



## Step 3. Answer all those questions

### Content for your landing page

**Design a document** that explains the step by step process of recruitment in your business. **“Start Here”** Candidates are already nervous, put them at ease by helping them find their feet when applying

Come up with blogs that address key topics and questions like “10 reasons why you should work for us!” or “*What does a River Surveyor do?*”

#### **Other topics could be:**

- 10 best Survey companies to work for in UK (*share your competitors, remember they are on your site first: this will do wonders for your SEO*)
- Why Land Surveying is a great career choice
- Why girls shouldn't apply (*switch it out and get people to click*)
- Where did Surveyors come from?
- What is our recruitment process overview
- What is the interview process like?
- What support will i get in my Survey career?
- 8 cool facts about Surveying as a career
- When did Surveying start? Here are 5 facts
- The history of surveying
- Types of Survey projects we deliver and why
- Why we specialise in River Surveying
- What is River Surveying?



## Great books to buy to help with content creation

- Everybody Writes by Ann Handley
- They Ask You Answer by Marcus Sheridan
- The content fuel framework by Melanie Deziel

## Great career page examples

- Jacobs: <https://careers.jacobs.com>
- Land Surveys Australia: <https://careers.landsurveys.net.au>
- WSP America: <https://www.wsp.com/en-US/careers>

Getting those hits on social media but they aren't converting into sales?

Learn the ropes through the Geospatial Marketing Academy! A practical 10 week course for Surveyors and Geospatial people!

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