

How to Write the Best Staffing Website Copy

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Copy is an investment in the success of your website and, ultimately, the success of your staffing company. Here are some of the secrets to content creation that the best staffing websites utilize for success.

The Best Staffing Website Content Focuses on Humans First

It's important for your staffing content to be found by search engines, but you never want to write web copy exclusively for search engines. Search optimization requires writing copy in a certain way, but you don't need to get hung up on keyword density, keyword variations or local modifiers the way you used to.

Google still needs cues to learn what each page of your website is about, but it is much more intuitive than it used to be and no longer needs you to be so blatant when writing copy. In fact, Google now evaluates the quality of a page when determining how to rank it. You will get penalized if you stuff keywords into the copy or write in a way that is not reader-friendly.

That's not to say that keywords and optimization techniques no longer matter – they surely do. But it does mean that you need to strike a balance between creating pages that are crawlable and easy for Google to understand but also have engaging and readable content for users.

For Every Piece of Staffing Content, A Clear Purpose

Every page of your website and every blog post you create should have one, singular purpose. This helps Google understand exactly what each page is about and how to rank them, and it helps users find a clear path through your website.

If you try and cram too many things onto one page, it can be overwhelming for a visitor. That's why the best staffing websites have clear delineations for users as soon as they land on a home page. Job seekers have one clear path, and clients have another. Each section is devoted to the audience it is targeted to, and you may even consider adjusting the tone of the copy to address each specific audience.

Think Like a Reader

Many times, staffing companies want to spend their entire website talking about themselves. But readers don't actually care about you. They care about what you can do for them and why they should partner with your staffing company to find a job or find employees.

Rather than spouting off about things you think are important, think like a potential customer or job seeker. What do they actually want to know when deciding to work with a staffing company? You'll want to:

- Answer the most common questions you get from clients and candidates
- Change “I” and “we” language to “you” language – it’s ok to speak directly to the reader
- Talk about the actual problems you solve
- Decide what makes you truly different from your competitors and highlight those benefits

Craft Clear and Enticing Headlines

There is a time and a place for creativity, but when it comes to headlines, you want to hook attention immediately. One two of ten people will read further than your headline, and if that headline is sub-par, you’ll get even fewer.

Lack of clarity in your headline can cost you a serious amount of readers, and thus, will shrink the number of people entering the top of your funnel. For your website to convert, you need to make sure your headlines are clear, concise and motivate people to want to learn more.

Action-Worthy CTAs

Headlines hook readers and entice them to stay on your page. But if they click away without taking action, you’ve gained nothing. That’s why every page and every blog post you create should have strong calls-to-action (CTAs).

CTAs should:

- Speak directly to a customer or candidate’s need
- Be extremely easy to find
- Stand out from the rest of the copy (we like to use buttons)
- Guide the potential client or candidate to the next step

It’s also important to note what you should not include in a CTA. You want to avoid words that are vague, can cause friction or sound too aggressive, including terms like "Submit" and "Download Now."

Ready to Rock Your Staffing Content?

Writing effective copy is both creative and technical. If you’d like help updating your copy and design to create a website that helps you attract clients and candidates, talk to the experts at Haley Marketing Group. [Contact our team today](#) to learn how we can help you create a modern website that ranks well in search, gets attention and drives action.