

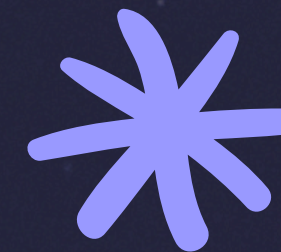
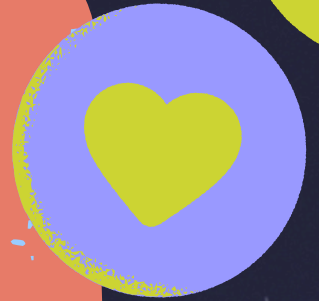
Leya Skaria

SEO Audit



Trusted
talent™

Increasing Online Presence for AI





Research

Online Presence

Generally good based on “Trusted Talent...” searches.
But with “Travel Nursing...” searches, our company
does not show up.

We must have a presence on Blogs, Reddit, and
reviews so AI overviews can detect our company's
name. We also need to distinguish ourselves from
Trusted Health





Email Marketing & Social Media



Google Form to Active TNS:

"Name (optional)
Specialty
Assignment location
Recruiter name
Rate communication
Rate onboarding
Rate job quality
Would you recommend
Trusted Talent?
What stood out most?
Permission to publish?
Email (optional)"



Outreach Emails

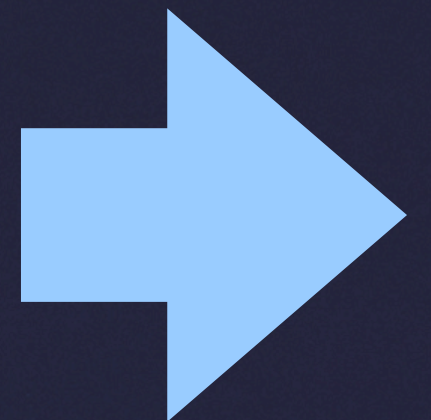
Subject: Trusted Talent Resource Listing

"Hi,
My name is [Name], and I'm on the marketing team at Trusted Talent, a healthcare staffing agency specializing in travel nursing, locum tenens, allied health, and physician staffing. I came across your resource page featuring healthcare staffing agencies and thought Trusted Talent could be a valuable addition for your audience.
Our team focuses on personalized recruiter support, transparent communication, and helping clinicians find opportunities that fit both their professional and personal goals. If you're currently updating your directory or accepting new agency listings, we'd love to be considered.
I'd be happy to provide any additional information you need.
Thank you for your time!
Best,"

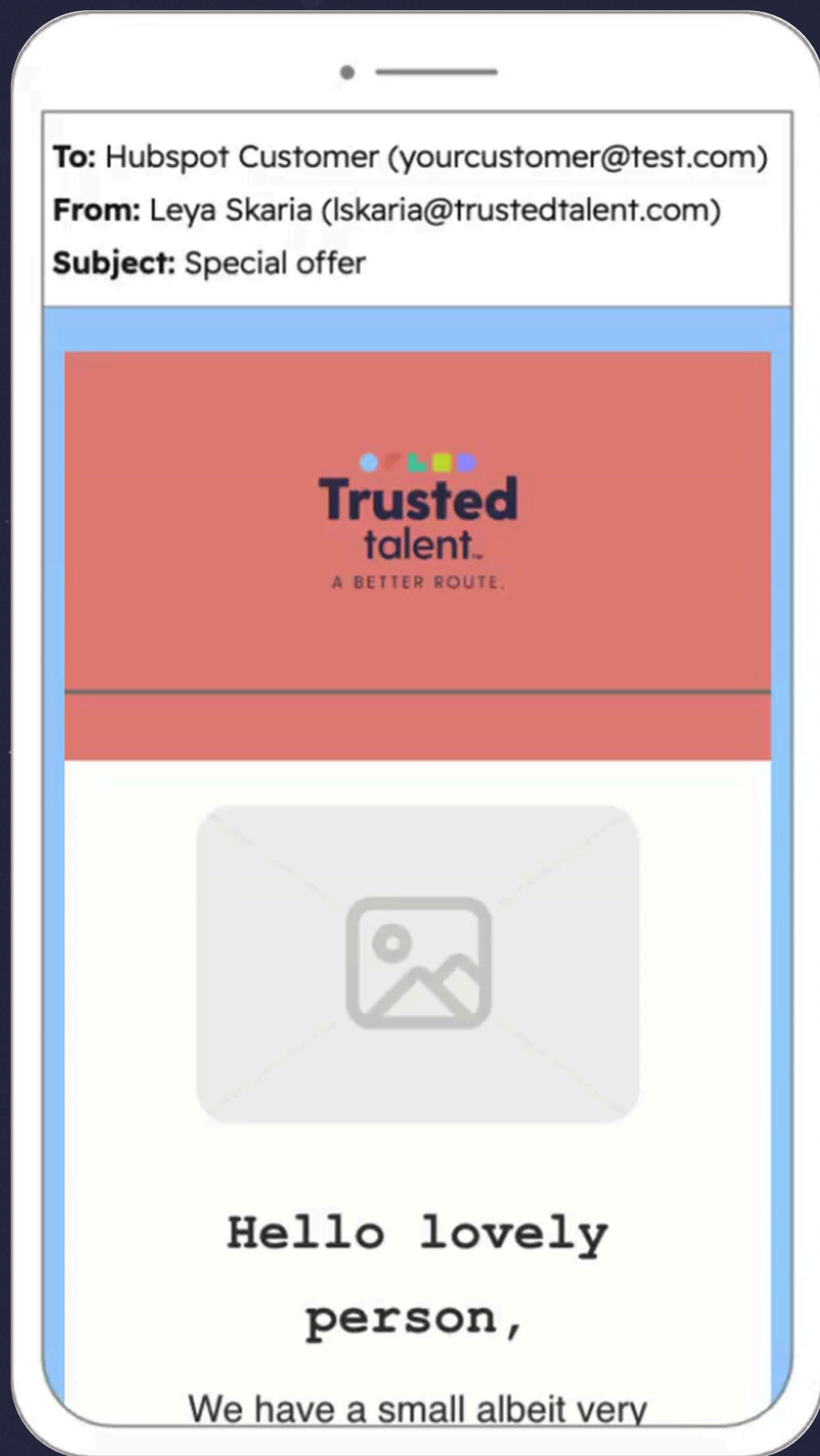


Social Media + Emails

Next Page
has examples
for Social
Media Posts
and Emails to
send



Examples:



Key Websites



- * **BluePipes**
- * **Vivian**
- * **CatSol**
- * **Facebook**
- * **Indeed**
- * **Glassdoor**
- * **Google Reviews**
- * **Better Nurse**
- * Nurse
- * All Nurse
- * Travel Nursing
- * Travel Nurse Central
- * Google Business Profile





Blog Content:

“Ultimate Guide for TNS in Buffalo, NY”

Common blog post for BluePipes.

Trusted Talent Company Profile

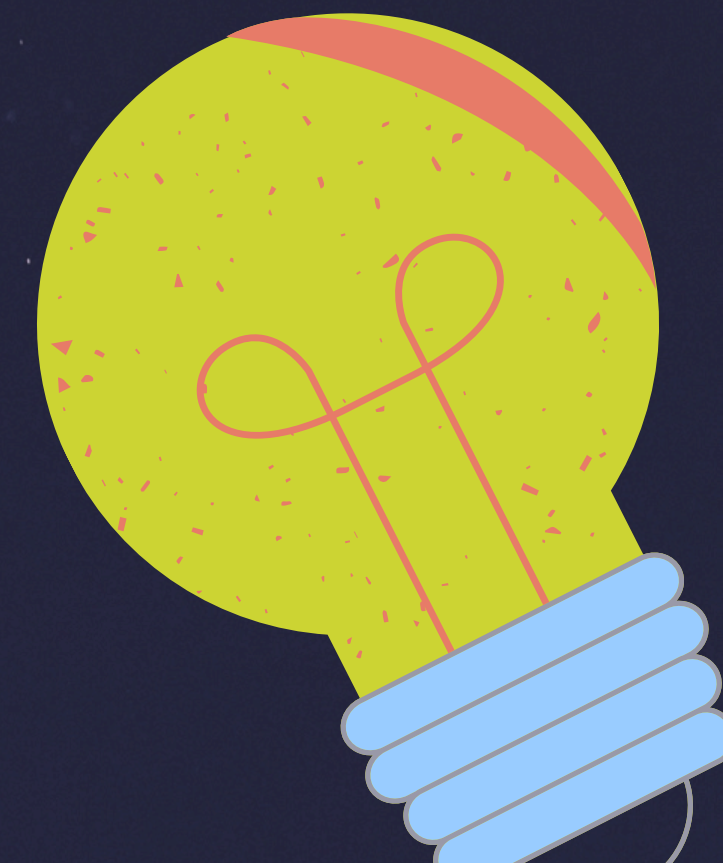
Will show our company's difference.

General Blog Ideas:

“Travel Nurse Trends in 2026”

“Top Travel Nurse Agencies in 2026”

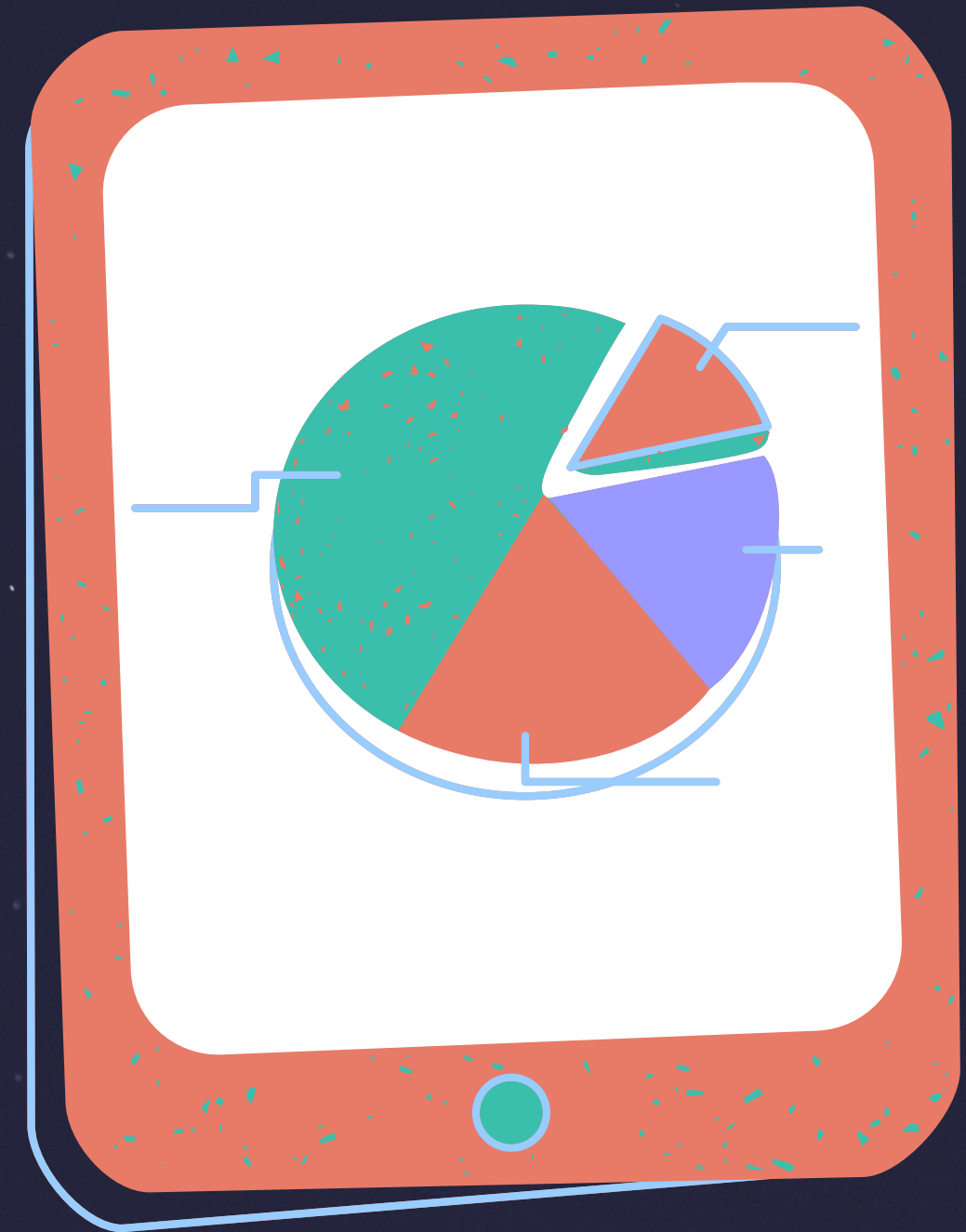
“Recruiters use AI”





Usage of **AI TIPS**

- FAQ with Key Words
- Glossary
- Publish Original Data (Use statistics)
- Build Recruiter Profiles
- Digital PR (Stories & Blogs) (quotes)





Thank You
For Your Attention