



**NEW LIGHTTM
DIGITAL**

PUBLISHING THIRD-PARTY CONTENT TO BOOST YOUR STAFFING AND RECRUITING BUSINESS

www.newlightdigital.com

Staffing and recruiting businesses looking to build a content strategy should consider **how** publishing third-party content **could benefit them**. **Here's the answer.**

Content marketing is essential for all types of businesses. If you want to grow your staffing and recruiting business, publishing third-party content is a smart way to gain greater exposure while improving your search engine rankings.

When you publish guest blogs or submit news releases to local news outlets, you add earned media to your marketing mix. Now, that publication's audience can learn more about you and take the next step in learning more about how you can help with their staffing and recruitment needs.

And when you include links in those articles, it tells Google that you are reputable because your website has reputable links pointed toward it.

So how can you make a solid third-party content plan? Here's a look at some ideas to help you get started.



1

Third-party Content Benefits

You might be wondering why you would publish content on a third-party website instead of on your site. Publishing content on your website is still important. But third-party content can provide the following added benefits to your content strategy.

- 01** It extends your reach to gain new readers and possibly turn them into prospects for your business.
- 02** Publishing on these sites offers additional credibility to help you demonstrate your capabilities and why businesses should hire you.
- 03** They provide inbound traffic to your website thanks to strategically placed links. This is better than blogs that others write about you because the reader might have to search your company name to learn more.



2

Goals for Engaging in Third-party Content



Before you get too far into building a strategy for publishing content on third-party websites, you need to consider your goals. This will help ensure you have the proper pieces in place for what happens after someone finds and reads your guest blog or news article.

Third-party publishing generally has four goals.

- 01 Gain name recognition and brand awareness to plant seeds in readers' minds about who you are and what you offer.
- 02 Demonstrate thought leadership to prove industry authority.
- 03 Earn traffic to your website from potentially interested parties that are ideal for your products or services.
- 04 Secure backlinks that help elevate your SEO by increasing your domain authority.

Keeping that in perspective can help you review your website to ensure you have proper calls to action to encourage the next step after a user reads your content. It can also inform what links you include in these third-party articles to gain the greatest benefit from the time you invest in earning publication.

3

Criteria for Guest Blogs for the Staffing and Recruiting Industry

Now that you know the value guest blogs can offer, it's time to find the right ones. You can't publish information just anywhere. You have to consider your audience carefully. Here's a look at some criteria you should have for third-party guest blogs.

- 01 Domain authority of no less than 25. **MOZ has a helpful tool for checking domain authority** that you can use for free up to three times per day.
- 02 A strong audience fit. Your primary audience is likely a chief human resources officer or other high-level HR representative.
- 03 The blog is active and has a strong readership, as shown by traffic, clicks and a low bounce rate.
- 04 Ideally, the publication has a strong email list and social media following to ensure a strong readership for your article.
- 05 Does the guest blog allow for do-follow links? Generally, only smaller publications allow these links. So you'll have to balance domain authority with linking power.



4

How to Pitch a Guest Blog



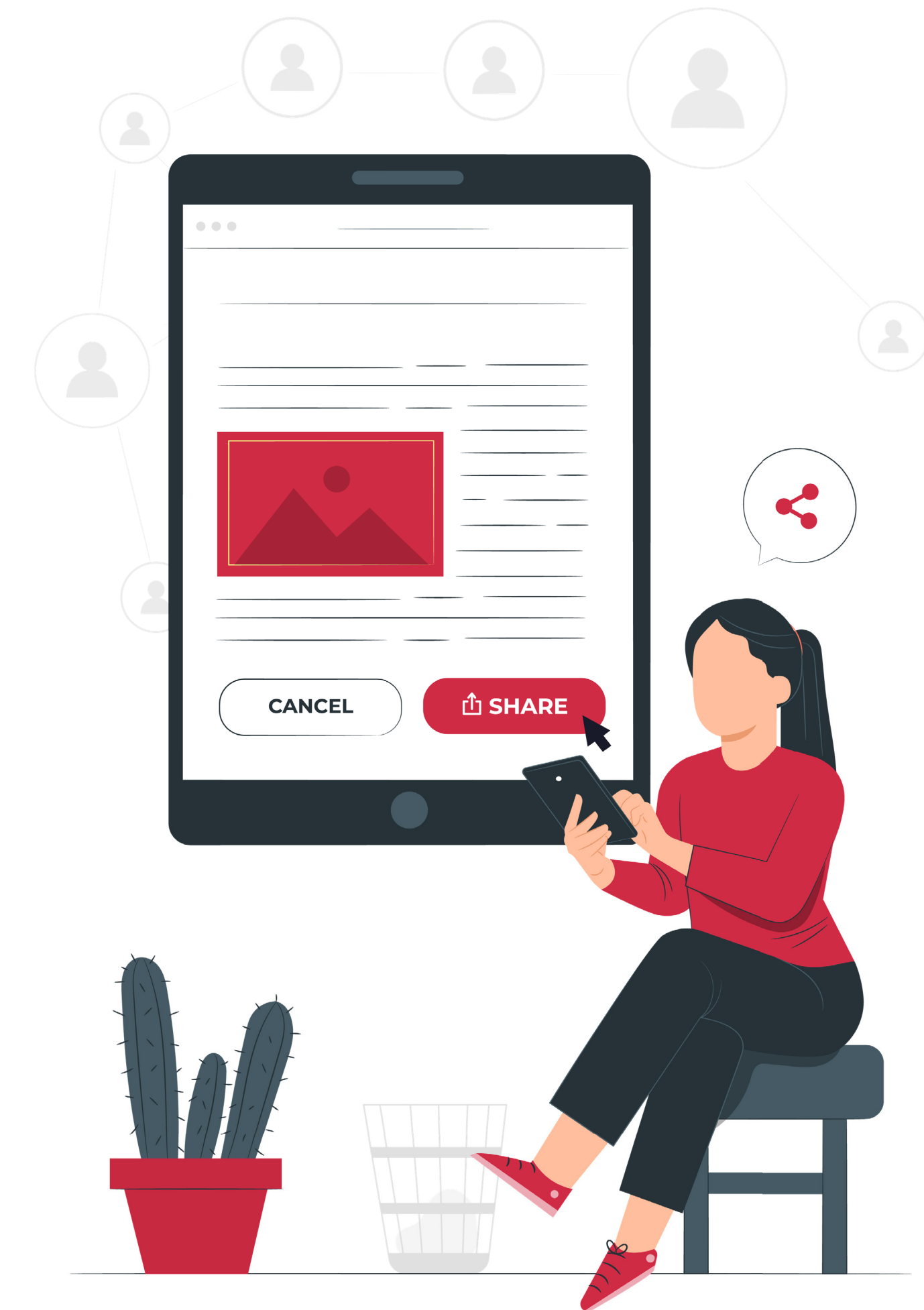
Before you reach out and pitch your guest blog or news article idea, take some time to get to know the blog content. This will help ensure you aren't recommending a topic that they've already covered or that doesn't fit their audience. As you read through the guest blog content, consider these questions.

- 01 Does the blog cater to beginners, intermediate or advanced businesses? Or where are they at in their lifecycle of getting established, growing and earning market share?
- 02 Who is the publication's primary audience? For example, perhaps you're evaluating a niche blog because you offer a niche service of staffing and recruiting specifically for IT positions or within the aerospace industry. Specialized recruiting businesses will have to be even pickier about what publications to target for guest blogs.
- 03 What types of content does the publication cover? Are they mostly how-to articles and videos or do they provide more general concepts to help you get started with something? Perhaps they mostly publish articles in a listicle format, such as the 10 best places to find highly qualified candidates.

Once you know more about their content, take a spin through a few of the guest articles they've published. As you read the articles, consider several aspects, including who the guest bloggers are, what content seems to do best with the audience, and the treatment or exposure the blog gives the guest blog on social media.

Now you're ready to pitch your article because you know more about the publication and how well guest blogs perform there. Here's what you should be doing to pitch your article idea.

- 01** Ensure a good fit with the publication's guest blog guidelines.
- 02** Personalize your email based on the blog's author or the name of the person who oversees guest blogs.
- 03** Explain who you are and what you have to offer the blog's audience.
- 04** Outline your article idea and a brief overview of what it will include.



5

How Often Should You Publish Third-party Content?



Maintaining your company blog probably feels like a large enough task. You're regularly managing content ideas, building your publishing schedule and ensuring that new content makes its way onto your email marketing schedule and social media publishing.

So how can you manage all that plus guest blogging? That's understandable. And that's where you don't need to publish third-party articles nearly as often as you do content on your website.



Starting out, you might aim to publish a third-party article once per quarter. Or staffing and recruiting businesses with a larger marketing staff might be able to commit to once per month. It all depends on your bandwidth. You certainly don't want to stop all content on your website or delay circulating new content to your followers. Guest blogging should augment what you're doing.

Your content team should stay in contact with your PR team as well to balance guest blogging with news coverage. Getting news coverage isn't necessarily the same as guest blogging because it doesn't have the hyper-focused audience that guest blogs do. But it still offers SEO value and helps get your name out there, which can give your guest blogging team a little rest to find new publications and create new strategies.

Content Marketing Strategy for Staffing and Recruiting Businesses

If you aren't sure where to get started with drafting a content marketing plan with strategic third-party content, schedule a free consultation with **New Light Digital**. Our team helps companies in your industry build strategic plans that help them earn new business and expand their reach to find highly qualified candidates that delight their clients.

[CONTACT US](#)

