

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

DirectEmployers Association has implemented a comprehensive Search Engine Optimization solution, Direct SEO, to enhance the traffic on our Members' site at no additional cost.

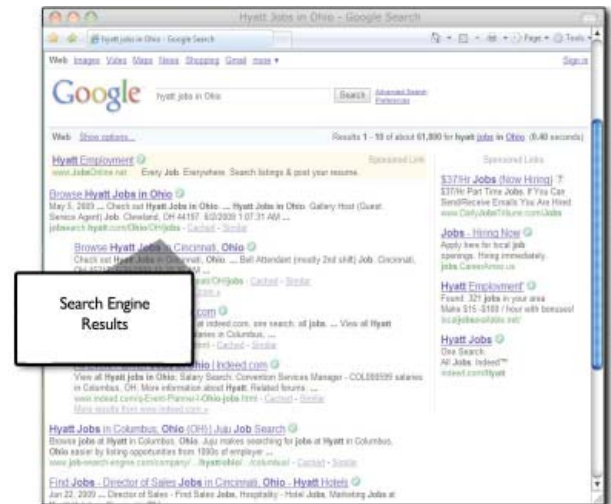
## Why Search Engine Optimization?

Eighty percent (80%) of job seekers are using Google, Yahoo and MSN to find jobs (See Figure A)

- 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

*Big job boards have been optimizing their sites for many years*

Figure A: Google search engine results



## Why choose Direct SEO?

- Company owns and controls domain name
- No set-up or monthly costs
- Automated
- Analytics included
- Little Tech Department involvement
- Enhanced corporate branding with landing page and logo (See Figure B)
- Part of the DirectEmployers Membership

Figure B: Direct SEO Branded Landing Page



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

## 3 Rs of SEO

**Real** Do the right thing

**Relevant** Expose concepts to create context

**Readable** Provide content for spiders to crawl

Figure C: Direct SEO Report



## Direct SEO Analytics

DirectEmployers Association provides an analytics report to its participating Members once a month (See Figure C). 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
- And more!

## How can Direct SEO be offered to Members?

DirectEmployers Association recruited industry leaders to develop Direct SEO and other products to benefit its Members. There are two key players:

Rick Wehrle, VP of Analytics and Product Development

*After spending fourteen years with Online Career Center (OCC) and Monster, Rick joined DirectEmployers Association in July 2008. He put OCC, the first employment site, on the Internet in April 1993.*

Hall Cooper, VP of Technology/CTO

*Hal is a veteran in the online recruiting industry after working for Monster and DirectEmployers Association. He is responsible for all technology and the overall design and functionality of DirectEmployers' online services, including JobCentral, the employment search engine and NACElink services.*

## A Sample of Members Utilizing Direct SEO



How can Direct SEO optimize your career site and improve your bottom line? **Call (866) 268-6206 or email [info@DirectEmployers.org](mailto:info@DirectEmployers.org) today!**

*"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,  
McGraw-Hill Companies

*"Direct SEO was easy to implement. We have just started with this new product and are extremely happy with the early results."*

Eric Nunes, SPHR  
Sr. Corporate Recruiter,  
BT Americas