

# Quick SEO wins for your HR consultancy





## Today's agenda

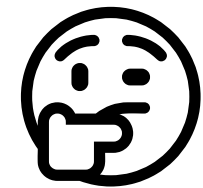
1. **What is SEO?**
2. **Optimising your website**
3. **Getting links to your website**
4. **Improving Local SEO**
5. **Q&A – get your questions ready!**





**Poll:**

How much do you know about SEO?



# 1. What is SEO?

- Search Engine Optimisation
- Making your website more visible in search engine results (mostly Google)
  - Also user friendly! (UX, accessibility)
- For search engine traffic that is organic (not paid for like Google Ads)
- Search engine algorithms consider 100s of ranking factors!



# SEO strategies

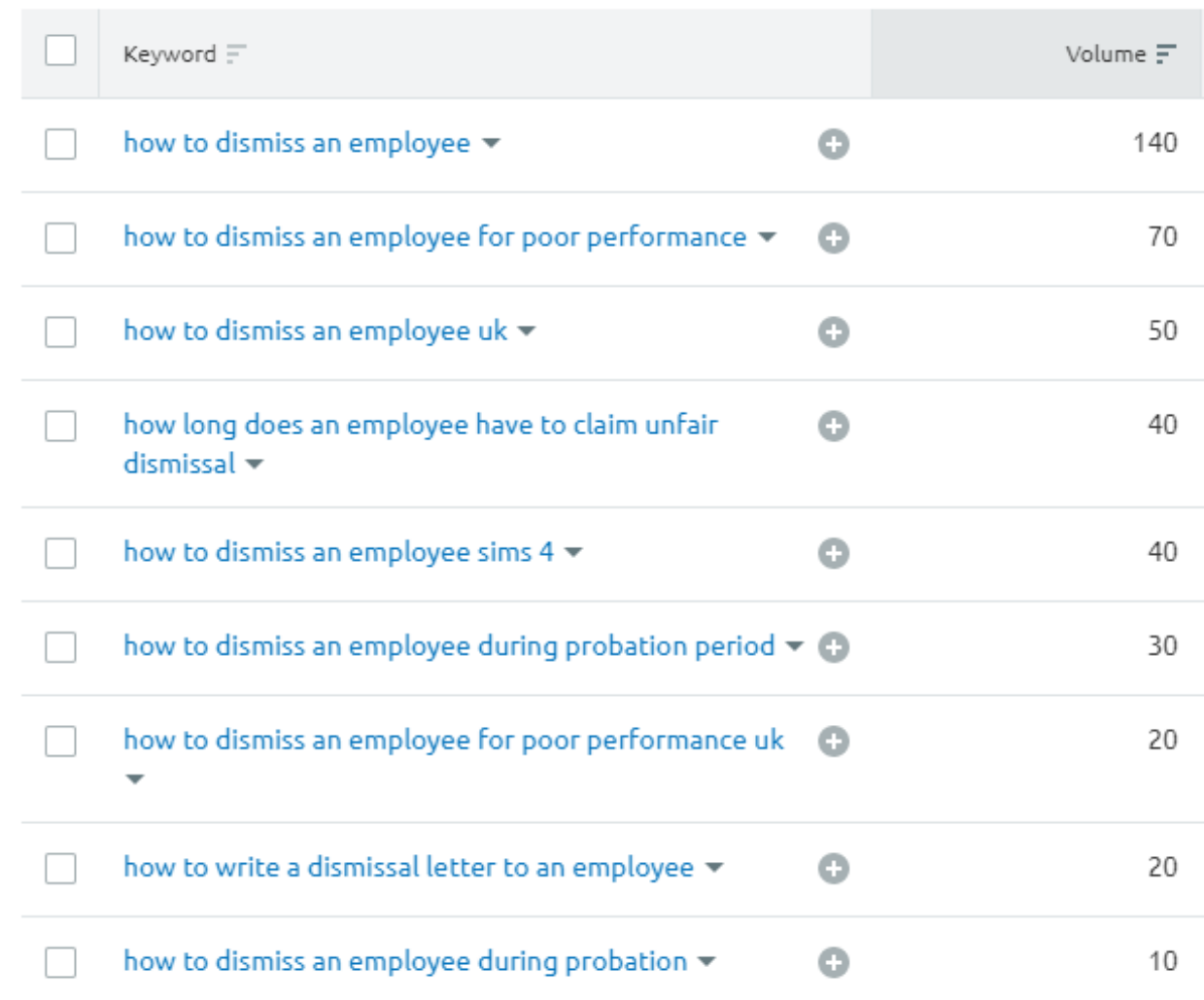
- **Onsite SEO strategies**
  - Keyword research
  - Content optimisation
- **Offsite SEO strategies**
  - Link building
  - Local SEO





## 2. Optimising your website

- Keyword research
  - Who's searching for that and why?
    - *Employer* "how to dismiss an employee"
    - *Employee* "dismissal from work"
  - URL, title (H1), headings, text
  - Keyword variations
  - Keyword cannibalisation



<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	how to dismiss an employee ▼	140
<input type="checkbox"/>	how to dismiss an employee for poor performance ▼	70
<input type="checkbox"/>	how to dismiss an employee uk ▼	50
<input type="checkbox"/>	how long does an employee have to claim unfair dismissal ▼	40
<input type="checkbox"/>	how to dismiss an employee sims 4 ▼	40
<input type="checkbox"/>	how to dismiss an employee during probation period ▼	30
<input type="checkbox"/>	how to dismiss an employee for poor performance uk ▼	20
<input type="checkbox"/>	how to write a dismissal letter to an employee ▼	20
<input type="checkbox"/>	how to dismiss an employee during probation ▼	10

## 2. Optimising your website

- **Content optimisation**
  - Headings: nesting structure
  - Lists (break up text)
  - Multimedia: images, videos, infographics
  - Internal linking

**H1 Disciplinary procedures: a step by step guide for managers**

**H2 What is a disciplinary procedure?**

**H2 Why have a disciplinary procedure?**

**H3 Remember the ACAS code!**

**H2 What does a disciplinary procedure look like?**

**H3 Informal process**

H1: focus keyword

# Disciplinary procedures: a step by step guide for managers

Published on February 12, 2021 by Kate Marchant  
HR · Staff management



Body text: direct use of focus keyword

How should you conduct [disciplinary procedures](#) with employees to ensure they are fair? Kate Marchant, HR consultant and founder of [Running HR Ltd](#), offers her tips on following a fair process informally or formally.

H2 heading: use of keyword variation

## What is a [disciplinary procedure](#)?

A disciplinary procedure is a clear process enabling employers to address issues of misconduct that might be committed by employees during the course of their employment. It sets a framework to operate within to ensure that there is consistency of treatment, yet also allows for individual and mitigating circumstances to be addressed and considered.

## Why have a disciplinary procedure?

A disciplinary procedure allows an employer to:

- Inform an employee that their behaviour is unacceptable or inappropriate
- Resolve concerns constructively and encourage improvement
- Impose sanctions according to the seriousness of the misconduct
- Follow a fair process and be in the best position to successfully defend any unfair dismissal claim

Breaking up the text with a list

Internal link to a related blog post (on a keyword for that post)



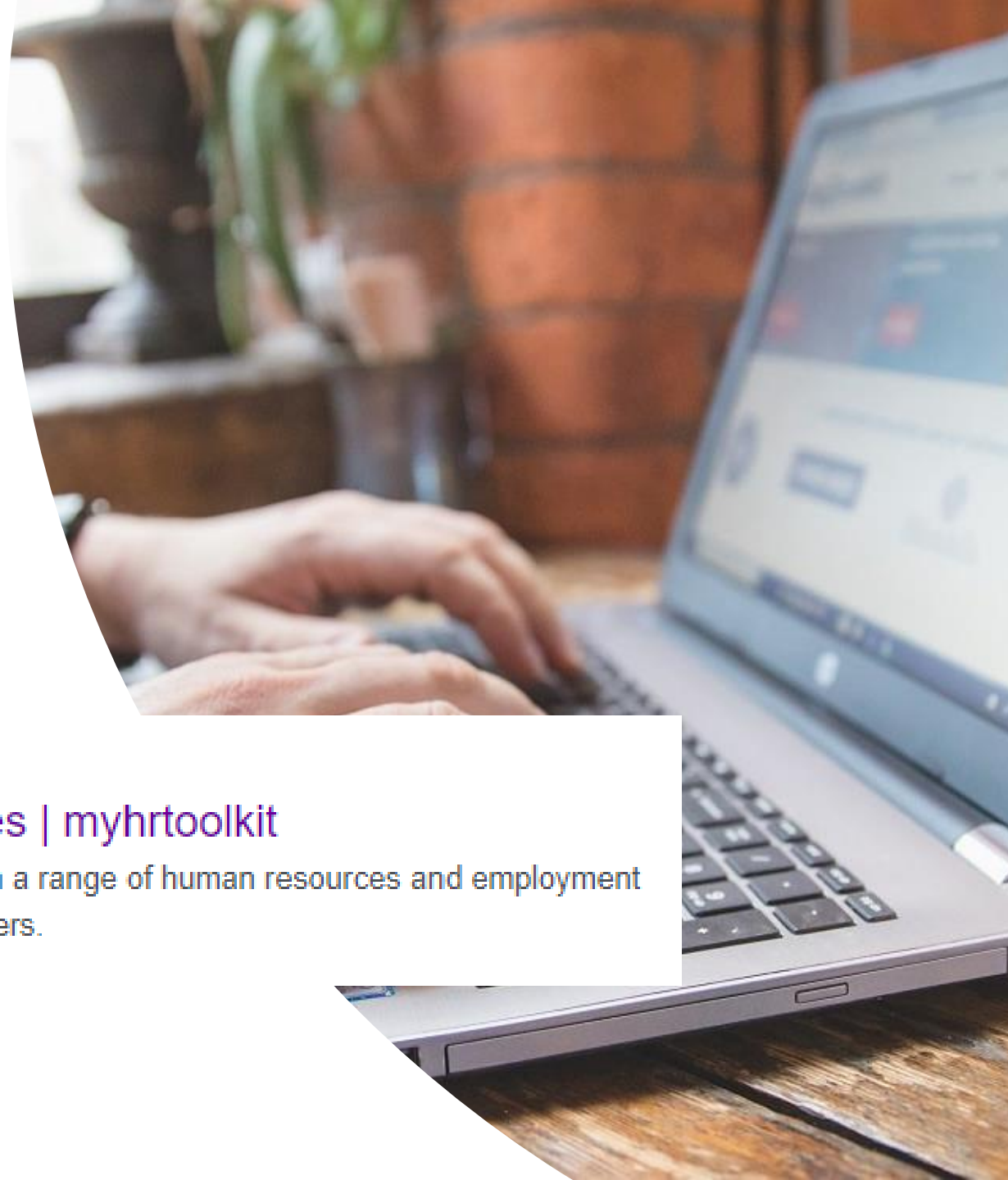
## 2. Optimising your website

- **Meta content**
  - Page title: 60 characters recommended
  - Meta description: 160 characters

[www.myhrtoolkit.com](http://www.myhrtoolkit.com) > webinars ▾

✓ [HR webinars for small businesses | myhrtoolkit](#)

We host an ongoing series of free HR webinars on a range of human resources and employment law topics for SMEs, featuring expert guest speakers.



how to calculate holiday entitlement in hours

All News Images Videos Maps More Settings Tools

About 2,010,000 results (0.79 seconds)

You calculate entitlement by multiplying the number of hours a person works per week by 5.6 (the annual statutory entitlement). For instance, someone who works 15 hours a week would have 84 hours of annual leave. 26 Jun 2019

www.myhrtoolkit.com > blog > calculating-holiday-entitle...  
How to calculate holiday entitlement in hours | myhrtoolkit

About featured snippets Feedback

People also ask

- How do you work out your holiday entitlement in hours?
- How do you calculate annual leave hours?
- How much holiday entitlement do you get for 30 hours a week?
- How is 12.07 Holiday calculated?

Feedback

www.gov.uk > ... > Statutory leave and time off  
Calculate holiday entitlement - GOV.UK  
Holiday calculator to work out statutory holiday leave in days or hours.

Keyword search

Related searches (can be good inspiration!)

'Position 0' result (featured snippet)

Position 1 organic result

## 3. Getting links

- **Backlinks pass on ‘link juice’**
- **Create shareable information that people will want to link to:**
  - Blog posts
  - Infographics
  - Research (though not a ‘quick’ win!)
- **Directories**
  - e.g. Yell, 192.com, Fyple, Hotfrog, Free Index, Central Index, Foursquare, My Local Services, Scoot





## 3. Getting links

- **Outreach (e.g. guest posts)**
  - News and publications
  - Blogs
  - Partners/clients
- **Become a source for journalists**
  - Help a Reporter Out (HARO)
  - Terkel, SourceBottle
  - *#journorequests* on Twitter



CISION®  
H/A/R/O

- 17) [Solving Common Intranet Issues with Machine Learning \(Coveo - Blog\)](#)
- 18) [union/employee activism \(Society for Human Resource Managements \)](#)
- 19) [Small businesses using Linktree \(Linktree blog\)](#)
- 20) [Experts in DeFi - DeCentralized Finance \(Forbes\)](#)
- 21) [What's the difference between a startup and a small business? \(The Zapier Blog\)](#)
- 22) [Industries that should be on social media but haven't started yet \(Anonymous\)](#)
- 23) [Cover letters for social media Manager \(Anonymous\)](#)
- 24) [Social media proposals, cold email template and contracts \(Anonymous\)](#)
- 25) [What defines a webinar? \(Clutch\)](#)
- 26) [What is a webcast? \(Clutch\)](#)

# 3. Improving Local SEO

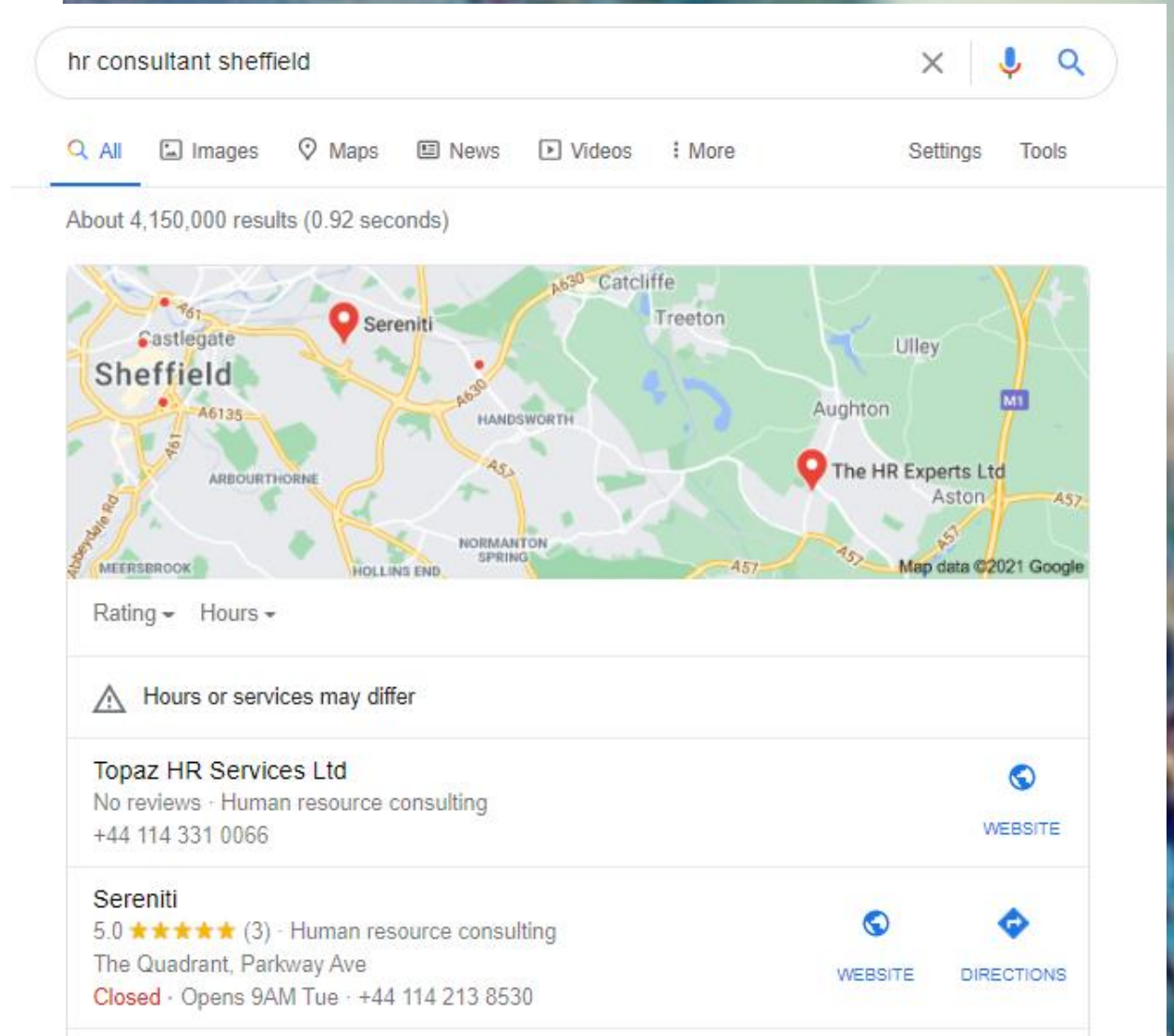
- Google My Business
- Name Address Phone (NAP) - Directories
- Reviews
  - Trustpilot
  - Facebook
  - Testimonials



The screenshot shows a Google My Business profile for "myhrtoolkit HR software". At the top, there are three images: a building with the "myhrtoolkit" sign, a map showing the location near "The Moor Market" and "Decathlon Sheffield", and a street view image. Below the images are buttons for "See photos" and "See outside". The business name "myhrtoolkit HR software" is displayed with a teal "hr" logo. There are buttons for "Website", "Directions", and "Save". The profile has a 4.6-star rating from 11 Google reviews and is identified as a "Software company in Sheffield, England". The address is "Unit 2 & 3, 178 Shoreham St, Sheffield City Centre, Sheffield S1 4SQ, United Kingdom". The hours are "Open" and it closes at 5:30 PM. The phone number is "+44 345 225 0414". There are links for "Suggest an edit" and "Own this business?". The "Questions & answers" section has an "Ask a question" button. The "Reviews" section has "Write a review" and "Add a photo" buttons. Three reviews are shown, all with 5-star ratings: "Really useful software at a decent price.", "Great software, used by many people throughout the UK.", and "Easy to use and the set up help from Dale made the whole process easy." A "View all Google reviews" link is at the bottom.

# 3. Improving Local SEO

- Local news and websites
- Local keywords
  - “HR consultant [location]”
  - “HR outsourcing [location]”
  - “HR consultancy near me”







## Recap

1. **What is SEO?**
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5. **Q&A – get your questions ready!**

# Resources...

- [The Beginner's Guide to SEO](#) (Moz)
- [The Ultimate Guide to SEO Meta Tags](#) (Moz)
- [On-page SEO: The Definitive Guide](#) (Backlinko)
- [Link Building for SEO: The Definitive Guide](#) (Backlinko)
- [Local SEO: A Simple \(But Complete\) Guide](#) (Ahrefs)
- [A Complete Guide to SEO: What You Need to Know](#) (Search Engine Journal)



# Questions?





# my@toolkit

**Next webinar:**

**How to successfully  
nurture client  
relationships**



**Bob Teasdale**  
**Customer Engagement Director**