

5 THINGS EVERY ELECTRICAL CONTRACTOR CAN FIX ON THEIR WEBSITE IN THE NEXT WEEK TO INCREASE RECRUITING LEADS

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INTRODUCTION

STOP WASTING TIME ON THE INTERNET

Stop wasting time on the Internet!

This is my hope for you. Like most contractors, you are probably distracted and overwhelmed by the possibilities of doing recruiting online. It is true that the Internet is a game changing tool for growing companies to collect leads, attract employees, and pre-educate potential staff.

It is also true that most of us fail dismally in our online ventures.

So here are five things you can do in the next week to get the needle moving in the right direction.



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GET SPECIFIC

**SMART: SPECIFIC, MEASURABLE, ACTIONABLE,
REALISTIC, TIME-BOUND**

For those of you who are not familiar with SMART goals, the acronym stands for Specific, Measurable, Actionable, Realistic and Time-bound. SMART goals are part of an idea that has been around for decades and has helped businesses and individuals increase productivity and stay focused.

The reason SMART goals are back in favor is because the Internet allows us to measure and track most of what we do. In this section, we're going to focus on getting specific about our goals because that is usually the hardest part of the process.

Ask yourself this question: If you could have 10 new employees today, but they all had to be a clone of one of your existing employees, who would the existing employee be?

The best way to find that existing employee is to identify who is the most profitable, gives you the least amount of grief, is a joy to work with, often refers your company to potential new employees, shows up on time, and who you would genuinely like to have more of.

Once you have identified this employee, ask yourself what is important to them in an employer, where do they come from, what is their work history, why did they hire on with you, what helps them thrive at work, what are their career aspirations, and what value YOU offer the relationship.



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GET SPECIFIC

SMART: SPECIFIC, MEASUREABLE, ACTIONABLE,
REALISTIC, TIME-BOUND

Now visit your website and read all of the pages related to employment with your company. Work your way through the pages as if you were your number one employee. Imagine that these pages have been built specifically for you.

Ask yourself these questions:

Does the language used on the pages resonate with you?

Are the images engaging to look at? Is the information relevant and interesting?

Your recruiting pages should be built for your number one employee and nobody else. This is usually difficult to execute because we are afraid of potentially losing other possible recruits. However, if we have identified who our number one employee is, doesn't it make sense to then focus on just attracting more of them?

Action

List all of the changes to the text and images you need to make on your website so that it appeals to your number one employee.

Most websites fail to achieve a measurable goal for the business because they fail to ask the user to take action. If the goal of your website employment pages are to encourage potential new employees to pick up the phone or email you with an employment inquiry, then you need to be explicit about asking them to take that action.

Have you ever been in a store when the shop assistant asked you if you'd like to join their VIP club to receive a discount? Some of us join; most of us don't. But when was the last time you walked into a store and asked them if you could join their VIP club? Never. The point is: if you don't ask, you don't get.

Action

Identify the action you want your website employment page visitors to take and make sure it is clear and obvious on every relevant page throughout your site.



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GET FOUND

SMART: SPECIFIC, MEASUREABLE, ACTIONABLE,
REALISTIC, TIME-BOUND

It's no secret that millions of people are using Google every day to search for information and answers to their questions. But it doesn't take black magic or superpowers to get your website found on Google.

The first thing you need to ensure is that you are in the Google index. This is like making sure your card is in the library index so when someone searches for your type of book they can find you.

Type the following into the Google search engine to see if your website is in the Google index:

site:yourdomainname.com

Obviously replace "yourdomainname" with your actual website address. E.g. if I want to make sure my website is in the Google index I would type this into Google:

site:rhinofox.com



GET FOUND

SMART: SPECIFIC, MEASUREABLE, ACTIONABLE,
REALISTIC, TIME-BOUND

If your website is not in the Google index, you will need to open an account with Google Webmaster tools and submit your website to Google. Here's a great video from Jennifer at Google explaining how it works.

https://www.youtube.com/watch?feature=player_embedded&v=uNZJMZ0hi1Y#t=13

Action:

Action

Make sure you are in the Google index so you can get found. If need be, instruct your web developer to submit your site to Google for you.



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GET SHARED

SMART: SPECIFIC, MEASUREABLE, ACTIONABLE,
REALISTIC, TIME-BOUND

This is the part that requires actual work. You've probably heard a thousand times that the key to getting shared on social media is to create engaging content. Let me explain this in real world example:

Have you ever been at a party and found yourself quoting someone else from a conversation you had a few days ago? Have you ever been at a party and overheard somebody else quoting something you said earlier in the evening? The same principle applies to getting shared on social media.

People share things on social media based on how it is going to make them look to their peers. So if nobody is sharing your content on social media, then you need to create different content.

Ask yourself what you could create that your number one employee would be interested in sharing with their peers. Types of content can include a blog post, a free report, a video interview, a podcast or a free e-book just like this one you are reading. The key is to make it as useful as possible to that number one employee and make it easy for them to share.

Action

Create one piece of content and share it with your #1 employee via LinkedIn, Twitter or Facebook.

The only way to improve your online activities over time is to measure what you are doing. Luckily, Google provides us with an amazing free tool to track how visitors are behaving on our website.

Google analytics should be installed on every page on your website and you should be reading your Google analytics reports once a week to understand how your audience are responding to you.

Click here to view a free video from Grovo to show you how to get started with Google analytics:

<http://www.grovo.com/get-started-with-google-analytics/install-the-tracking-code>

Action

Make sure Google analytics is installed on your website and that you can access the reports to read every week.

The Internet provides contractors with huge opportunities to connect with new employees. It also provides us with an enormous amount of information, white noise and distraction.

The aim of this short e-book is to cut through the clutter and give you some actionable steps that will make a real difference to how your website is performing for your business.

For more information visit RhinoFox.com and subscribe to receive industry updates and recruitment marketing tactics for electrical contractors.



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QUESTIONS?

APPLYING THE STRATEGY TO YOUR COMPANY

Each company is unique. Your hiring needs have commonalities with other Electrical Contractors, but your company's employee value offer, culture, and expectations are unique. The strategy covered here is generalized to help get you started, but not all inclusive. Adapt as needed.

Have more questions specific to your unique company needs?

Reach out to me at:
dainella@rhinofox.com.

Mention this eBook to book a complimentary strategy session specific to your company's needs.

Dainella Nartker
RhinoFox, LLC
Connecting Electrical Contractors
with Skilled Tradesworkers