

10 tips to starting a blog on your recruitment website

recwebbs.com



1 Answer common questions

Put yourself in a candidate's shoes. What would you want advice on? Or, on the flip side, what is the advice that you wish you could give to every candidate out there?

3 Think carefully about your title

Creating concise, relevant titles will help your page to be found by search engines. You also want to make your title stand out and lure visitors into reading the body of the blog so include words that will grab attention.

5 Include images and graphics

A blog without a single image is likely to deter visitors. A great visual helps to draw interest and aid understanding. If you have any graphics to help readers understand your content insert those into the main body where relevant.

7 Link to external sources

Providing links to relevant external articles on reputable websites will lend authority to your blog, show that you're well informed, and give visitors extra information.

9 Proofread before you publish

Spelling mistakes and typos make it harder for visitors to read your content, can tarnish your brand reputation and Google won't pick up words that aren't spelled correctly so check, check and then check again before you publish.

2 Demonstrate industry knowledge

Share your expertise and knowledge in the industry or industries you recruit for. Become known as a thought leader within that industry. Your goal here is to demonstrate that you know your industry inside out.

4 Keep it concise

Brevity is key when it comes to blogs – not many have the time or the inclination to read an essay on a screen. People are quick to click away when faced with a wall of text that demands lots of scrolling.

6 Insert keywords subtly

Keywords are important to help Google understand your content and index it appropriately, thereby allowing people to find it, but they mustn't be used at the expense of the readability of your blog.

8 Encourage comments

Encouraging interaction is a great way to kick-start communication with potential or current clients and candidates.

10 Ensure your blog is seen

You could write the most interesting and informative article in the world but if it's not seen, it's useless. Ensure the navigation bar on your website makes it clear where to find your blog page.

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LL Leslie



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Table of Contents Starting A Blog Organically How To Start Starting A Blog That Actually

1. Understanding the eBook Starting A Blog Organically How To Start Starting A Blog That Actually
 - The Rise of Digital Reading Starting A Blog Organically How To Start Starting A Blog That Actually
 - Advantages of eBooks Over Traditional Books
2. Identifying Starting A Blog Organically How To Start Starting A Blog That Actually
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Starting A Blog Organically How To Start Starting A Blog That Actually
 - User-Friendly Interface
4. Exploring eBook Recommendations from Starting A Blog Organically How To Start Starting A Blog That Actually
 - Personalized Recommendations
 - Starting A Blog Organically How To Start Starting A Blog That Actually User Reviews and Ratings
 - Starting A Blog Organically How To Start Starting A Blog That Actually and Bestseller Lists
5. Accessing Starting A Blog Organically How To Start Starting A Blog That Actually Free and Paid eBooks
 - Starting A Blog Organically How To Start Starting A Blog That Actually Public Domain eBooks
 - Starting A Blog Organically How To Start Starting A Blog That Actually eBook Subscription Services
 - Starting A Blog Organically How To Start Starting A Blog That Actually Budget-Friendly Options

6. Navigating Starting A Blog Organically How To Start Starting A Blog That Actually eBook Formats
 - ePub, PDF, MOBI, and More
 - Starting A Blog Organically How To Start Starting A Blog That Actually Compatibility with Devices
 - Starting A Blog Organically How To Start Starting A Blog That Actually Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Starting A Blog Organically How To Start Starting A Blog That Actually
 - Highlighting and Note-Taking Starting A Blog Organically How To Start Starting A Blog That Actually
 - Interactive Elements Starting A Blog Organically How To Start Starting A Blog That Actually
8. Staying Engaged with Starting A Blog Organically How To Start Starting A Blog That Actually
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Starting A Blog Organically How To Start Starting A Blog That Actually
9. Balancing eBooks and Physical Books Starting A Blog Organically How To Start Starting A Blog That Actually
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Starting A Blog Organically How To Start Starting A Blog That Actually
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Starting A Blog Organically How To Start Starting A Blog That Actually
 - Setting Reading Goals Starting A Blog Organically How To Start Starting A Blog That Actually
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Starting A Blog Organically How To Start Starting A Blog That Actually
 - Fact-Checking eBook Content of Starting A Blog Organically How To Start Starting A Blog That Actually
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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