

Recruitment SEO Checklist

Check off each step as you complete it.

1. Define both target audiences

2. Research employer keywords

3. Research candidate keywords

4. Map keywords to pages

5. Improve core service pages

6. Improve job pages

7. Add valid structured data

8. Fix technical problems

9. Strengthen internal links

10. Build helpful content

11. Earn relevant authority

12. Track leads and applications

13. Measure placement value

14. Review results monthly