



It's Google's world...learn how to thrive in it



90% **5.7**

Google accounts for over **90%** of global organic search traffic

billion searches are performed on Google every day

88%

of candidates begin their job search on Google

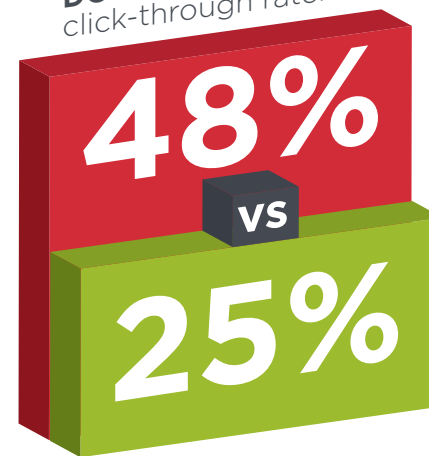
30%

of all Google searches, about **300 million per month**, are employment-related

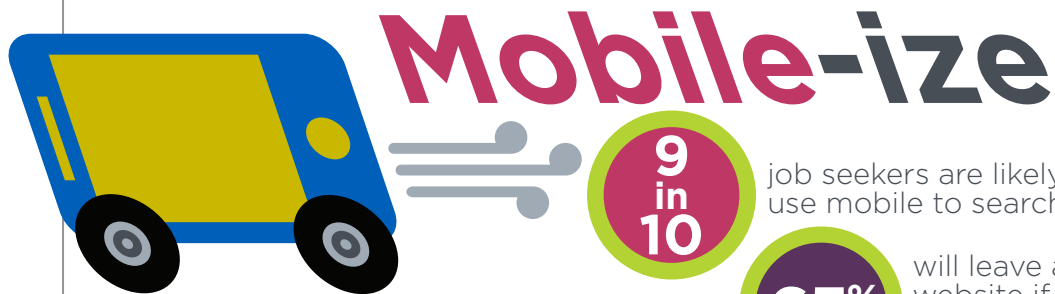
You've got to **rank high**



Searches with brand names have nearly **DOUBLE** the click-through rate:



Focusing on the user experience **increases your rank**



Google's latest algorithm favors mobile-friendly sites

9 in 10

job seekers are likely to use mobile to search jobs

65%

will leave a website if it is not mobile-optimized

Google rewards content



Say NO to:

- Keyword stuffing
- Manipulative internal links



Say YES to:

- Valuable content
- Unique, accurate page titles
- Brief, descriptive meta-tags
- Simple-to-understand URLs

To speak to our experts, contact **N | A | S** today.

Sources include Advanced Web Ranking 2015, Unbridled Talent