

Project Team

Leadership



Carol Li

Project Manager, Director
cli@aceconsultinggroup.ca
www.linkedin.com/in/li-carol/



Saad Kamil

Project Manager, Director
skamil@aceconsultinggroup.ca
www.linkedin.com/in/saadkamil/

Advisory



Anthony Kamal

Managing Director
akamal@aceconsultinggroup.ca
www.linkedin.com/in/anthonykamal/



Natasha Chen

Managing Director
nchen@aceconsultinggroup.ca
www.linkedin.com/in/natashajchen/



Zaineb Malik

Managing Director
zmalik@aceconsultinggroup.ca
www.linkedin.com/in/zainebmalik/

Core Delivery Team



Ajay Narayan

Director
anarayan@aceconsultinggroup.ca
www.linkedin.com/in/ajaynarayan76/



Ryan Trainor

Director
rtrainor@aceconsultinggroup.ca
www.linkedin.com/in/ryantrainor47/



Chloe Cheng

Associate
ccheng@aceconsultinggroup.ca
www.linkedin.com/in/chloeccheng/



Kailey Wu

Associate
kwu@aceconsultinggroup.ca
www.linkedin.com/in/kailey-wu/



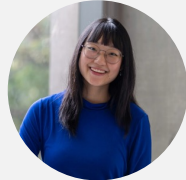
Maurine Saad

Associate
msaad@aceconsultinggroup.ca
www.linkedin.com/in/maurine-saad/



Mahek Kaur

Director
mkaur@aceconsultinggroup.ca
www.linkedin.com/in/mahek-kaur/



Sherry Fan

Director
sfan@aceconsultinggroup.ca
www.linkedin.com/in/sherryfan53/



Florence Zhao

Associate
fzhao@aceconsultinggroup.ca
www.linkedin.com/in/florencezhao/



Luka Pavlesen

Associate
lpavlesen@aceconsultinggroup.ca
www.linkedin.com/in/lukapavlesen/



Nia Ramcharitar

Associate
nramcharitar@aceconsultinggroup.ca
www.linkedin.com/in/niamramcharitar/

Executive Summary

The objective of the following project is to firstly source new market segments for the client to target when expanding their current job offerings based on industries and companies that are currently included for users. As well, to further market the client's outreach to potential employers and candidates, our team has also focused upon providing suggestions for SEO and content marketing strategies. To cover the scope of each section, **ACE Consulting Group** formed the following approach.

For sourcing new market segments, our team has focused upon identifying common tech positions that are most likely to hire junior tech talent and their respective market segments in which such jobs can easily be sourced from. As well, the team focused on identifying factors which junior tech talent seek in each job position which could provide the client a set of criteria they can reference when aggregating job postings onto the platform. Finally, our team wanted to provide a short-term and long-term perspective as to the market segments that should be targeted by identifying segments which have emerging opportunities, an imbalance between employer demand and talent supply and by highlighting industries which are undergoing significant digital transformation and therefore create new opportunities for new tech talent.

To identify ways to boost search engine optimization (referred to as "SEO"), our team analyzed the performance of competitor sites and concluded that blog articles were a primary source of website traffic. Therefore, the team determined 3 key issues impacting tech talent recruitment processes and used these issues to develop keywords that the client can focus on when creating content for their website. This can further the client's position as a valuable resource for hiring managers when looking to fill entry-level roles in technology. Our team also identified strategies to boost search engine rankings for these blogs and the website through our analysis of competitor websites. Finally, our team analyzed the client's social media performance by making comparisons between the social media strategies used by competitors and highlighted tactics that the company could use to further brand awareness.

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Market Segments

Identifying market segments that would benefit from using the client's technology to hire interns and entry-level talent.



Common Positions for Junior Tech Talent

Tech related jobs for junior talent are widely available amongst a variety of market segments

Quality Assurance Tester

Ensure a full functional product is presented to customers by testing software to identify and remove bugs, glitches, and other user experience issues.

Requirements: Prior experience with programming languages like Java or PHP.

Common fields of study: Computer science, computer engineering and information technology.

Front/Back-End Developer

Create visual elements that users of an app or website would interact with while also dealing with the services connection and utilization of servers.

Requirements: Programming languages like JavaScript, Golang, and SQL databases.

Common fields of study: Computer science, computer engineering and information technology.

Data Analyst

Leverage technology to review data to identify key insights into a business's performance and ways the data can be used to address business problems.

Requirements: Prior experience with programming languages like Python, SQL, R Code, and Excel.

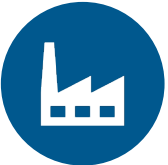
Common fields of study: Computer science, computer engineering and information technology.

Technical Support Engineer

Diagnose and resolve technical problems that employees or clients may face when utilizing an organization's hardware, software's or other IT issues.

Requirements: Understanding of a firm's technologies and common operating systems.

Common fields of study: Computer science, computer engineering and information technology.



Common Industries

1. Software/Technology
2. Manufacturing
3. Financial Services
4. Retail
5. Government/Public Sector

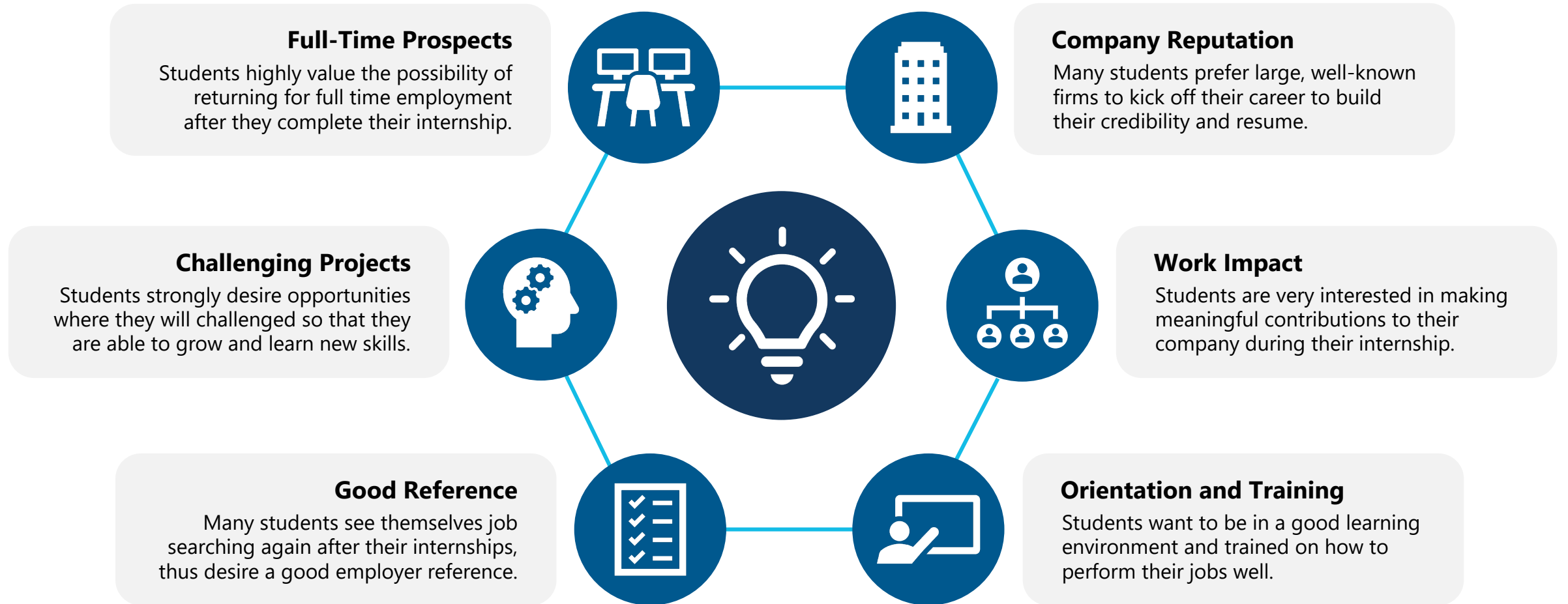


Sample Postings



What Students Value in a Tech-Related Internship

Sought out characteristics that the client can use as criteria for selecting job postings or employers for its platform



Challenges STEM Students Face in Job Searches

How the client can help address challenges faced by STEM students in their job search and connect more students to job opportunities



Curriculum Gap

- Universities make fundamental courses required, but application courses are electives
- As a result, students lack practical skills valued by employers



- Include potential recommended courses in job descriptions
- Students can gain knowledge for their dream job before applying



Experience Gap

- Hands-on, relevant experience is valued by tech companies
- Most university programs don't require co-ops, thus many students lack work experience



- Allow users to filter and find very beginner level jobs
- Write or repost blogs about tips and ways to get hands-on experience



Discrimination

- BIPOC students often lack peer and professional networks with connections to tech positions
- They are less likely to be mentored by a professor than their white peers

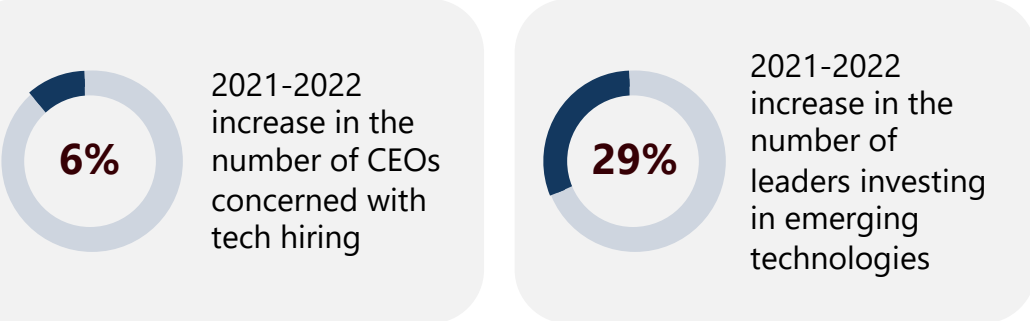


- Host inclusive networking events
- Advertise recruitment events to users to give everyone equal access
- Offer mentorship services

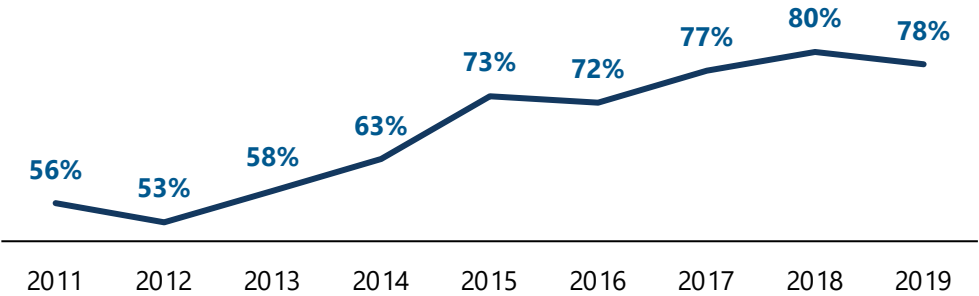
Current Trends Regarding Tech Talent within the Workplace

While the level of concern for tech hiring increases, the benefits of hiring tech talent increases simultaneously

Business leaders express concern over tech talent hiring:

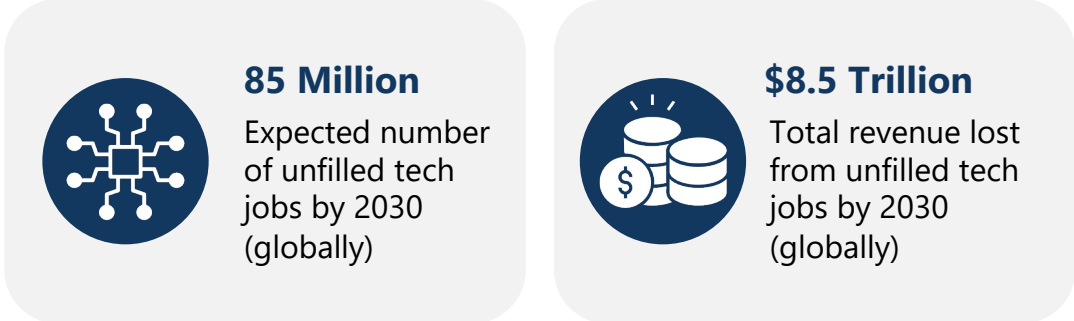


Percentage of CEOs concerned about tech talent hiring:

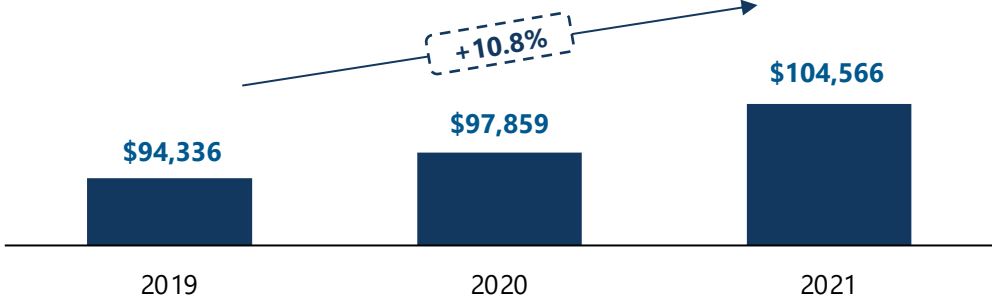


Capitalize on the simultaneous growth of the number of CEOs concerned over tech hiring and the increased desire to invest in emerging technologies

Companies benefit from tech talent, but struggle while hiring:



The average salary (USD) of technology workers has been increasing:



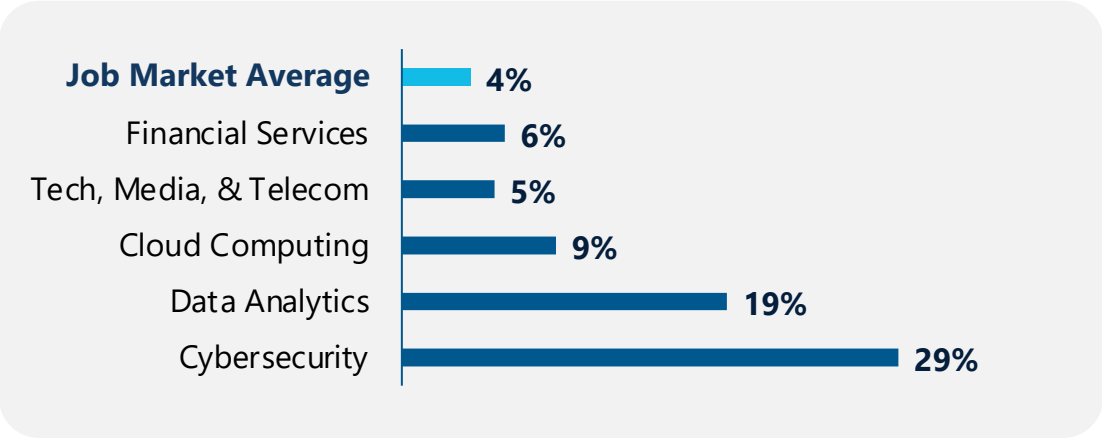
Provide the necessary services to fill tech jobs and reduce revenue lost from unfilled tech jobs, while allowing companies to pay a lower premium for tech talent

Overview of Market Segments Facing Labour Shortage

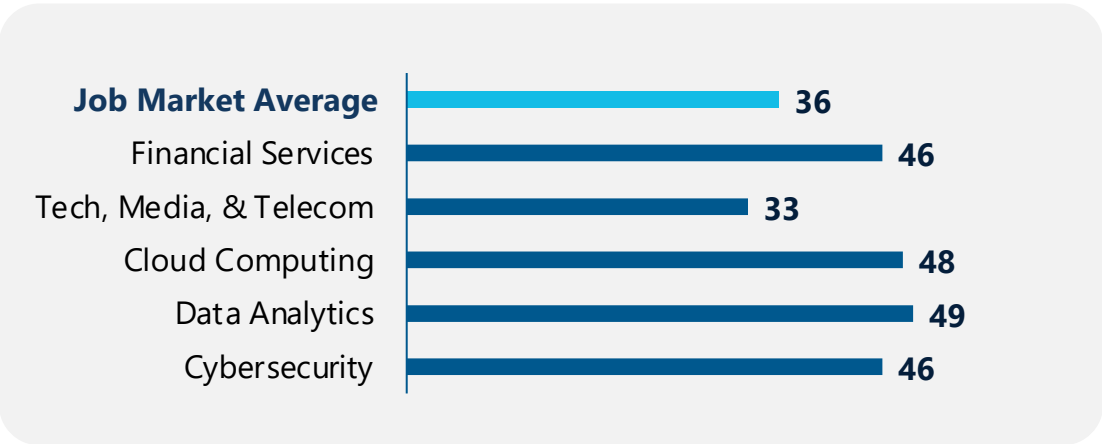
Identifying market segments expected to experience job growth, but lag behind the job market average when filling open positions



Projected 10-Year Job Growth Rate



Average Time to Hire (In Days)



Key Takeaway

Market segments that are predicted to face **labour shortage** in their technology-facing roles in the future include:

- Financial Services
- Technology, Media, and Telecommunications
- Cloud Computing
- Data Analytics
- Cybersecurity

Roles in these segments are projected to **grow at a faster rate** than the job market average, but **more time** is typically needed to **fill open positions**. By seeking out employers working in the listed fields, the client can help **connect tech talent** to open positions that employers are struggling to fill.

Market Segments Expected to Face a Labour Shortage

The client is presented with growth opportunities in the general job market, and specifically in the listed three tech sectors

Key Hiring Issues

Key Takeaway



Cybersecurity

- Cybersecurity jobs take **20% longer to fill** than the average IT role
- Number of cybersecurity job postings has grown **94% in 6 years**
- Estimated **3.5 million unfilled cybersecurity jobs** globally in 2021, a 350% growth compared to 2013
- 1 cybersecurity expert can choose from an average of 2 recruiters

Companies that are affected by the high job growth rate will be willing to pay for the client's services



Data Analytics

- **78% of companies report issues in recruiting** data analysts
- 64% of data scientists found it **easy** or **very easy** to find new positions
- 83% of data scientists reported a **notable job shortage** in their field
- In 2021, there were 600 data scientist job searches per 1000 data scientist job posts

With the growing challenge of hiring data analysts, the client can help companies fill these roles



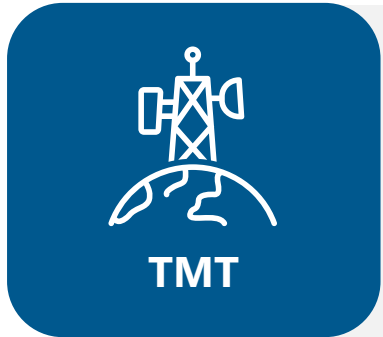
Cloud Computing

- **92% increase in cloud job demand** since 2011
- 80% of employers say that inadequate cloud employee hiring is **holding them back** from business expansion
- 63% of senior executives say that a cloud talent shortage is a **major concern**
- Cloud-related job postings **increased by 94%** from 2017 to 2020

Cloud computing is a rapidly growing industry and companies suffer if they are unable to hire

Market Segments Expected to Face a Labour Shortage

The client also has opportunity in TMT and financial services as these segments also lag behind the job market average



Key Hiring Issues

- 55% of telecoms, 49% of tech firms and 28% of media firms **expect to increase investments** in staff skills and hiring initiatives
 - Two large needs within the industry derive from the need for digital and analytical skills & special domain **expertise in areas like 5G**
 - 88% of digital talent who switch companies **decide to leave the TMT sector altogether**
 - As the nature of work changes in the TMT sector, companies must **re-evaluate their HR tactics**
-
- Surveys of U.S. Bank Executives show only 25% of their institutions employ developers and programmers & only 13% employ data scientists
 - Large banks like RBC have **increased their spending** and retention initiatives for employees, despite increasing their workforce by **marginal amounts**
 - Companies are creating infrastructure in their communities to **enhance the available educational and training opportunities**, creating a larger pool of candidates to fill roles
-
- As of 2022, over 40% of employees are **considering a job change**
 - Companies are **upskilling employees** rather than hiring externally, such as Microsoft's IT certification program
 - As of 2021, the U.S. is **down nearly 4M jobs** since before COVID
 - **11.3M job openings** present as of 2022
 - Companies have **trended towards the digitalization of services**, increasing needs for tech hires

Key Takeaway

The client can aid TMT companies identify the respective strategy to position themselves in the future landscape of human capital

The client can help these firms identify as "innovation-friendly" to become distinct within the competitive landscape

Companies are struggling to hire new employees after COVID, presenting the client with a growth opportunity

Trends in Digital Transformation

Digital transformation is based on the creation of new industries, companies, and jobs from technological developments

Key Areas of Digital Transformation



Artificial Intelligence (AI)

AI tech is used to automate repetitive processes through the use of machine learning to increase productivity and shift



Internet of Things (IoT)

Internet-enabled devices with the ability to sensor, process, and share data are expanding business model opportunities



Cloud Computing

Cloud computing allows for innovation through the flexible delivery of resources such as data storage, networking, etc.



Software Technology

Software and applications are used to solve imminent issues like cybersecurity through the creation of new technology

Likely Transformations Pursued by Companies in 2021-2022



Statista – McKinsey 2020

Going Forward

Attracting Employers

- Digital transformation will add billions to the global economy increasing the **number of start-ups**
- Target specific industries that require **specialized** tech workers or hiring processes

Aiding Job Seekers

- Highlight student experiences with AI, data analytics etc.
- Recommend **upskilling** for jobs that expect high levels of digital transformation
- Increase the use of **keywords** related to tech transformation

Digital Transformation within Traditional Market Segments

Traditional industries are experiencing technological transformations, which increases demand for tech workers

	Healthcare		Manufacturing & Automotive		Banking & Finance	
Overview & Goals	<p>COVID-19 accelerated digital transformation in the healthcare sector by increasing the use of telehealth and biomedical technology</p> <ul style="list-style-type: none"> Scale online patient engagement Precise treatment using robotics Virtual care through apps and videocalls 		<p>The automotive and manufacturing industry is growing due to the increasing production of electronics and more automotive technology</p> <ul style="list-style-type: none"> Flexibility through multi-modal mobility Manufacturing of digital technology Autonomous public transportation 		<p>Financial institutions experience transformation through digital banking and financial analytics to decrease human error</p> <ul style="list-style-type: none"> Improved analytics and processes Touchless transactions through app Virtual banking and assistance 	
Digital Technology	<p>Biomedical Tech</p> <p>Medical devices that diagnose and treat biological problems</p> <p>The market hired 24,000 people in 2019 and is expected to be \$610B by 2025</p>	<p>Telehealth</p> <p>Delivery of health services through telecommunications</p> <p>The use of telehealth services rose 38x in 2021 and is expected to be worth \$65B</p>	<p>Manufacturing Tech</p> <p>The production of electronics in other sectors such as biotech</p> <p>The sector experienced 10% growth in each quarter of 2020 due to biomedical sensors</p>	<p>Auto Software</p> <p>Software used in cars to promote safety and energy saving</p> <p>The demand for software developers has increased to 25% post-pandemic</p>	<p>Digital Banking</p> <p>Customer experience focus through mobile apps and chatbots</p> <p>Over 5,200 job opportunities in the finance industry for technicians in 2022</p>	<p>Financial Analytics</p> <p>Offering on-demand financial advice using AI logical reasoning</p> <p>An expected increase in growth from 4.7% in 2020 due to new algorithmic processes</p>
Example	<p>AbCellera utilizes screening technology to find antibodies to improve patient results</p>	<p>Babylon Health uses AI chat to act as the first point of contact for sick patients</p>	<p>StarFish Medical specializes in the development of new electronic med-tech</p>	<p>Oxbotica uses AI software to allow cars to navigate their surroundings</p>	<p>Revolut aims to combine all banking needs into one interface for users</p>	<p>MindBridge AI leverages AI to detect errors in data and perform audits</p>

Digital Transformation Within Non-Traditional Market Segments

Non-traditional industries are seeing growth in the number of new start-ups and job creation for tech workers

	Digital Media		Internet of Things (IoT)		Data Analytics	
Overview & Goals	<p>Digital media encompasses transmitting data such as telecommunications and digital marketing that are consumed on devices</p> <ul style="list-style-type: none"> Personalized advertising on social media Use of data to create precise content Increase in 'over the top' (OTT) media 		<p>IoT describes a network of connected sensors that communicate, either on a consumer or enterprise level to optimize the physical world</p> <ul style="list-style-type: none"> Implementation of agriculture sensors Industry use of AI 'Smarter decisions' Residential smart homes & appliances 		<p>Data analytics converts raw data into useful information and examines many possibilities through predictive and prescriptive analytics</p> <ul style="list-style-type: none"> Mass personalization using updated data Regression analysis of variables Availability of self-service analytics 	
Digital Technology	<p>Telecommunications</p> <p>Adoption of teleconferencing, virtual training, etc.</p> <p>Virtual reality work training and rooms will become a \$12.6B market by 2025</p>	<p>Digital Marketing</p> <p>Social & digital channels combined to increase web sales</p> <p>Digital marketing industry predicted to increase hiring rate by 33% during 2022</p>	<p>Consumer IoT</p> <p>Ability to control home appliances via devices to promote efficiency</p> <p>The total of IoT installed base devices are expected to reach 30.9B by 2025</p>	<p>Enterprise IoT</p> <p>Use of data from sensors to monitor patients, farms, etc.</p> <p>Projected value of IoT in the global energy market is expected to reach \$35.2B in 2025</p>	<p>Predictive Analysis</p> <p>Use of data to predict what will likely happen in the near future</p> <p>In 2020, there were over 700,000 new recruitments for data analysts & developers</p>	<p>Prescriptive Analysis</p> <p>Uses previous data to recommend the best course of action</p> <p>Data analytics is expected to reach over \$273B in 2023 due to enterprises</p>
Example	<p>Horizon Workrooms by Facebook launched metaverse meeting rooms for workers</p>	<p>LoopMe creates personalized content through AI and data analytics for brands</p>	<p>Bitdefender scans and protects devices for incoming threats or vulnerabilities</p>	<p>NquiringMinds is a smart city system that recommends energy conservation tips</p>	<p>DigitalGenius uses updated data to predict useful answers to customer queries</p>	<p>eTrack offers prescriptive maintenance to avoid machine downtime</p>

Summary: Market Segments

Common positions for junior developers:

1. Test developer
2. Quality assurance tester
3. Technical support engineer
4. Back/Front End Developer

Note: Positions are available in various market segments

What students value in internships:

1. Full-time prospects
2. Company reputation
3. Challenging projects
4. Working impact
5. Good reference
6. Orientation and training



Market segments facing labor shortage

Business leaders express concern over and are struggling with hiring for tech talent:

- In 2021, 65% of CEOs believe that tech hiring challenges harm the industry
- Increasing proportions of CEOs are concerned about tech talent hiring (+22% since 2011)
- It is predicted that by 2030, 85 million tech jobs will be unfilled

Industries that are outpacing the job market average in growth, but are struggling to fill open roles include:

- Cybersecurity
- Data analytics
- Cloud computing
- Financial services
- Technology, Media, & Telecommunications



Market Segments undergoing digital transformation

Technological changes found in traditional industries:

- Biomedical tech and telehealth in the healthcare industry
- Manufacturing tech and auto software in the automotive & manufacturing industry
- Digital banking and financial analytics in banking & finance

Technological changes found in non-traditional industries:

- Telecommunications and digital marketing in the digital media industry
- Consumer IoT and enterprise IoT in the internet of things industry
- Predictive and prescriptive analysis in data analytics

SEO and Content Strategy

To determine SEO, content strategy, and social media strategies that would support outreach to companies who would benefit from the client's service.

Overview: SEO and Content Strategy

Blog Articles as a Foundation for SEO and Content Strategy

Determining blog article topics that would answer questions most relevant to potential clients can help identify keywords to focus on when creating content for the website to boost SEO. Blog articles are also a main contributor to the success of competitors' websites, and blog articles are easily integrated into social media marketing strategies.

Determine Blog Topics

- Blog articles help improve website traffic by making the website a relevant answer to the target audience's questions
- Article topics can be developed by identifying trends or pain points experienced by potential clients
- Examples of relevant topics include: **hybrid work**, **improving intern experience**, and **hiring diverse talent**

Identify Keywords

- Keywords that relate to the previously identified blog topics were generated using Semrush
- Keywords were compared on the basis of **keyword difficulty (KD)**, **search volume**, and **SERP** (search engine results pages) features
- The client can use the identified keywords by **updating existing blog articles** or **creating new articles**

Website SEO Strategy

- Similar companies, including **Swipe Files** and **Indeed**, have shown success in improving website traffic by using **blogs**
- Search engine optimization of blog pages can be improved by using **visuals**, **backlinking**, and **updating existing content**
- Well-known job search platforms, such as **LinkedIn** and **Glassdoor**, have also used **data-driven content** and **complementary services** to drive growth

Social Media Strategy

- Blog content can also be delivered in **short-form** on social media pages
- Performance on Twitter and LinkedIn is consistent with those of competitors
- The client can **stand out** by developing a **TikTok presence**, which is not seen in similar-sized competitors
- TikTok strategies include the use of **viral sounds**, **pitch-style announcements**, and **relatable content**

Keywords – Statistics to Consider



Keyword Difficulty

How much SEO effort it might take to organically rank a page in the top 10 results on Google for a certain keyword

- **Hard:** 70% to 100%
- **Possible:** 30% to 69%
- **Easy:** 0% to 29%

- Fairly new sites with a few backlinks should focus almost 100% on low competition at first
- Older established sites with lots of backlinks can aim for keywords with relatively high KD%



Search Volume

Number of times a specific keyword is searched for per month

- **High:** 300+ search volume
- **Medium:** 100 – 300 search volume
- **Low:** 50 – 100 search volume

- Aim for keywords with minimum volume of 100 – 1,000 per month
- Obtain a healthy balance of low-volume and medium-volume keywords



SERP Features

Additional element on a search engine results page that adds something new to the typical format of a search result

- Frequently asked questions
- Featured snippets
- Videos, reviews, site links

- Look for snippet opportunities in competitors' keyword profiles
- Organize website information with structured data

Key takeaway: Prioritize a low KD% and a balance of low to medium-volume keywords during the earlier stages of the website. Take advantage of structured data when writing clear and informative blog posts to help search engines understand your website better.

Keyword Recommendations – Hybrid Work Models

Employers are interested in developing and strengthening their hybrid workplace models

- **87%** of employers expect internships to be in-person or hybrid
- **51%** of employers said that their intern hiring was down in 2020 with **38%** hybrid and **20%** completely virtual

1

“hybrid work model examples”

- **47%** keyword difficulty
- **140** searches per month

SERP features: Reviews, Image Packs, Featured Snippet

2

“sample hybrid work policy”

- **36%** keyword difficulty
- **70** searches per month

SERP features: Reviews, Image Packs, Site Links

3

“work from home”

- **25%** keyword difficulty
- **320** searches per month

SERP features: Reviews, Image Packs and Videos

Next Steps

- Write a blog post to tackle the struggle of creating a hybrid work model for start-ups
- Use the keywords ‘hybrid work model examples’, ‘work from home’, and ‘sample hybrid work policy’
- Update existing blog posts: “virtual events for team building” and “utilize onboarding software” with suggested keywords
- Take advantage of structured data to outrank competitor’s SERP features
- Add blog review and images to

Sample blog posts:

- [“Successful Hybrid Work Models Have These 5 Things in Common”](#)
- [“What Is a Hybrid Work Model, and How Do We Make It Work?”](#)

Keyword Recommendations – Benefits and Pay Ranges for Start-ups

Employers want to understand compensation structures due to the following:

- Improves recruitment efforts as interns would renege less, which increases conversations
- **22.22%** of hiring managers claim competitive compensation and benefits is a challenge

1

“manage pay range”

- **21%** keyword difficulty
- **70** searches per month

SERP features: Reviews, Videos

2

“how to pay employees in a start-up? ”

- **47%** keyword difficulty
- **90** searches per month

SERP features: Reviews, Site Links, Featured Snippet

3

“do start-ups offer benefits?”

- **58%** keyword difficulty
- **110** searches per month

SERP features: Reviews, Image Packs, Site Links

Next Steps

- Write a blog post to about compensation expectations and standards for internships
- Use the keywords ‘manage pay range’, ‘how to pay employees in a startup’, and ‘do startups offer benefits’
- Take advantage of structured data to outrank competitor’s SERP features
- Update existing blog post: “creating irresistible internship programs” with suggested keywords

Sample blog posts:

- [“Guide to Startup Salary”](#)
- [“Compensation and Benefits for Startup Companies”](#)
- [“It’s 2022. Is your Startup’s Compensation Plan Ready?”](#)

Keyword Recommendations – Attracting Tech Talent

With digitization, non-tech employers are curious about but struggle with employing tech talent

- **42.4%** of hiring managers claim that hiring diverse talent is a key pain-point
- Having tech and non-tech talent creates inclusivity which **increases performance**

1

“recruiting tech talent”

- **45%** keyword difficulty
- **140** searches per month

SERP features: FAQ, Featured Snippet

2

“talent as a service”

- **16%** keyword difficulty
- **90** searches per month

SERP features: Image Pack, Featured Snippet, Video

3

“technology recruitment industry”

- **37%** keyword difficulty
- **70** searches per month

SERP features: Reviews, Video, Site Links

Next Steps

- Write a blog post to address the issue of attracting diverse talent.
- Use the keywords ‘recruiting-tech-talent’, ‘talent as a service’, and ‘technology recruitment industry’.
- Take advantage of structured data to outrank competitor’s SERP features.
- Update existing blog post: “hiring interns for start up success” with suggested keywords.

Sample blog posts:

- [“Recruiting tech talent for your startup”](#)
- [“How to Attract Top Tech Talent”](#)
- [“Ten new realities for finding, keeping, and developing tech talent”](#)
- [“Tech Recruiting: How to Attract Top Tech Talent To Your Company”](#)

Relevant Case Studies



Indeed is one of the largest job search sites in the world.



Provide Information

- Has 4 sets of blogs: Indeed Blog, Engineering Blog, Career Advice, and Hiring Lab
- Consistently publishes 7 text-heavy (800+ words) articles per month
- Information is relevant to all potential Indeed users, including job-seekers and hiring managers



Misc. SEO Strategies

- P.R. coverage was a significant contributor to success, as it increased the number of backlinks from authoritative sites
- Videos are often attached to blog articles, providing further information and enhancing SEO

Key Takeaways

- **Provide information** by producing blog articles and establishing article series relevant to each target audience
- **Utilize SEO strategies** such as finding opportunities for P.R. coverage and attaching videos to articles can further improve website ranking



Swipe Files is a job board for marketing positions in the tech industry.



Establish Credibility

- Introduces each newsletter writer to provide background on their credibility and experiences
- Testimonial section on website increases amount of text on website and keywords while building brand trust and consumer knowledge



Create a Community

- Subscription-based newsletter: "Marketing ideas to grow your SaaS"
- Article readers can rate and comment on each blog post, increasing text and keywords
- CEO hosts regular Q&A sessions to speak to the members directly and promote the website

Key Takeaways

- **Establish credibility** by writing introductions for blog writers and strengthening testimonial section
- **Create a community** by allowing for ratings and reviews on blog posts and interacting with customers to promote the website

Relevant Case Studies



Job review, information aggregator and job board platform



Data Driven Content

- Leverage user data collected from the job review portal to create content that improves SEO and domain authority
- Data driven reports, rankings and surveys are shared widely which generates backlinks to the original site



Integration of Services

- Glassdoor attracts users to their job board by backlinking job postings into relevant blog articles which improves SEO Strategies
- Glassdoor will create blog content based on user reviews about certain jobs or organizations, hence integrating their review service to their content

Key Takeaways

- **Use data analytics for content creation** as data driven content performs better as content is directly catered to your target audience
- **Integrate your primary service into the content** by backlinking specific job postings or features of your service into your content



Largest professional social networking site with extensive job board



Diversified Content

- LinkedIn has created content for individuals within different industries or individuals that may be in different states of recruitment
- Diversified set of content has expanded the platforms target audience which has correlated to increased traffic on the site



Network Effect

- LinkedIn has continued to succeed via network effect in which the experience is more valuable as new users join
- Incentivizes employers to leverage the platform which boosts the sites domain authority and search engine strength

Key Takeaways

- **Create diversified content** by writing blog articles that address various stages of the recruitment process or address a specific industry
- **Leverage network effect** by enabling community-based content creation and giving incentives for inviting new users to the platform

SEO Strategies

Using the following SEO strategies can boost the number of views per blog article.



Visuals

- Creative graphics and original photos with descriptive alt text
- **Alt text** increases chances of appearing on the Search Engine Results Page
- Google scans alt text for keywords

Implementation:

- Be **specific** when describing the image
- Add **context** to basic images based on the content of the article
- Keep alt text fewer than **125 characters**
- Don't start alt text with "Picture Of"
- Use **keywords** and avoid fluff
- Avoid adding alt text to images that are being used purely for aesthetics

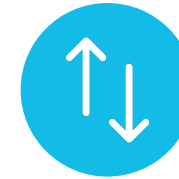


Call to Action

- CTAs are instructions encouraging viewers to take some kind of action
- **Increases dwell time** and engagement
- Specific instructions encourage viewers to **support your website**

Implementation:

- Rather than simply including advertising in blog posts, add eye-catching CTAs
- **One or two lines** about appealing website features to entice readers to learn more about the website
- For example: "Join the company Community for an early adopters discount to unlock unlimited job postings"



Organization

- Organize blog posts by **topic cluster**
- Allows viewers to easily find all relevant blog content they're searching for
- Increases **number of pages** for search engine to display

Implementation:

- Organize topic clusters based on blog post **keywords**
- For example: Internship Program blogs, Startup blogs, Technology blogs, etc
- Create **separate landing pages** for each topic cluster to allow viewers to find groups of the client's blog content

SEO Strategies

Using the following SEO strategies can boost the number of views per blog article.



Backlinking

- Backlinking will improve Search Engine Results Page rankings
- Generate **clicks** and **dwell time** through advertising and exposure
- Increases **domain authority** and ease of navigation

Implementation:

- Incorporate **internal links** throughout the client website by interlinking blogs and other internal pages
- Backlinking through **University Career Action Pages** that have links to various job search engines



Existing Content

- Regularly **repurpose** old content and **update** with new SEO strategies
- It takes longer for new content to reach the Search Engine Results Page
- Repurposing old content is more **efficient**

Implementation:

- Incorporate previously mentioned **SEO strategies** into all existing blog posts
- Update existing blog posts with most **up-to-date information**
- Revamping old content will allow the client to **receive benefits faster**



Reviews

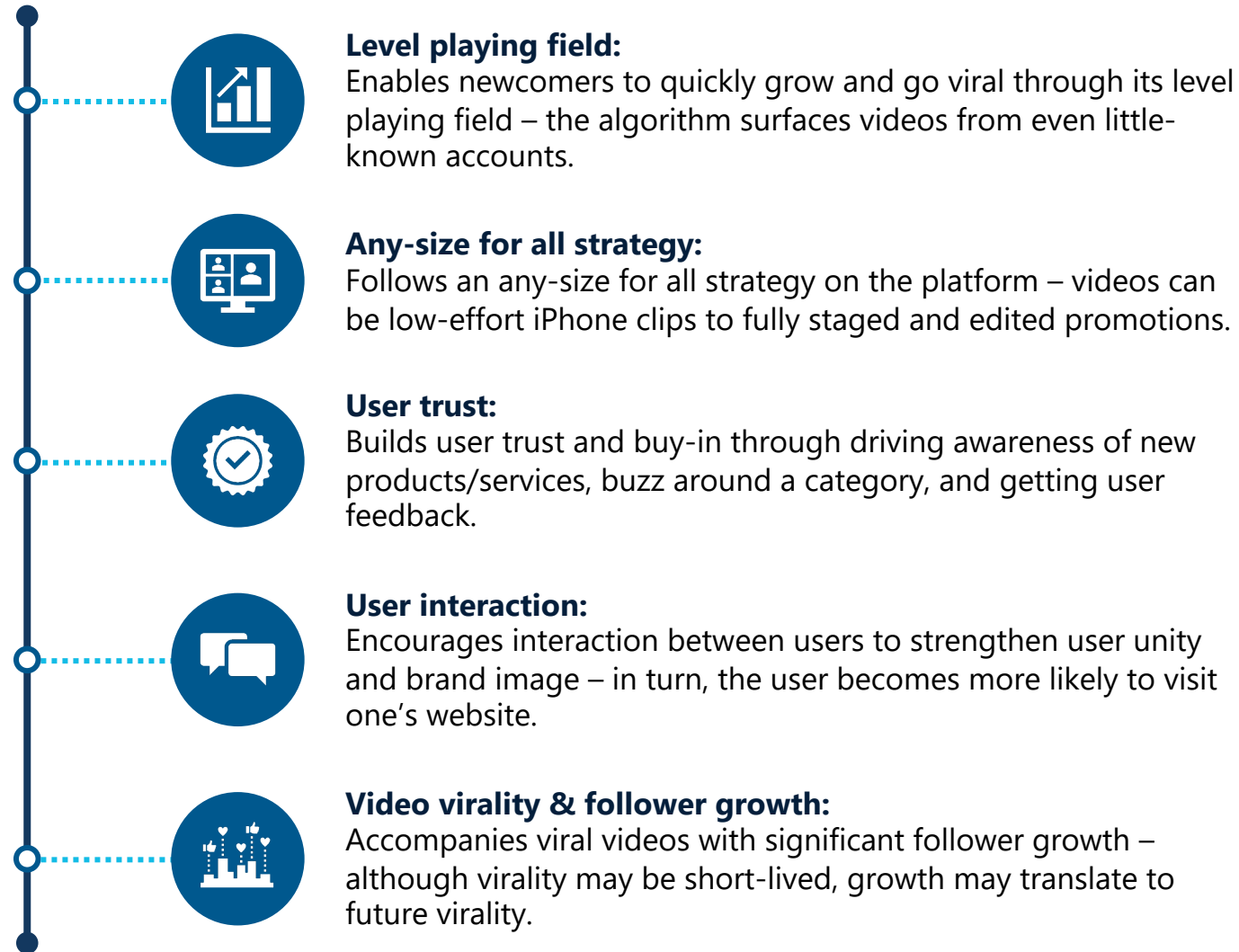
- Ratings and comments increase **consumer knowledge, brand trust** and **text volume**
- Customer feedback increases **keywords**
- Positive rankings signify to google that a website is **high quality and valuable**

Implementation:

- Include a **comment section** to each blog post where readers can **rate** and share their thoughts
- The client can **reply** to comments to increase engagement even further

Recommended Platform: TikTok

TikTok Benefits



TikTok Analytics

Overview



An overview of analytics by inserting any custom date range

- **Video views:** overall picture of how many users the account reaches over any period of time
- **Profile views:** an indication of brand interest and how well the account retains users' attention

Content



Showcases which videos have been the most popular in a date range

- **Trending videos:** a summary of the top nine videos that have had the fastest growth in viewership under the account
- **Total video views:** an indication of how consistent the account is every time a new video is added to the account's profile

Followers



Provides a breakdown of followers' genders and country

- **Active followers:** provides a list of followers who consistently follow up on the account's content and interact with its videos
- **Engagement rate:** an indication of how actively involved the audience is with the content being produced

TikTok Content Examples

Characteristics of successful TikTok videos created by start-ups who were hiring for new team members

mmhmm



- Created a **short, relatable video** using the “when you realize...” **trend** on May 20th, 2022
- Utilized TikTok’s comment reply feature to interact with the platform users in response to a question they had
- Attracts users to visit their website and learn more about the startup by utilizing a screen recording of their careers page
- Recent videos range from 200-4,000 views – startup is active on the platform

Buffer



- Created a **pitch-style announcement** through a **talking video** on May 18th, 2022
- Interacted with the TikTok community by talking directly to the camera and liking users’ comments
- Captivates the talent demographic by using text-on-video to present unique features of the promoted position
- Recent videos range from 100-2,000 views – startup is not too active on the platform

ClickUp



- Created a **short** video using a **viral sound** on April 19th, 2022 that was a follow up on a user’s comment about hiring
- Uses viral sounds and produces relatable content to connect with users on the platform
- Replies to comments under their videos with information or encouragement Gen Z style
- Recent videos range from 1,000-10,000 views – startup is somewhat active on the platform



TikTok Strategies

- Keep videos short, ideally under 20 seconds in length
- Use popular trends or TikTok “sounds”
- Employ a casual and relatable tone
- Create a pitch-style announcement, showing a person’s face as they speak
- Interact with other users by replying to comments with a comment or a video

Summary: SEO and Content Strategy



Keywords & Blogs



Keyword statistics that should be considered when evaluating keywords and phrases include keyword difficulty, search volume, and SERP features.

Blog topic recommendations and **keyword suggestions** include:

1. Hybrid work models: "hybrid work model examples", "work from home", "sample hybrid work policy"
2. Benefits and pay ranges for start-ups: "manage pay range", "how to pay employees in a start-up", "do start-ups offer benefits"
3. Attracting tech talent: "recruiting tech talent", "talent as a service", "technology recruitment industry"



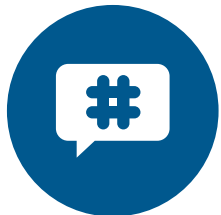
SEO Strategies



Competitors and similar companies, including **Indeed, Swipe Files, Glassdoor, and LinkedIn** have succeeded by providing information, establishing credibility, creating a community, using data analytics, backlinking pages, creating diversified content, and leveraging the network effect.

SEO strategies recommended for blog articles include:

1. Use visuals and add descriptive alt text
2. Include eye-catching calls to action
3. Organize blog posts by topic cluster
4. Use backlinks in internal and external pages
5. Repurpose or update old content
6. Encourage reviews and interaction on site



Social Media



Companies such as **Angellist, Hired.com, and Uncubed** have grown their social media through consistent content creation, interacting with other users, and using blog articles for content.

TikTok is a **recommended platform** for the client to reconsider as many of its feature's work in favor of smaller and newer creators. Characteristics common to videos that have high user engagement include a casual and relatable tone, showing a person's face as they speak, being short and concise, and using popular "sounds" or trends.