

A blurred background image of a group of people sitting around a table in a meeting. A single lightbulb hangs from the ceiling in the center of the frame, casting a warm glow. The text is overlaid on this image.

**JXT**

**THE #1 PROVIDER  
OF DIGITAL MARKETING  
SOLUTIONS FOR RECRUITERS**

# **SEO, SOCIAL & CONTENT**

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# SEO, SOCIAL AND CONTENT

SEO, social, content. If you're not managing these on daily basis, setting them up or improving them for your organisation may be daunting. The good news? This is one of our areas of expertise, and we're here to help. We'll start with a description of each, and why it's so important to get them right.



## SEO

Search Engine Optimisation ensures your site is recognised by search engines and is delivered appropriately in organic search results. It's critical to getting your brand seen by the right audience.

There are no instant results from SEO – it's a process of building your search engine profile over time, but the journey starts here. To maximise success it's time for you to think about best practice for:

- ◆ Page titles
- ◆ Meta descriptions
- ◆ Page headings (often called H1 and H2)
- ◆ Content – see below

Site architecture also has an important part to play. The better your site is structured for your audience and search engines, the more likely it is to rank highly. We've got plenty of experience in this and have done the hard work for you. Our recommended site architecture is one that will get you great results.

[See page 3](#) for a more detailed look at how to boost the visibility of your digital brand.

You may already have social channels set up, and we'll ensure those are seamlessly integrated to your site. However, if you're struggling to get engagement we can also develop and publish content through your social media profiles. We'll work with you to get the right message in front of the right people at the right time, and help with the best follow-up strategies.



## CONTENT

Great content, delivered well, is the reason for your site. Not only is it the way you'll engage your target audience and promote your brand, but it also helps your search rankings. If you want to ensure your messages are read and understood, how you present your content is just as important as the story itself.

Setting up your new site on the JXT platform is the best time to do an audit of the quantity and quality of your current content. Plan to create new, engaging content, as well as re-writing existing copy. If this isn't an area of expertise for you, we're here to help, with specialist digital writers available to take your content to the next level.

Want to get ready for the following stage? This is what's next:

- 5 Five steps for project success
- 6 Preparing for UAT
- 7 Going live – what you need to know
- What next for success?

## NEED HELP?

🕒 SEO, Social and Content are specialist areas that can make all the difference to your project. We're committed to ensuring your site is a success, so talk to us at any time about accessing our dedicated resources.

💬 You can get in touch with your team or anyone at JXT for friendly advice on building your online brand.

Call us on 02 9955 7170 or email [projects@jxt.com.au](mailto:projects@jxt.com.au)





# SEO FACT SHEET

## NAME

This is the name of your page which appears on your site's navigation e.g. Home, About Us, Clients, Candidates, Contact etc.

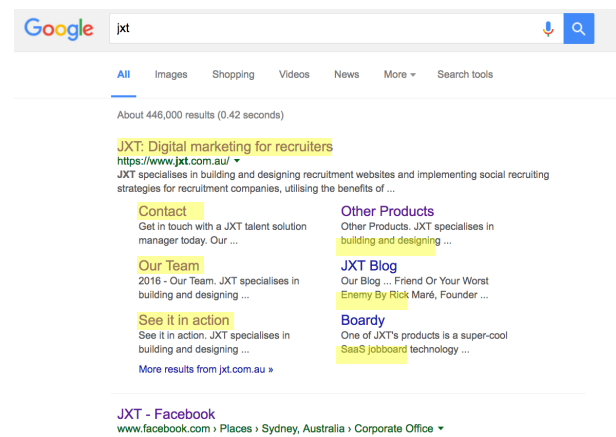
## META TITLE

This is what is displayed in the browser page title area (Max. 69 characters).

Highlighted yellow in the below

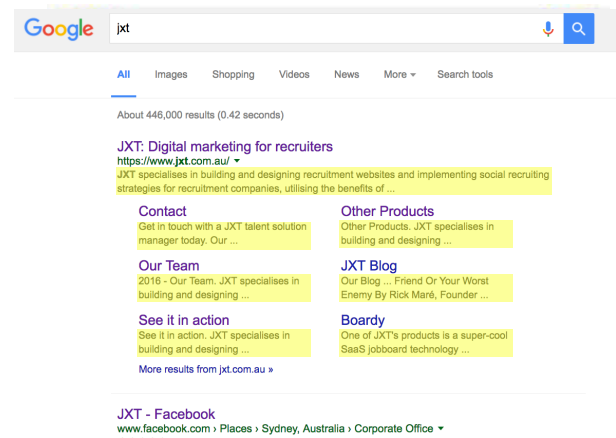
screenshot:

It is also what you see in a Google Search:



## META DESCRIPTION

The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. The short paragraph gives opportunity to advertise content to searchers and let them know exactly what the given page has with regard to what they're looking for.



## META KEYWORDS

Any keywords that relate to what your company want to be found for in web searches. This is not visible to the end user and can be separated via comma.

E.g.

```
<meta name="keywords" content="social recruiting,job board,job technology,job white label,recruiter job sites,recruiter web sites,web sites,seo,sem,recruitment websites,job board technology,job boards,recruiter websites,jobs jobs jobs,seek for jobs,social recruiting,mobile">
```