



Nobody Reading Your Blog? Here's How to Fix That

By Maggie Hinterberger

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Tired of pouring time and effort into writing content for your staffing or recruiting firm's blog – only to have nobody read your posts?

It's a frustrating and all-too-common problem staffing professionals face. If your readership is low, ask yourself the following questions:

- Are you writing about relevant topics?
- Are you publishing blogs without optimizing the copy for both readers and search engines?
- Are you sharing the content through other outlets to expand your reach?

Then, use the strategies below to take your blogging to the next level and ensure your content is not only being read, but is driving a strong ROI for your efforts:

Answer Questions Your Audience Wants to Know

If you specialize in healthcare staffing but your blog posts are about summer vacations or your political views, your content is missing the mark. Your audience wants to find answers to questions they have related to your expertise. Write about what you know and what your audience wants to know.

Optimize Your Blog Content

The subject matter of your blog posts and the keywords used in the copy, tags and meta data should reflect keywords your audience is searching for online. You can use many different SEO tools to find these keywords.

Don't stuff your content full of keywords in a way that makes it unnatural for readers – simply include relevant terms that fit well with the copy.

Create Clear Calls-to-Action

Don't stop your efforts after answering an important question for your audience – tell your audience exactly what you want them to do next. Include links in your article encouraging readers to take further action by reading related content, visiting your job board, etc. Calls-to-action can go beyond simple copy with links – they can include graphics within the copy of the body or sidebars encouraging users to sign up for newsletters, get job alerts, etc.

Share Content on Social Media

Once you have great blogs – share them! Share the blogs on company social media profiles and encourage your entire team to share them on their personal profiles. Your team can also engage with the content shared on the company pages – even resharing the blogs from here. All this activity helps boost the potential reach of the content and drive traffic back to your website.

Deliver Relevant Copy Directly to Your Audiences' Inbox

Create lists of your candidates/employees and prospects/clients and email relevant blog topics directly to your target audience(s) on a monthly or weekly basis. This helps ensure your company is top-of-mind with your audience and gives you the opportunity to deliver content directly to them that they'll find helpful – positioning you as a reliable resource.

Use Paid Strategies to Promote Content to Your Target Audiences Online

When you have a great post, you can promote this content on social media using various paid advertising strategies. Paid strategies allow you to target users in specific demographics (such as by location or industry) to reach users who may not be familiar with your company but are within your target audience.

Blogging is a great foundation for a content marketing strategy. Make the most of your content by testing these strategies.

Want more tips on blogging – or any other aspect of your staffing firm's marketing?

Reach out to our **staffing industry marketing specialists** at Haley Marketing to learn more about blogging, social media, PPC, email marketing and more!

About Maggie Hinterberger, Social Media Marketing Advisor

Maggie has a passion for content marketing, including reputation management, blogging and social media. Her experience in marketing allows her to leverage your marketing to keep your company top-of-mind at all times. Outside of work, Maggie spends her time reading, traveling and staying up-to-date on social media trends.