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Oct 2026
Vol. 19 Issue 232

How Healthcare Staffing Firms are Boosting Profitability with Automation

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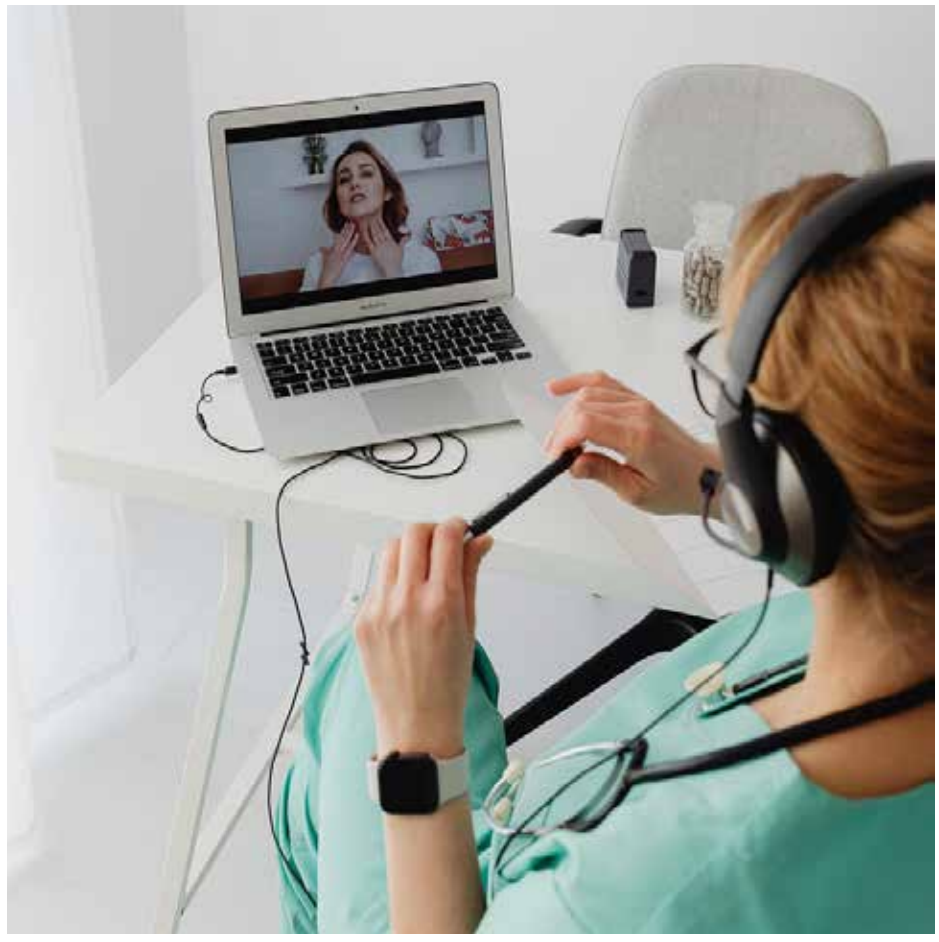

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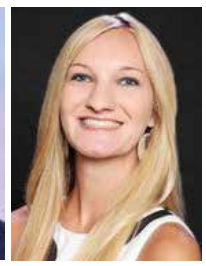

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DID YOU KNOW?

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How Healthcare Staffing Firms are Boosting Profitability with Automation

By Jennifer Roeslmeier Mikels

The healthcare staffing landscape has changed significantly over the past 5 years. The market has changed, demand has changed, the conversations we were having a year ago have changed. The technology healthcare staffing firms use has also been a part of this change. Today the highest-performing healthcare staffing agencies are incorporating AI, automation, VMS, and more into their everyday processes.
With the influx of AI and new vendors entering the industry, it can be overwhelming to decide on what to implement at your staffing agency that will drive true profitability. Today's technology is helping tackle expensive friction points for healthcare staffing firms by eliminating the time it takes to place workers on an assignment and incorporating more automation into their processes.

In a recent episode on our podcast, The Staffing Buzz Network, we welcomed Crystal Fullilove, Senior Healthcare Staffing Analyst at Staffing Industry Analysts. One of the conversations we had was about how automation and technology is driving profitability for staffing firms. In this article, we outline some of the top automation and technology tools that we discussed that today's top staffing firms are using.

How to Choose the Right Technology for Your Staffing Firm

As mentioned in the beginning of this article, today there are so many different vendors where it makes it impossible to choose the best technology to implement at your staffing company. At the end of the day, you are looking to implement tools that will drive efficiency, help outpace the competition, and drive growth for your staffing firm. When it comes to implementing new technology, the best place to start is with your healthcare staffing software solution. First, see what tools they already have for you to take advantage of.

Second, see what tools they integrate with. The more your healthcare staffing software is connected to the automation and AI tools you are implementing, the more streamlined every process will be. When tools are disconnected and not working with each other, it will make it hard to find true value and profitability from them.

Top Automation Technology Driving Profitability for Healthcare Staffing Companies

Automated Credentialing

Automated credentialing prevents major compliance problems and eliminates manual follow up. Automated credential tracking is vital for every healthcare staffing company. Manually keeping track of credentials leaves room for error. Not to mention the time you need to put into keeping the information up to date and reaching out to employees with expiring credentials.

Staffing companies are using their healthcare staffing software to send automatic reminders to individuals with expiring or expired credentials. This alerts the employees of their credential expiration date and will prompt them to provide their updated credentials, otherwise they won't be placed.

Another imperative tool is the ability to put a hard stop on placing candidates with missing or expiring credentials in your staffing software. This is critical, as you don't want to be held responsible for placing clinicians who do not have the proper credentials.

Your healthcare staffing software should also have a credential expiration report that helps you monitor which employees have expiring or expired credentials.

AI Shift Matching

AI talent matching in healthcare staffing software solutions is helping improve submission speed and improve shift matching. In a time when facilities need quicker turnaround times, AI talent matching tools are helping staffing companies identify the best clinicians for open shifts based on skills, credentials, education, location, and more. This eliminates countless hours searching your staffing software for clinicians that are a match. You can get immediate results on who the top matches are for an open shift.

In conjunction with AI talent matching, predictive intelligence is also helping staffing companies determine how risky a placement is going to be based on their engagement with your staffing agency, retention, previous placement success, and more. If someone has a high-risk score, that may be an immediate red flag that they might not be the best placement for the shift.

Mobile App for Healthcare Workers

Mobile technology is helping clinicians manage credentials and assignments, log availability and time, and look for new shift opportunities without recruiter intervention. These self-service tools give clinicians the flexibility and control they are looking for and helps staffing agencies save time by eliminating unnecessary back and forth communication.

Healthcare staffing agencies can also send AI-powered job invites overnight within the mobile app. Some healthcare staffing software solutions can identify clinicians that are a match for a shift and send out automatic job invites. These job invites can be accepted right within the mobile app, and their status is automatically updated to 'working' within the staffing software. This technology is a big game changer for healthcare staffing firms and is especially beneficial when needing to fill shifts quickly.

ATS and VMS Connectivity

In general, there has been a big rise of MSP's and VMS in healthcare staffing. VMS connectivity is essential with your ATS, aka your staffing software. When your ATS and VMS speak, it provides a seamless automated experience for operations. Manual work is significantly eliminated as well by not needing to enter information twice within your ATS and VMS platform. All VMS data flows directly into your staffing software platform, allowing for automated billing and supplier payments.

Self-Service Web Portals for Facilities and Employees

Like the mobile app experience, clinician and facility web portals also provide convenient self-service tools. Everyone is on the go so having the ability to complete tasks easily and on their own is huge from both a clinician and facility point of view.

Similar to a mobile app, clinicians can use the web portal to enter availability, time, upload credentials, and view upcoming assignments. On the other hand, facilities can use a web portal to view upcoming shift schedules, invoices, and reporting. They can also use the portal to submit open shifts to your staffing agency. Having a mobile-friendly web portal is also beneficial, as it gives them access to everything they need right at their fingertips, which is especially important as they aren't always by a computer. All data from your staffing software flows into the web portal and vice versa.

Pay Package Calculator Built-In to Your Healthcare Staffing Software

In healthcare staffing, you are managing many different shift types, from long-term assignments that involve sign-on bonuses to per-diem and other travel perks that require gross margin to be assessed. A pay package calculator that is built into your

staffing software that integrates with the GSA Rates Calculator will provide a detailed calculation and analysis of Pay/Bill Hours, Pay/Bill Rates, Overtime Calculations, Bonuses, Holidays, and more. The calculation will also provide your expected gross margin percentage and markup.

A built-in pay package calculator within your healthcare staffing software will save you time, help you save and earn more money by correct gross margin calculations, and relieve the stress of manual, complex pay calculations. All of this happening without needing to leave your staffing software. Some built-in pay package calculators can even send the pay package to your candidate for approval right from the pay package calculator screen.

Boosting Profitability with Automation

The healthcare staffing landscape has completely changed and the staffing companies that are taking advantage of AI and automation within their workflow will continue to drive growth and profitability. Start with your healthcare staffing software to determine if they have the above tools and then see who they integrate. Today, it can be overwhelming with

the number of AI and automation vendors in the industry, but the more you stay connected and integrated within your staffing software platform, the more results you are going to see. The healthcare staffing landscape is changing, but you can outpace the competition and drive growth for your staffing agency by incorporating the right automation tools within your processes.

*Interested in learning more? Schedule a Demo of Ultra-**Staff** EDGE Healthcare Staffing Software to see how you can incorporate the above tools into your everyday processes to drive profitability.*

Senior Digital Marketing and Brands Manager at Automated Business Designs
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Just Ask Judy

Engineers in Demand!

By Judy Collins

With all the current economic activity, especially in the manufacturing/industrial sector, I asked myself, "what are the top five states now hiring engineers and who are the most likely employers?" I also considered what areas of specialty or engineering discipline were in the most demand and what sort of average salaries can be expected. Opportunities for recruiters abound for the placement of engineers! As noted in previous articles, much of this activity is due to the business-friendly policies and reshoring initiatives of the present administration. Reduced regulations, rapid expensing of capital investment, tariff-driven incentives for foreign investment, and a healthy and growing economy all contribute to a surge in demand for engineers. This article gives a brief recap of what I found.

The table below summarizes the top five states for engineering recruiting:

State	Engineering Discipline	Approx. Salary*	Likely Employers
Texas	Electrical, Mechanical, Civil, Industrial, Chemical, Petroleum Aerospace, Data Center, MEP	$100k-160k	Lockheed Martin, SpaceX, RTX, Samsung, TI, Jacobs
California	Electrical, Computer Hardware, Mechanical, Aerospace, Civil, Semiconductor, Manufacturing	$120k-175k	SpaceX, Apple, NVIDIA, Tesla, Northrop Grumman
Michigan	Mechanical, Industrial, Electrical Manufacturing, Automotive, Controls/Automation	$95k-125k	GM, Ford, Stellantis, BorgWarner, Magna
Virginia	Electrical, Mechanical, Civil, Data Center, Systems, MEP, Aerospace/Defense	$105k-145k	Northrop Grumman, Amazon, Gen. Dynamics, Dom. Energy, Microsoft
Florida	Civil, Mechanical, Electrical, Northrop Grumman, RTX,	$95k-135k	Lockheed Martin, L3Harris, Aerospace, Systems, Defense Blue Origin, SpaceX

*The salaries can vary widely depending on the engineering discipline, experience levels, security clearance, location, and other factors.

So, recruiters should consider focusing their attention on four major clusters of engineering activity:

Data Centers – Electrical, Mechanical, MEP (Mechanical/ Electrical/Plumbing), Power, Controls, Commissioning, and Construction/Project Engineers

Manufacturing/ Semiconductors – Electrical, Mechanical, Industrial, Process, Controls, Automation, and Facilities Engineers.

Defense/Aerospace/Space – Aerospace, Mechanical, Electrical, Systems, RF (Radio Frequency), Avionics, Manufacturing, and Quality Engineers.

Infrastructure – Civil, Structural, Transportation, MEP, Water/Wastewater, and Environmental Engineers.

Many large engineering projects create demand for contract engineers and project-based technical personnel. The firms listed above have direct staff but also rely heavily on outside engineering firms and contract hires. Search out candidates and match them up to the contractors or subcontractors likely to be doing the work. Do some research into firms being awarded contracts for design, construction or operations and be prepared to offer candidates when the need arises.

If you enjoyed this article, let me know your comments. I am always happy to discuss what is happening in the marketplace! For more information on Employer of Record Services and Back Office Support contact me at judy@jcsrllc.com, or visit my website at https://www.jcsrllc.com! Feel free to check out my new YouTube channel at https://www.youtube.com@judycollinsstaffingresources for informative interviews on business topics. Subscribe so you can always see the latest interview.

Read More By Judy Collins

How To Avoid Candidate Interview No-Shows

QUESTION: How do you avoid candidate interview no-shows? I had 2 out of 3 no-shows for a new client, and it is making me look bad.

Setting Rigid Expectations with Candidates

Based on that question, are you setting rigid expectations with that candidate from the very start of the interview? Generally, I go through a whole candidate assessment in really rudimentary steps. I determine if they are interested. They appear to be interested. I go through an entire series of expectations.

Establishing Candidate Commitment

It is okay to say no until you say yes. You can say that I am not interested in the company right now, Mike. No harm, no foul. You can say, Mike, no, I do not want to go on the interview. If I call you in a couple of days, you can say no, I do not want to go to the second interview. No, I do not want to go to the final, or no, I do not want to take the offer.

Until you say yes to a step, if you say yes – and I know stuff happens – can we agree that we are in integrity and that you will go to the interview and the second? You might hear things in the first interview and go, no, I do not want to go to the second. Totally okay. Just be straight with me. You might hear things in the final interview and go, no, I am not even going to entertain that offer, I do not want to work there. Or maybe you get to the offer and they make you a bad offer. You can say, no, I do not want the offer.

You can say no until you say yes to that step. Can we agree on that? Can we agree?

Handling Common Excuses for No-Shows

I know stuff happens. I've been a recruiter for a long time. It's amazing how many flat tires there were, especially when we were doing face-to-face interviews. I have heard every reason after the fact why a candidate couldn't show up to an interview, whether the internet was down that day, your phone was dead, or you had the wrong number. Just be straight with me. Based on our conversation today about this opportunity and where you want to go, I see alignment here.

If I get it set up, (1) not only will you agree to go, and feel free to come up with more questions after we get off the phone, and (2) as a courtesy to the employer, that you show up. If stuff happens, here is the easiest way to get a hold of me, whatever it is for you as a recruiter. Promise me you will let me know if you will not attend.

Prepping Candidates for Success

For every candidate we set up, we would have a 5 to 15-minute prep the day before. It was always about – especially if it was a client I had worked with – here are the personalities you are going to meet with, here is what each person's agenda is, here are some of the things they are going to ask you, just to be ready with the parts of your background that are ready.

The interview is tomorrow at 1 o'clock. It is going to be over Zoom with one individual, Joe Blow. Joe Blow's agenda is this. I want to ensure you are good for tomorrow at 1:00. It usually takes an hour. I would plan an hour and 15 minutes on my calendar to be safe for that first meeting. Again, I constantly ask, have I got your commitment that you will be there?

That took minimal effort compared to explaining to the client why your candidate never showed up. Does everything work 100%? Of course not. No employer will ever hold it against you if they are a good client of yours and you have ten openings over a couple of years, and you have 1 or 2 no-shows over all those interviews. But if it is like this, 2 out of 3, it is generally an expectation problem.

P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:

1. **Grab a free copy of my Retainer Blueprint**
It's the exact, step-by-step process of getting clients to give you money upfront. https://get.therecruiteru.com/lm

2. **Join the Recruiter Think Tank** and connect with firm owners who are scaling, too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. https://www.facebook.com/groups/there...

3. **Join me at our next event**
3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. https://get.therecruiteru.com/live

4. **Work with me and my team privately**
And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. https://get.therecruiteru.com/scale-now

Read More by Mike Gionta

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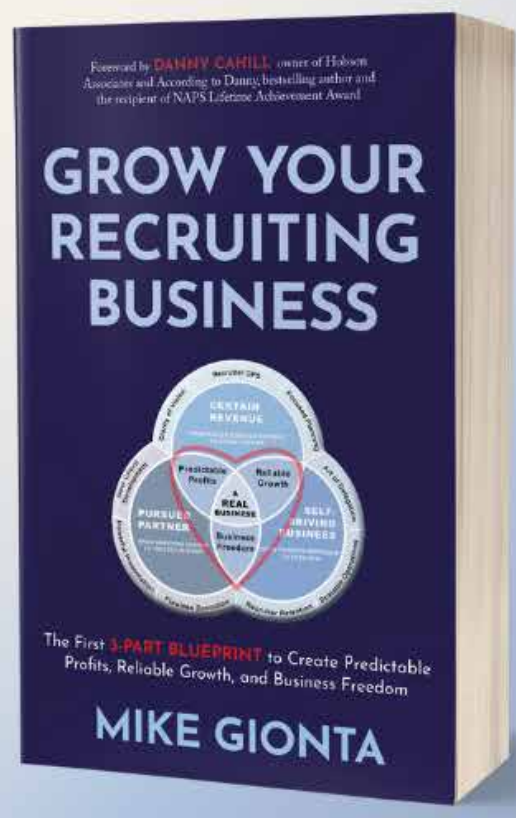
"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." – Marts King



Google’s AI search guidance: What recruiting firms need to know now

By Emily Blattel

Google’s guidance on AI search keeps pointing recruiting firms toward familiar priorities: clear content, useful information, and a website Google can read.

More than once this year, Google has added tools for measuring visibility in AI search and managing whether your website appears in those features.

Those additions give recruiting firms more to work with. The underlying job remains the same: make it easy for clients, candidates, and search engines to understand what your firm does and why your experience matters.

Your site has to explain what you do

A recruiting website has several jobs. It needs to explain the searches you handle, help candidates get to know your team, and give search engines context about your services, industries, locations, and roles.

Consider the difference between these two descriptions:

“We connect top talent with leading companies.”

“We recruit accounting and finance leaders for manufacturing companies in Missouri, Illinois, and Tennessee. Common searches include controllers, plant accountants, FP&A managers, and CFOs.”

The second version gives visitors something specific to work with. It names the industry, roles, and geography. A prospective client can begin deciding whether your firm fits their needs.

That clarity should carry through your homepage, service pages, recruiter bios, and content.

Service pages need substance

A strong service page answers the questions someone would ask before contacting your firm:

- Who do you recruit for?
- What roles do you fill?
- What industries do you know?
- Where do you work?
- What does your process look like?
- How does someone contact you?

Those answers should be easy to find. They shouldn’t be buried in vague copy or hidden behind a form.

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Technical access matters, too. Google's guidance says a page must be indexed and eligible to appear in Search with a snippet to qualify for its generative AI features. Meeting those requirements does not guarantee an appearance.

There is also a Search Console setting worth checking. Google's Search generative AI control, available worldwide as of August 31, lets website owners manage inclusion in AI Overviews, AI Mode, and covered AI features in Discover.

Inclusion is the default, although a property can inherit a parent property's setting. Ask your website or SEO partner to check Settings ☐ Search generative AI and confirm that your site allows inclusion. Excluding a site through this control does not change its inclusion in other Google Search results.

Generic recruiting content is the weak spot

Plenty of recruiting blogs cover similar topics: better interviews, attracting passive candidates, hiring mistakes, and workplace culture.

Those topics can be useful. The difference is what your firm brings to them.

An article about interview preparation becomes more valuable when it explains where candidates in your specialty tend to struggle. A compensation post becomes more useful when it addresses the questions your clients keep asking.

Think about topics such as:

- Why maintenance manager searches are taking longer in the markets you serve.
- What controller candidates are asking about before considering a move.
- Why candidates drop out after a second interview.
- How remote-work expectations affect searches in your specialty.
- What employers misunderstand about compensation for hard-to-fill roles.

Specific observations give readers a reason to spend time with your content. They also help demonstrate the experience behind your services.

Your best content is probably already inside your firm

Recruiters encounter useful content ideas throughout the workweek.

A client asks why candidates are rejecting offers. That question could become an article explaining where expectations and compensation diverge.

Several candidates ask about the same workplace issue. That could become a short market update, with the limits of those observations made clear.

A successful placement reveals something useful about the hiring process. With permission and identifying details handled appropriately, that could become a case story.

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You don’t have to invent a new topic every time you publish. Capture the questions, patterns, and lessons your team encounters, then decide which would help your audience.

Location and niche pages deserve attention

Many recruiting firms serve distinct industries and markets. Their websites should explain that work.

A finance recruiting firm serving Chicago, Nashville, and Dallas may benefit from pages that address those markets. But each page needs a useful purpose.

Relevant roles, local hiring conditions, and experience serving employers in that market can give a page substance. Changing a city name across otherwise identical pages adds little for the reader.

Google’s current guidance cautions against producing pages for every query variation primarily to influence rankings or AI responses. The practical question is whether each page answers a distinct audience need.

The same thinking applies to industry and role pages. Build them where you have something worthwhile to explain.

Keep the AI advice specific to Google

Google says special AI files such as llms.txt do not help or hurt visibility in Google Search. It also says there is no special schema required for its generative AI features.

That guidance applies to Google. Other services may use different methods.

For recruiting firms, the practical priority is still the website itself. Update unclear service pages. Keep recruiter bios current. Address broken links and outdated job pages. Make information easy to read and navigate.

When evaluating an AI search recommendation, ask which platform it applies to, what evidence supports it, and how the work will help your audience.

Images and video can support the page

A recruiter answering a common client question on video can add useful context. So can a team photo, an original chart, or a short explanation of your search process.

Choose media that helps someone understand the subject. A real recruiter explaining a hiring issue gives visitors a chance to hear how your team thinks.

There is also a recent measurement update. On September 24, Google began rolling out Search Console reporting for image-based searches, including Lens and Circle to Search. Firms receiving traffic from those searches can use the new reporting to examine that activity.

For most recruiting firms, this is something to monitor as relevant, rather than a reason to change the entire content plan.

AI agents are worth watching

Some AI tools can browse websites and gather information on a user’s behalf.
For recruiting firms, the most useful response is to keep everyday website tasks straightforward.

Make job pages readable. Keep recruiter bios easy to find. Use clear navigation. Avoid placing essential information only inside images. Give clients and candidates a direct way to contact you.

If someone struggles to understand your services or find the next step, that is already a business issue worth addressing.

You can now measure more of your AI search visibility

One of the biggest changes since May is the addition of dedicated generative AI performance reports in Google Search Console.

Google announced the reports on June 3 and confirmed worldwide availability on August 31. They provide a separate view of impressions in AI search features, including AI Overviews and AI Mode, and show which website pages appeared.

For recruiting firms, that creates a useful starting point. Are service pages appearing? Are articles about your specialties earning visibility? Which topics deserve a closer look?

Keep the metric in perspective. An impression means a link was shown. It does not mean someone visited your website, submitted a hiring inquiry, or became a client.

Review this information alongside website visits, employer inquiries, and other business outcomes. It can help you understand visibility, while your conversion tracking helps you assess what happens afterward.

If the report is missing, don’t immediately assume something is broken. Google says a site may not have enough qualifying impressions for the report to appear.

What to review this quarter

Start with the pages that help people decide whether to work with you.

- Can a new visitor quickly understand your specialty from the homepage?
- Do service pages explain industries, roles, and search types?
- Do location pages provide useful information about markets you actually serve?
- Do recruiter bios show relevant experience and clear ways to connect?
- Are job pages current and easy to use?
- Does your content reflect your team’s experience?

Then ask your website or SEO partner to confirm your Search Console inclusion setting and review any available AI search impression data.

Choose a manageable set of improvements. Rewrite one core service page, refresh recruiter bios, or publish an article answering a recurring client question. Track what changes and keep building from there.

Give your expertise a stronger home online

Google’s newer tools give recruiting firms more ways to check visibility and manage participation in AI search. Your website still needs to give people a reason to choose your firm.

The material is often already there: market knowledge, search experience, client questions, and lessons from placements. Clear pages and useful content help that experience reach people who haven’t spoken with you yet.

If you’d like help building a recruiting website with strong SEO at its foundation, reach out to Recruiters Websites. We can help you connect your firm’s expertise with the pages, structure, and content that support being found.

Your Next Client Will Be Found by AI

By David Searns

TL;DR: In 2027, employers won't just Google staffing firms. Their AI will research you, shortlist you, and maybe vet you, before anyone calls. Q4 is when you get ready.

Plan 2027 for the buyer you can't see

It's that time of year. Budgets. Goals. The annual "what are we doing differently next year?" meeting.

Most staffing firms will plan 2027 marketing the way they planned 2026. Let's do more on social. Let's try some outbound automations. A trade show or two. Maybe a new website if the old one is really embarrassing.

If you ask me, that's a mistake. Because the way employers buy staffing is about to change.

The shortlist is being built without you

Think about how a hiring manager finds a staffing partner today. They ask a colleague. They search Google. They click around a few websites. Then they call two or three firms.

Now picture 2027.

That same hiring manager opens ChatGPT, Gemini, or Copilot and types:

"Find me three staffing firms in Atlanta that specialize in skilled trades. Compare their reviews, their expertise, and what they're known for."

Or they hand the whole job to an AI agent. The agent researches vendors, builds a short list, and starts vetting suppliers. All before a human ever picks up the phone.

Here's the scary part. If the AI doesn't know who you are, or doesn't understand what you're great at, you're not on the list.

You never get the call. You never even know you lost.

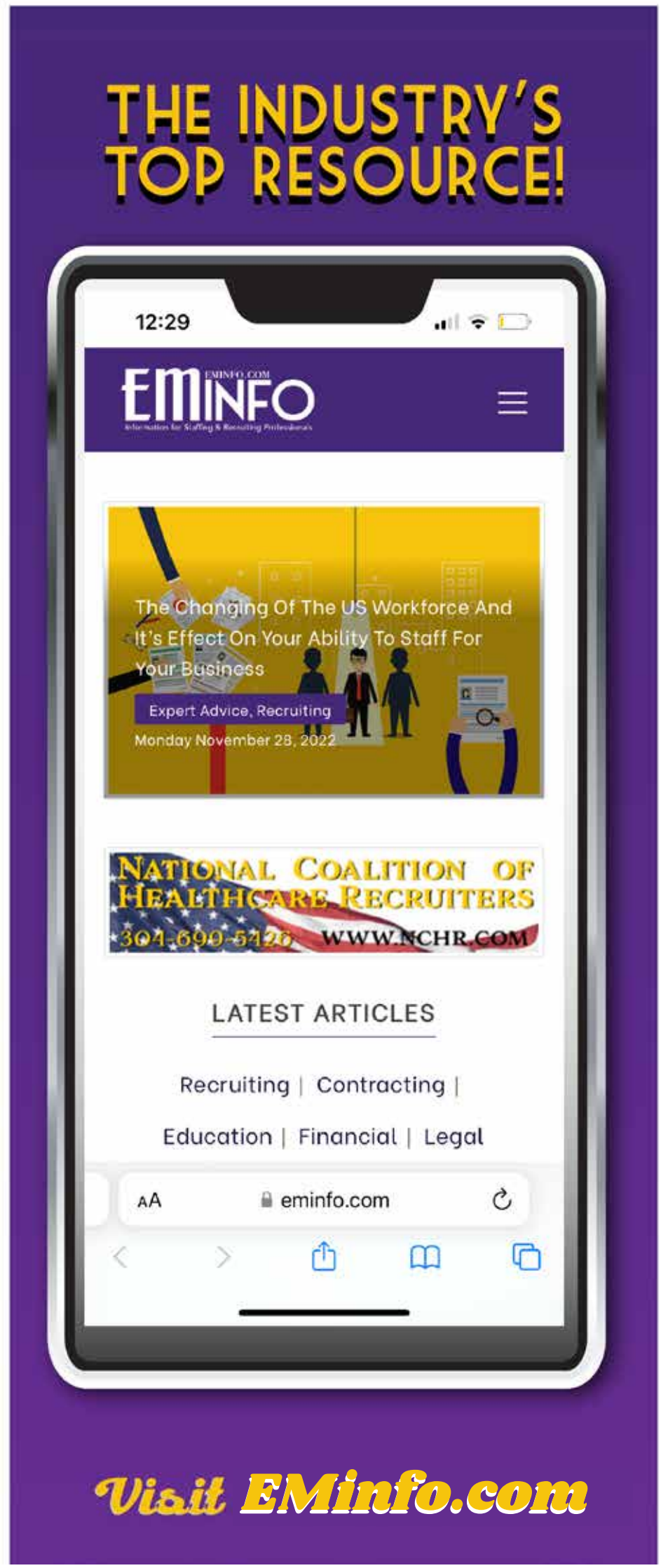
Q4 is foundation season

You can't flip a switch in January and suddenly show up in AI answers. The AI learns about your firm from what's already out there: your website, your content, your reviews, and what other people say about you.

So Q4 2026 isn't about campaigns. It's about building the foundation to get found next year.

Here's where I'd start:

1. Find out how AI sees you today



Open the major AI tools and ask the questions your clients would ask:

"Who are the best staffing firms for [your specialty] in [your market]?"
"What is [your company] known for?"
"How does [your company] compare to [your top competitor]?"

Are you mentioned? Is the description accurate? Is it the way you want to be seen? Or does the AI describe you as "a staffing agency offering temporary and permanent placement"... just like everyone else?

Do this now. Write down what you find. Then check again every month.

2. Build topical authority

AI tools favor sources that clearly and consistently own a topic.

If you want to be the go-to firm for warehouse staffing in Ohio, or healthcare staffing in Texas, your website needs to prove it. That means depth, not a single service page:

- Educational articles that answer the questions employers actually ask
- Local content that ties your expertise to your market
- Service pages that explain exactly who you help and how
- Real stories about real clients and candidates

One great article won't do it. A body of work will.

3. Create clear positioning, the way you want to be seen

This is the big one.

If your website, your LinkedIn, your reviews, and your content all say something slightly different, AI will fill in the blanks. And it will probably fill them in with something generic.

Decide what you want to be known for. Then say it everywhere. Clearly. Consistently. Repeatedly.

The AI can only repeat the story you've told.

This strategy is already working

Building a foundation for AI search isn't a theory. We've already started doing this work with some of our clients, and the early results are incredibly exciting.

We recently helped a skilled trades staffing company in Georgia. They were a newer firm in a crowded market, with limited search visibility, minimal organic traffic, and low awareness among the employers they wanted to reach.

Rather than relying only on outbound sales, they worked with our team to build the foundation: stronger SEO, industry-focused content for local employers, a better website experience, and content structured to show up in AI-powered search.

In the very first quarter:

- Total website views increased 56.3%
- Website users increased 78.2%
- Visits to service pages increased 153.7%
- 60 website sessions came from AI platforms
- Their content appeared in 15 AI Overviews

Sixty AI sessions may not sound like a lot. But that's the point. It's early. This firm is building visibility in AI search while many of their competitors haven't started.

As the company's CEO put it: "The results from just one quarter gave us a lot of confidence. We're not only seeing more traffic, but stronger engagement with the audiences that matter most to our business."

Your Q4 challenge

Before you finalize your 2027 marketing plan, do three things this week:

1. Ask three AI tools what they know about your firm.
2. Ask them who they'd recommend for your specialty in your market.
3. Compare the answers to how you want to be seen.

If the answers make you uncomfortable, good. Now you know where to start.

The buyers of 2027 won't wait for your sales call. Their AI will already have an opinion about you.

Make sure it's the right one.

Want your staffing firm to show up when people ask AI for help?

Speak to Haley Marketing's search experts. We'll help you implement GEO, AIO, AEO, and SEO strategies that get your content seen, shared, and recommended—by humans and machines alike.

TRENDS

The Global Race for AI & Tech Talent

IT staffing is returning to growth, but demand for AI, cybersecurity, cloud, and data specialists is rising faster than talent supply.

1. GLOBAL IT STAFFING MARKET GROWTH

$123.3B
2025
Global IT Staffing Market

$127.8B
2026
Forecast

$152.5B
2031
Forecast

44% of global IT staffing revenue comes from **North America.**

2. DEMAND EXPLOSION: TECH ROLES ARE SOARING

AI / ML / DATA SCIENCE
+163%
49,200 job postings

CYBERSECURITY
+124%
66,800 job postings

AI TRAINER ROLES
+281%
Fastest-growing category

PROCESS AUTOMATION ROLES: **+196%**

3. TALENT DEMAND IS GROWING FASTER THAN SUPPLY

54 DAYS

Average time to fill advanced AI infrastructure positions in the US and UK.

Specialized AI infrastructure roles now take significantly longer to fill than traditional software positions.

4. GLOBAL TALENT SHORTAGE

72%
of employers worldwide struggle to fill open positions in 2026.

5. HARDEST SKILLS TO FIND IN 2026

2. CYBERSECURITY
1. AI & MACHINE LEARNING
3. DATA & CLOUD

For the first time, **AI skills** rank as the hardest talent category to hire globally.

Ultra-Staff EDGE Staffing Software Releases 5.0: An AI-Powered Staffing Experience

Ultra-Staff EDGE Staffing Software introduces a new look and AI-powered tools to match talent to jobs faster, make strategic decisions through intelligent insights, and scale staffing growth with confidence.

CHICAGO, Illinois–Automated Business Designs (ABD), developers of Ultra-Staff EDGE staffing and recruiting software, released Ultra-Staff EDGE 5.0, the next era of intelligent staffing solutions. Ultra-Staff EDGE 5.0 introduces a new modern look with AI-Powered tools to match talent to jobs faster and automate notifications, giving staffing companies more time back in their day to build meaningful connections with candidates and customers.

Two of the major innovations introduced in Ultra-Staff EDGE 5.0 is AI Talent Match and AI Candidate Free Form Search. AI Talent Match identifies and ranks top candidates for a job with a score match. Recruiters can customize match weight based on skills, location, experience, and other priorities. The AI Candidate Free Form Search lets recruiters conduct a natural language search, such as "Find me certified nurses in the Chicago area available to work." Search results can be delivered with an AI Smart Rank, quickly identifying the right candidates based on the search criteria.

"Both AI Talent Match and AI Candidate Free Form Search eliminates hours of work for recruiters trying to find top candidates for a job, said Michelle White, Director of Customer Success at Automated Business Designs. "In an age when clients expect quick turnaround times, but also quality placements, these features help staffing agencies deliver superior results."

Ultra-Staff EDGE's new AI screening question generator also helps recruiters quickly generate screening questions based on the candidate and job information, expediting the screening process. Questions can be exported to a PDF for candidates to answer or recruiters can type in the answers as they speak with candidates, right within Ultra-Staff EDGE.

The AI Candidate and Client Profiles also bring a new experience offering both predictive and intelligent business insights. The AI Candidate Profile provides a snapshot of predictive hiring risk and how likely a candidate is going to be a successful placement. It also provides a summary about the candidate including their background, top skills, availability to work, and best fit roles. With this data, recruiters can have all of the information they need in front of them to make the best hiring decisions. Similarly, the AI Client Profile provides important information on relationship health, financial risk, churn risk, the latest news about the company, and an overview on opportunities, risks, and an action plan. This equips sales executives to make the right partnership decisions and understand the financial viability of each customer. Furthermore, both the candidate and client AI profiles provide call prep summaries, to prepare staffing agencies with the points they need for their next conversation.

"We are truly in the next era of staffing with predictive staffing insights," stated Terri Roeslmeier, President and CEO, at Automated Business Designs. "To be able to have intelligent risk data in front of you before making a hiring decision or forming a new business partnership is huge. You can identify opportunities and trends that might otherwise go unnoticed, helping you make the best decisions to strengthen retention and support long-term growth."

The AI Activity Note Summary is also a gamechanger in Ultra-Staff EDGE 5.0. The AI Activity Note Summary summarizes activity notes throughout Ultra-Staff EDGE. Staffing agencies no longer need to read through hundreds of notes to understand what previous activity took place, the status, and what needs attention. This saves staffing agencies critical time.

Ultra-Staff EDGE 5.0 also introduces Automated Notifications, which has been a highly sought after feature. Automatic email and text notifications can be sent out for assignment reminders, check-ins, credential expiration reminders, and more. The built-in notifications give recruiters more time back in their day and eliminates repetitive tasks. Ultra-Staff EDGE also offers new internal Automated Notifications, notifying team members with a pop-up when there is an update, such as when a candidate accepts an assignment or messages the recruiter.

The new features complement the new modern look of Ultra-Staff EDGE, which eliminates the number of clicks needed to complete an action and condenses the screen UI, so users can see more data on their screen at once. It also brings more right-click options, giving staffing agencies the ability to view information in a flyout versus navigating to a completely new page.

"Ultra-Staff EDGE 5.0 is all about bringing Ultra-Staff EDGE users more efficiency, whether you are a recruiter, sales executive, administrator, or c-suite executive," commented Naupad Doshi, Director of Development at Automated Business Designs. "Ultra-Staff EDGE will help you complete processes faster and provide the right insights to make the best decisions."

To learn more about Automated Business Designs and Ultra-Staff EDGE staffing software, visit www.abd.net.

To learn more about Ultra-Staff EDGE 5.0, watch our latest episode on The Staffing Buzz Network or schedule a demo.

About Automated Business Designs

Automated Business Designs (ABD) develops the staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front and back office, web portals, onboarding, mobile, data analytics, scheduling, and a labor dispatch module. The all-in-one suite, coupled with built-in AI, helps staffing companies drive revenue by operating more efficiently, smarter, and faster. ABD has been servicing the staffing industry for 43+ years and has implemented 500+ staffing companies onto their platform across the nation and in Canada.

Don't miss out!

Letter From The Editor

Positively, people matter and AI is just a tool. Worrying over whether AI is going to take over is not productive. In this issue, lots of great ideas on how to employ AI in your firm. Keeping a personal touch is still key.

Believe in what you are doing and know that consistent processes work the best. Some local, state and national educational events are still a great way to connect with peers and listen to thought leaders sharing ideas. Go and make this last quarter your best ever.

Let us hear from you and share your stories with our readers.

Happy Recruiting.

Pat Turner

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$59/year
12 online EMinfo Issues

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