current traffic
https://gatestaffing.com/	gate staffing	50	5	18
	technical staffing new york	100	22	10
	it staffing firms	250	33	3
	gate tech	100	4	2
	staffing agency long island	100	8	2
	right tech staffing	30	8	
	head hunter long island	200	4	
https://gatestaffing.com/blog/find-tech-jobs-a-list-of-technology-job-listing-websites/	indeed prime vs hired	50	6	2

Insights Obtained from the Competitive Research

Blogposts

The main tool for attracting the organic traffic is a corporate blog. The ways to make blogposts work effectively are the following:

- Every blogpost should have head keywords in the title and URL. The best SEO practices require use of head keywords in the h2 headers, meta descriptions, texts and so on, but it won't work without their use in the titles and URLs. You can make sure that there is a strong correlation between the URLs and landed keywords;
- The blogpost topics should be relevant to the expectations of both employers and employees, some of them will be suggested in the keyword research. Competitors' good working topics are the following:
- Reviews of different industries in common and their staffing in particular;
- Staffing recommendations for specialists of the specific proficiencies;
- The common recommendations how to create a perfect CV of how to prepare to the interview. These blogposts may be related to the specific industries, IT stacks etc.
- Common recommendations for the HR and recruiting specialists.

Every blogpost should be written using the best SEO practices. It should bring value to the website visitor, should be specific enough to clear all the possible questions and should be interesting enough to make reader share it.

It is a very time-consuming business, to fill in the blog with the unique content of the perfect quality. The common ways to make it easier is the following:

- You can use the 20/80 rule, 20% of your own content and 80% of the reposted content. The company can comment on the hot recruiting news it the blog, including the remote work rise due to Covid, IT and tech recruiting problems etc.
- Interviews are a good way to obtain the good unique content;
- Infographic and statistic information is also good way to attract the users' attention, your own or published by the authorities.

Jobs descriptions and vacancy pages

Unfortunately, the pages of this kind don't work well, the competition from the employment websites is too harsh. You can see that only one website of 9 succeeded is attracting traffic to the pages like these.

The second problem is that these pages usually get outdated and they require constant updating.

The best possible decision is to use the employment websites' widgets, but I didn't see them on the competitors' websites, so this issue requires more detailed examining.

We can also use the pages with the 'ideal' CVs and vacancies for every tech position without relation to any company or date to promote for the keywords like "_job name_ + job description", "software

developer job description". These pages may contain all the required keywords with explanations why it is possible to have them in the CV and what to do if the candidate doesn't have a required experience with the call-to-action form at the end of the page. These pages can be a part of the blog or a specific category.

Service pages

The website www.peaktechnical.com displays a great potential of use the multiple pages for the synonyms of recruiting. The samples of pages' URLs are below:

- https://www.peaktechnical.com/engineering-staffing/engineering-careers/
- https://www.peaktechnical.com/engineering-staffing/engineering-recruitment/biomedical-engineering-careers/
- https://www.peaktechnical.com/engineering-staffing/engineering-recruitment/civil-engineering-jobs/
- https://www.peaktechnical.com/engineering-staffing-services/engineering-careers/
- https://www.peaktechnical.com/engineering-staffing-services/engineering-careers/engineering-jobs/
- https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/
- https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/aerospace-engineering-career/
- https://www.peaktechnical.com/engineering-staffing-services/engineering-recruitment/telecom-engineer-jobs/
- https://www.peaktechnical.com/it-staffing/information-technology-jobs/
- https://www.peaktechnical.com/it-staffing/information-technology-jobs/it-support-jobs/
- https://www.peaktechnical.com/it-staffing/information-technology-jobs/refer-a-friend/
- https://www.peaktechnical.com/it-staffing/it-recruiting/business-it-services/
- https://www.peaktechnical.com/it-staffing/it-recruiting/erp-solutions/
- https://www.peaktechnical.com/it-staffing/it-recruiting/software-developer-recruiters/

As you can see the URLs cover all the possible term for staffing including engineering-staffing, engineering-recruitment, engineering-careers, engineering-jobs, it-staffing, it-recruiting.

The table with the target keywords above displays the perfect results for these keywords. This way of the promotion should be surely taken into consideration.

Local pages

Local pages work well for keywords with toponyms.

I suppose that these pages can be generated automatically using templates to land the main head keywords with the use of cities or states extensions.

Branded traffic

Some competitors have name relevant to the target keywords, Micro Tech Staffing Group and Ed Tech Recruiting. This is a good way to make a part of target organic traffic branded and to obtain the competitive advantage.

As soon as Bravepath has a brand name this way of promotion is not applicable, but the company can use subdomains to have head keywords in the domain name like it-recruiting.bravepath.co, tech-recruiting.bravepath.co etc.

Managing the multiple websites is a bot more difficult, but it may help make them more focused and use target keywords in the domain name to have a competitive advantage.

Keyword Research

The table with the Keyword Research data is here (shareable link, Excel)

	B	C	D	E	F	G	H	I	J
3									
4	**Talent**								
5									
6									
7	Talent Acquisition					Talent management			
8									
9	Keyword	Volume	Difficulty			Keyword	Volume	Difficulty	
10	talent acquisition	12000	34			talent management	7500	45	
11	what is talent acquisition	1500	41			talent management system	1000	39	
12	talent acquisition vs recruitment	800	6			management talent	900	45	
13	talent acquisition salary	700	2			what is talent management	700	41	
14	starbucks talent acquisition	450	6			model and talent management	500	32	
15	director of talent acquisition	450	6			talent management mag	350	20	
16	talent acquisition partner	400	4			talent management definition	350	25	
17	talent acquisition meaning	350	41			model talent management	300	22	
18	talent acquisition partner salary	350	0			talent management jobs	300	8	
19	talent acquisition team	300	31			talent management model	250	22	
20	talent acquisition definition	250	34			contingent talent management	250	10	
21	director talent acquisition salary	250	0			chi talent management	200	3	
22	talent acquisition certification	250	24			advocate talent management system	200	7	
23	talent acquisition software	250	83			talent management systems	200	33	
24	talent acquisition resume	250	5			talent management process	200	8	
25	talent acquisition interview questions	250	5			top talent management	200	26	
26	talent acquisition strategy	200	16						
27	talent acquisition strategies	200	12						
28	global talent acquisition	200	4						
29									

The keywords obtained during the keyword research are split into categories:

- Every head keyword (row 7) has its long tail below it (columns B and G);
- Every keyword has search volume (monthly searches) and difficulty values (0-100, the bigger the more difficult);
- Useful keywords are marked with the green filling. They have a relatively high search volume and a low difficulty level (less than 30);
- The difficult keywords (with the difficulty level more than 50) are marked with the orange filling.
- The category title is marked with the light-blue filling (row 4).

The Rating of the Most Searchable Jobs

The table with data is here (shareable link, Excel)

N	Proficiency	Search Volume (Desc)	Difficulty
1	Administrative Assistant	65 000	34
2	Software Engineer	52 000	70
3	Scrum Master	51 000	49
4	Recruiter	42 000	73
5	Graphic Designer	22 000	32
6	Project Manager	22 000	58
7	Data Entry	20 000	52
8	Financial Analyst	20 000	46
9	Business Analyst	19 000	51
10	Electrical Engineer	17 000	46
11	Mechanical Engineer	17 000	66
12	Customer Service Representative	16 000	61
13	Data Analyst	14 000	41
14	Website Designer	13 000	63
15	Software Developer	11 000	70
16	Sales Representative	9 400	48
17	SQL Developer	9 400	59
18	System Administrator	9 100	31
19	Database Administrator	8 800	58
20	Web Developer	8 300	76
21	Director of Operations	8 000	29
22	Maintenance Technician	7 200	39
23	System Engineer	6 700	28
24	Computer Technician	6 600	19

The entire list contains more than 350 jobs' titles.

This data may be useful for the content managers

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