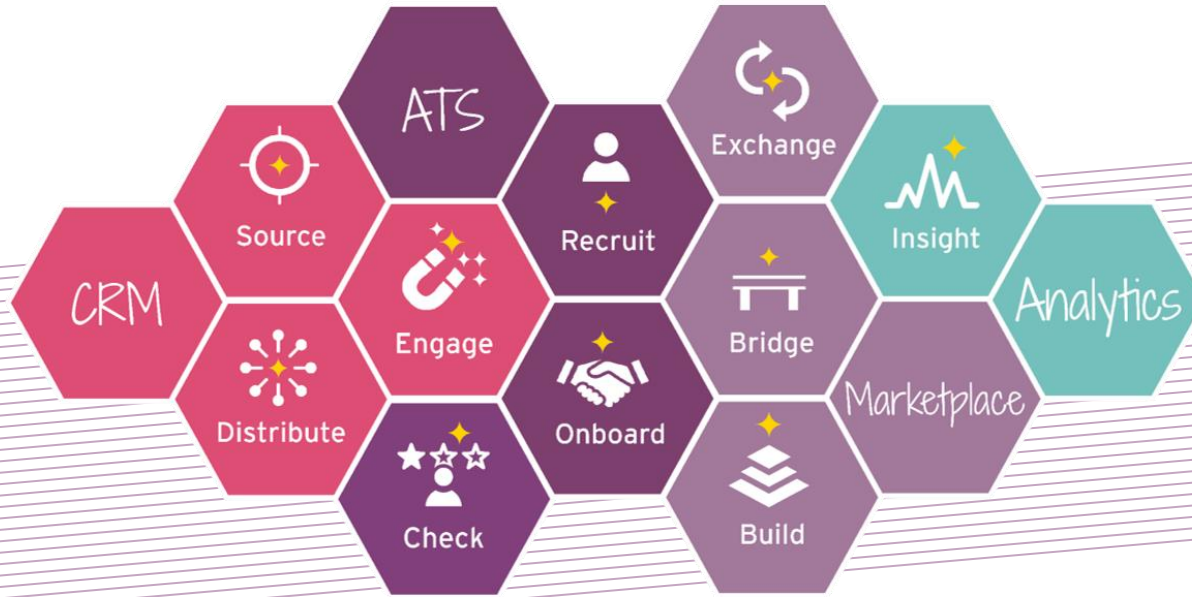




Engage Multi-Location template.



Agenda

01

Introduction and Overview.

02

SEO and ranking on local search.

- Landing page for each location.
- Local content.
- Content idea.

03

Intuitive and geographical search.

- Keywords with categories and postcode field.
- Embedded map.
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- What others do.

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- Custom useful metrics.
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05

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- Multi contact form.

✦ 1) Introduction and Overview.

In these slides we will highlight, analyze the most common pain points that experience multi-location career sites and establish criteria that will be used to select or create our multi-location template and its plugins.

Pain points of multi-location career sites

- SEO and ranking on local search.
- Intuitive and geographical search.
- Geographical Analytics.
- Reviews and reputation.
- Engaging with passive candidates.





SEO and ranking on local search.

✦ 2) SEO and ranking on local search.

The backbone of local SEO relies on more than traditional authority and good marketing. The good news is that it is all very achievable given a bit of hard work and some consideration for individual locations rather than just the brand as a whole.



✦ 2) SEO and ranking on local search.

- Landing page for each location.

Ideally, each location should have its own unique, **well-optimized page**. You may even have some supplementary pages to **target cities*** surrounding your physical locations. Done well, this can be a solid strategy to scale marketing and make **local candidates aware of jobs** around them.

([Google guide: How to build location pages](#))

(*be smart while creating location pages, So, you don't end up with lots of pages that are essentially the same, with very little value beyond being a step towards something else.)



✦ 2) SEO and ranking on local search.

● Local content.

Local content represent an **unique, high quality, relevant content** that helps the search engine user achieve his or her goals. If we want Google to rank this page, then we have to ensure the page fulfils the goal the searcher is trying to accomplish. Effort has to be made to connect the business with the local community and bolster location signals.

WP Plugin: [IP Geolocation tags "IP2Location Tags"](#)

Unique content suggestion.

- Unique description.
- Customer reviews.
- Local information
- Photos.
- Videos.
- Location Map.

[How to build local SEO landing pages by "Search engine land"](#)



✦ 2) SEO and ranking on local search.

- Local content idea.

The content has to match your business and the needs of your audience. The following should give you some ideas to get you started:



Testimonials.

Your clients love you, right? Then ask for some simple testimonials and link them from the appropriate location page to the individuals' linkedin.com profiles, social accounts and business websites to create real-world connections with the location.



Local news.

What is going on in the local area? Can you get involved? You can certainly write about it. Again, the more local content you can produce, the more local currency your location will have.



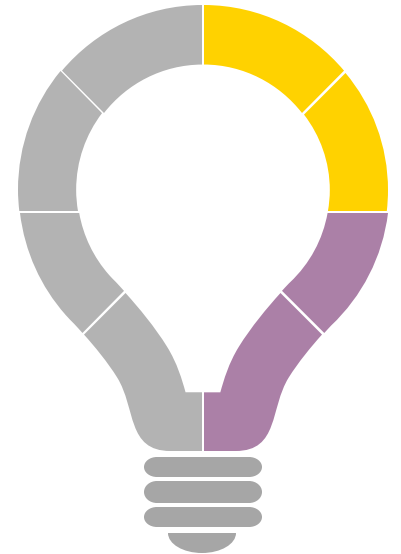
Case Studies.

This is my personal favourite. Creating targeted case studies for businesses in each location not only provides great local content, but [boosts your credibility with local customers](#) as well.



Gallery photo.

A gallery of images related to local jobs is easy content; if you [geo tag these images](#), then all the better.



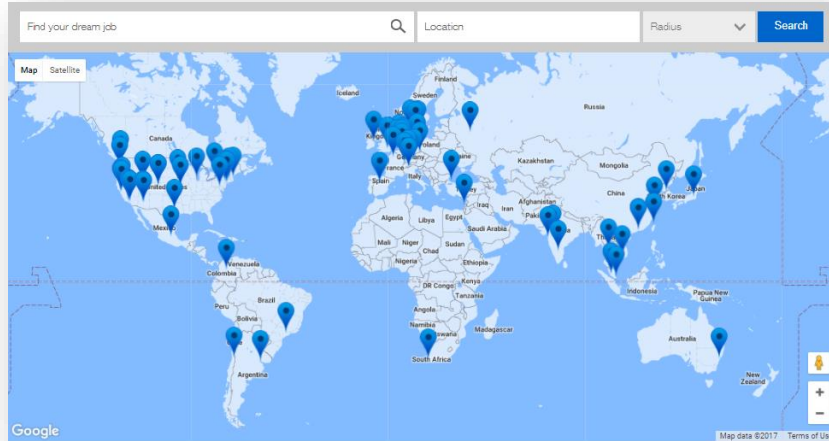


Intuitive and geographical search.

✦ 3) Intuitive and geographical search.

When performing an **intuitive search** user should be able to **quickly find** what they are looking for **in real-time** using **predicative functionality**. As user or customer types any aspect of their jobs hunt, the search feature should be able to predict the match.

User should be able to **restrict his search to a geographical area** that he define. If he want to apply a **geospatial constraint**, he must specify the search area before you configure any other search conditions.



✦ 3) Intuitive and geographical search.

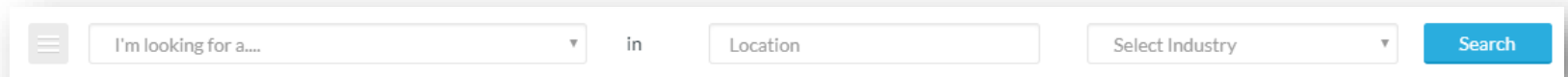
- keywords with categories and postcode field.

Categories allow website owners to **sort their content** while making **it easier for their users to browse** the site and search using plugin such as “[Category Wise Search](#)”.

By geotagging job posts and with the help of postcode lists plugins our users should be able to enter a post code to narrow down their search to specific location.



A dark purple search bar with four input fields: a text field labeled "Keyword...", a dropdown menu labeled "All Regions", another dropdown menu labeled "Any Category", and a white button labeled "SEARCH".



A white search bar with a hamburger menu icon on the left, followed by a text field containing "I'm looking for a...", the word "in", a text field containing "Location", a dropdown menu labeled "Select Industry", and a blue button labeled "Search".

✦ 3) Intuitive and geographical search.

- Embedded map.

The map should be used when **information** is **better presented visually** than in text. More than a way to interact with the site the map offer lots of useful information to candidates.

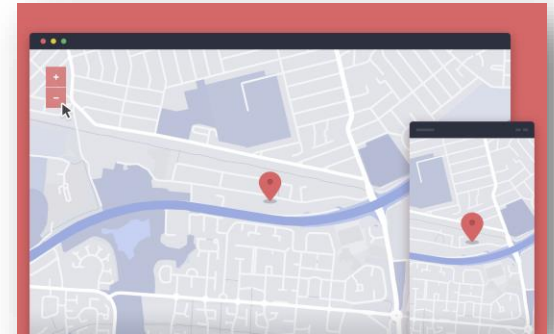
Using maps as a common language can almost immediately **help users** discover new understandings and more **effectively communicate and collaborate**. ([Analytics and geography by Esri](#))

Some of the benefits.

- Time to travel and direction to the job location.
- A Panoramic view of the building and areas surrounding a particular street.
- General rating and reviews of pages where it is used.
- Important source of visitors from geographical landing pages.

Main disadvantage.

- Cost of using some web service APIs. ([Google](#), [map box](#))
- Could affect page load time.



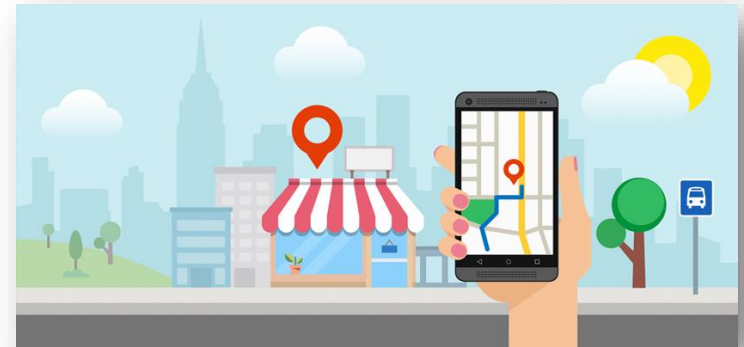
✦ 3) Intuitive and geographical search.

- Near me, Nearby searches.

As searchers become increasingly mobile and often want to find a business, store or office located as close as possible to their current location, hyper-local searches are on the rise.

Near me, nearby searches have doubled the last 2 years [“Search Engine land”](#).

Businesses with multiple locations in a city will likely benefit from “near me” searches, as they have a greater chance of ranking for nearby customers/candidates than with a more general search query.



✦ 3) Intuitive and geographical search.

- What others do.

	Use Map only	Use listing only	Use Maps & Listing
UPS (Site link)	✗	✓	✗
Costa (Site link)	✗	✗	✓
Google Career (Site link)	✗	✗	✓
ABB (Site link)	✓	✗	✗
ASDA (Site link)	✗	✗	✓
EDF (Site link)	✗	✓	✗
EBay (Site link)	✗	✗	✓
McDonald's (Site link)	✓	✗	✗
Tesco (Site link)	✓	✗	✗



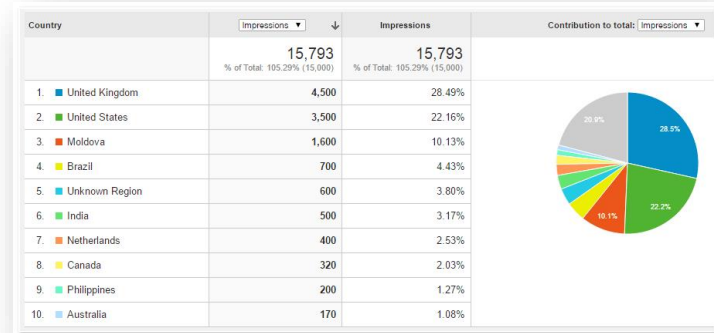
Geographical analytics.

✦ 4) Geographical analytics.

There is a growing realization that by adding geographic location to business data and mapping it, organizations can dramatically enhance their insights into tabular data. Maps and spatial analytics provide a whole new context that is simply not possible with tables and charts. While this geographic aspect has been largely absent from business analytics solutions, many organizations would like to incorporate it into their operations.

([The Next Big Step in Business Analysis by Esri](#))

WP plugins : [Google Analytics Dashboard for WP](#) and [WP Power stats](#)



✦ 4) Geographical analytics.

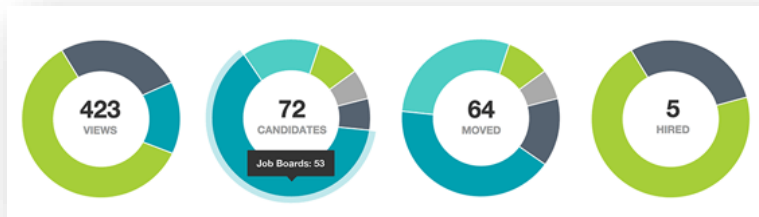
- Custom useful metrics.

Many believe in **one metric that matters** “Company’s revenue or Job outcomes”. It maybe relevant to re-align your team but **OMTM** is a lagging indicator of success. It is imperative to focus on leading **KPIs** that are **tracked** and **reported** accurately and in **real-time**.

If the tool we select doesn’t make it easy to measure, track, report and take action on leading KPIs, then the tools is not aligned to our success.

[\(Top Metrics that matter for your career site\)](#)

[\(the Whether Report\)](#)

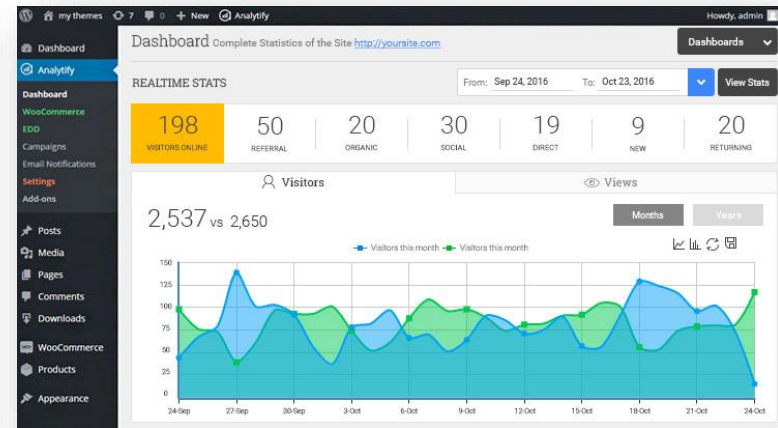
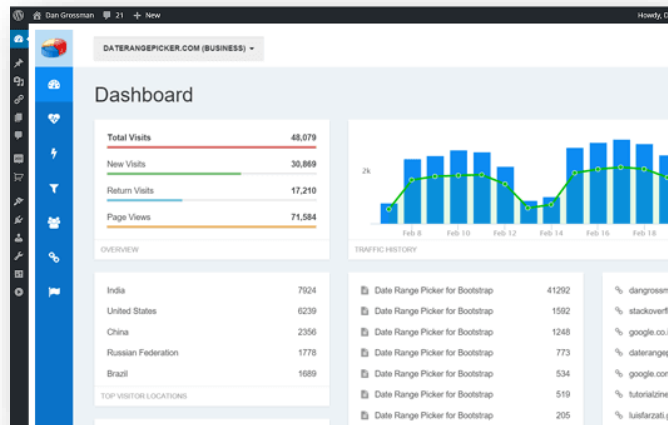


✦ 4) Geographical analytics.

- Analytics dashboard.

An **analytics Dashboard** will help with awareness and measuring progress. Depending on the number of reviews/data the locations receive, it is best to set up a standard weekly and monthly **report that includes key metrics** to help everyone **understand how things went** over the time period and where they stand overall.

([Search Engine Land](#))

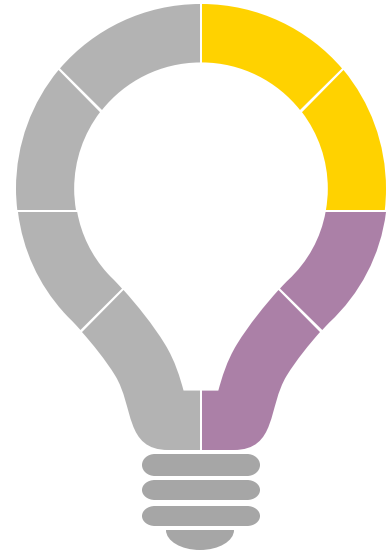


✦ 4) Geographical analytics.

- Local metric idea.

A simple setup is to list all the location and gather values across such as:

- Number of positive Google reviews this week.
- Number of negative Google Reviews this week.
- Number of neutral Google reviews this week.
- Overall Google review rating.
- Repeat for any other key review platforms.
- Total positive, negative or neutral Google reviews.





Reviews and reputation

✦ 5) Reviews and reputation.

Larger companies tend to be hopeless at local-level reviews. There may be some action on social media or even a national review strategy using sites like Trustpilot or Feefo, but not many national businesses really look at reviews on a local level as they should.

To increase local visibility, we must also get serious about local reputation. Building a bedrock of honest, positive reviews from real customers on your Google My Business page helps you stand out in the bustling local crowd and, most importantly, helps prospects choose you over the competition.

([search Engine Land](#))

WP plugins: [WP Customer reviews](#) , [Rich Reviews](#) and [Local Listing Pro](#).

Lumesse TalentLink Software - 2017 Reviews & Pricing

www.softwareadvice.com/uk/hr/lumesse-talentlink-profile/ ▼

★★★★★ Rating: 4.5 - 2 reviews

With Lumesse, companies have access to fully integrated, customizable talent management solutions that support the entire employment lifecycle. Lumesse ...

✦ 5) Reviews and reputation.

- Google My Business.

As most multi-location businesses know, getting set up with a [Google My Business](#) account is crucial to getting your business information visible in Google products like Search, Maps and Google+.

Google provides a (relatively) [clear set of guidelines](#) regarding how local businesses should conduct themselves if they want any play in the local search results. Unfortunately, it is all too easy for pages to violate policy guidelines [without any real nefarious intent](#). Factor in some overly aggressive SEO tactics, and you have a recipe for local invisibility.

([Search Engine Land](#))

([How to set up Google My business for your WPress](#))



✦ 5) Reviews and reputation.

- Citations.

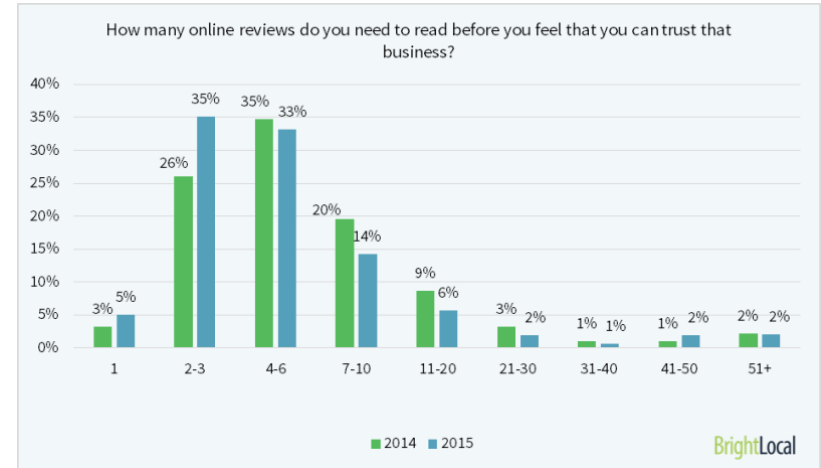
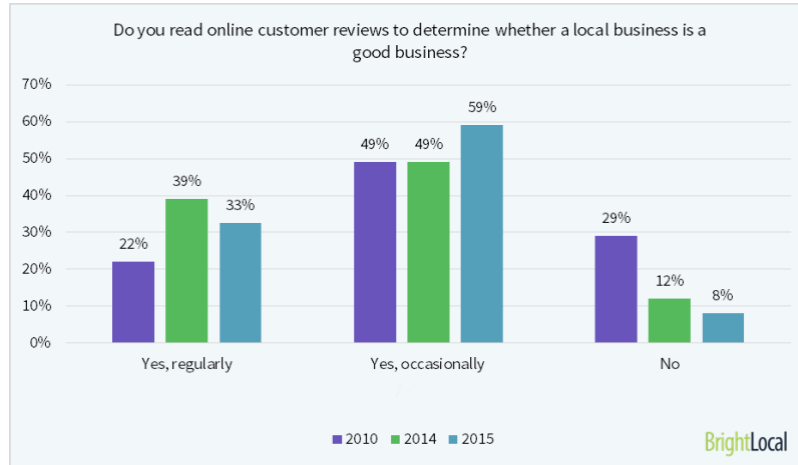
Every mention of your business around the web is known as a citation. Most business directory citations, from Yelp to Yellow Pages, allow reviews. If these listings appear prominently in search results for your target keywords, then you can help ensure that search engine users choose you by working to earn good reviews on these sites.



✦ 5) Reviews and reputation.

● Reviews.

Using larger national reviews platform such Feefo or Trustpilot is equally important and should also be consider. The main issue with reviews at a local level is simply that they are not being done and with 92% of consumer Reading online reviews for local business the issue can't be ignored. ([Consumer Review Survey](#))





Stay in touch with local applicants.

✦ 6) Stay in touch with local applicants.

It's probably no surprise that the contact page is among the top three most important pages of any website. Being reachable is critical when you're trying to connect with your particular audience. When there's no way to reach you, there's no way to have a dialogue. The same rule apply for each location.

[\(Why you should use a contact form\)](#)

STAY IN
TOUCH 

✦ 5) Stay in touch with local applicants.

- Multi contact form.

Ultimately, being reachable means your potential candidates have access to you, and they need this access before they're going to apply. If you're hard to reach, you leave lots of doubts about you unaddressed in a prospect's mind. And most people aren't inclined to proceed in any application if they have doubts about your business. Make the contact form local will help to keep the response time short and the answer to the applicant more relevant.

([6 Best contact form plugins for WordPress](#))

WP plugin: ([Multi contact form](#))

