



SEO Recruiting Solution

BENEFITS

- ▶ Drive an untapped universe of top talent to your career site
- ▶ Reduce cost per hire
- ▶ Build a high-quality talent pipeline
- ▶ Promote your employment brand
- ▶ Fast, easy and affordable to implement

With as many as 226 million job searches conducted each month on Google alone, job seekers are increasingly using major search engines to find the jobs they want. Harness the power of search engine optimization (SEO) and marketing to increase job-seeker traffic to your career site, promote your employment brand, build a high-quality talent pipeline and lower your cost-per-hire.

For years, marketing departments have been using SEO techniques to promote their brands and drive traffic to their Web sites. SEO technology has proven to be one of the most cost-effective forms of marketing available. With First Advantage's SEO recruiting solution, you can now leverage SEO to achieve the same benefits for job postings on your career site and employment brand.

First Advantage's SEO recruiting solution automatically monitors job postings on your career site and creates unique, search engine-friendly URLs for each posting. This gives your job postings higher rankings in organic search results on Google, MSN, Yahoo and other major search engines. It also bolsters your employment brand and helps drive a vast untapped universe of high-quality job seekers to your career site. Our solution can be up and running in about a week and requires no involvement from your IT department.

In addition to SEO, First Advantage provides other value-added recruiting solutions that can help you generate faster results, increase exposure for open positions and promote your employment brand.

These include:

- ▶ Pay-Per-Click (PPC) advertising campaigns to stimulate an immediate increase in traffic while your SEO rankings improve naturally over time.
- ▶ Candidate relationship management (CRM) tools to capture profile information on valuable passive candidates, who can be targeted for future hiring initiatives.
- ▶ Automatic job posting to the top 15 free job boards to cast the widest net possible and help build instant traffic to your career site.*
- ▶ Social sourcing program that makes it easy and rewarding for your own employees to spread the word about your open positions through their online social networks and communities.

* The First Advantage free job board network changes from time to time. Please contact your First Advantage Sales Representative for the most updated list.

**For more information, contact us at 866.400.FADV (3238)
TAS@FADV.com or visit us at www.FADV.com/employer**