

**Inês Sobral  
Fernandes**  
**Digital Content  
Campaign Strategy**

NOVEMBER, 2021

# About Me



I'm a creative, strategic, savvy digital marketer and communication specialist with more than 11 years of experience in offline and online marketing and corporate communication in different companies of B2C and B2B business models (from agency-side and client-side to institutional-public, corporate, SME, and start-up environments) operating in a variety of industries like EU Institutions/Legislative, Food & Beverage, Automotive, Fashion Retail, Leisure, Travel & Tourism, Car Rental, Higher Education, and HR/L&D (Saas).

Passionate about multi-channel data-driven marketing environments that provide best-in-class digital marketing strategies while practicing customer-first, industry-centric, and content-rich campaign approaches, I help companies elevate their brands and increase their perceived value to grow their businesses, and make them more profitable.

You can check some of my latest work on the HR industry by clicking on the following icons:



# Content Strategist Assignment

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## BLOG ARTICLE

### How can tech companies attract and retain talent?

With the Great Resignation upon us, the trendy topic everywhere right now is how companies will be able to retain talent. On the one hand, the traditional employee retention strategies no longer seem to fit broken workplaces, in which top talent is slipping through companies' fingers at rates never seen before. On the other hand, the more people quit, the bigger the problem: more unmotivated employees keep heading for the exit, while many others are already thinking about it. While this new reality is shaking up all types of companies and businesses worldwide, it is particularly affecting the U.S., and not even tech companies seem to be exempt from this phenomenon. Yet, COVID-19 has put new opportunities on the table, so now is the time to take preventive action and leverage your retention strategies for your business to thrive and retain talent in this worrying employee high churn era.



Ever since the pandemic started, many employees have jumped on the resignation bandwagon. The shift towards remote work made competition for talent fiercer than ever before, especially in tech companies. Now, as the pandemic recedes, many are leaving workplaces they would otherwise have quit a year ago if it was not for the uncertainty about the economy and the job market. Overall, employers seem to have played a crucial role in employees' decision to walk away. We are currently living an uprising with a powerful statement against bad employers and old-school management-style companies that refuse to provide decent wages, good work conditions, and benefits, take advantage or exploit workers, or let them down. The challenges companies are now facing are nothing but a snowball effect unlikely to go away any time soon. With most of the currently employed not engaged, new problems are emerging and these require better answers. As more and more new hires join poorly-engaged teams, they find environments that will not make them stay long either.

In the current workers' revolution scenario, we are transitioning into a new post-pandemic paradigm, in which employee retention gains high priority in the to-do lists of modern employers. Not only has retention a deep impact on business operations preventing them from potential disruptions turnover can cause, but it is also becoming a competitive differentiator, particularly in what comes to tech companies.

While last year, many companies were cutting staff and furloughing, giant techs like Facebook and Amazon announced plans to extend their workforce hiring [10,000 new product and engineering staff members](#) and opening [55,000 new corporate and technology positions globally](#), respectively. Now with remote work decentralized, tech workers no longer need to relocate to land their next job. It is currently available at the distance of a click and can be carried out from anywhere at any time, a new trend that is becoming extremely appealing to more and more workers worldwide. In sectors like IT, where talent shortage is already a reality, the gap between IT job growth and unfilled vacancies is expected to increase even more in the next few years. Hence, IT departments are being urged to develop new strategies to prevent their key employees from jumping ship, as well as be able to attract and hire new talent.

## Why are people quitting and why should you be worried?

While it is true that employee turnover (that is, the loss of paid workforce over time) has been a concern for human resource professionals and HR industry researchers for decades, today it still remains unsolved. Employee turnover can happen due to multiple reasons: sometimes people decide to change their careers, need to relocate due to family or personal reasons, are laid off, resign, or just retire. Well, this time the outlook is much worse: it has ultimately escalated into a real employment crisis.

Data confirms that, in pandemic times, people are quitting their jobs for very different reasons than before, namely, to earn more money, have more flexible jobs, and be happy at work. The tough times we are still enduring today made people change their mindsets and rethink the meaning of work, how companies have treated and valued them during this time, when and where they want to work, the importance of getting a better work-life balance, and what they really want from life. This mindset shift led to a dramatic increase in resignations in U.S. history. According to the Labor Department, [in April alone, a record 4 million people resigned](#). Moreover, Gallup's recent research corroborates that this is a trend registered across all industries, roles, and different pay ranges, pointing a finger at internal workplace issues as the root cause of the problem: the employees that are currently quitting were either not engaged or actively disengaged workers.

While everyone knows that disengagement is costly, [the Gallup State of the Global Workplace: 2021 Report](#) takes this argument a little bit further with new striking data:

- The lack of productivity of both not engaged and actively disengaged employees is equivalent to 18% of their annual salary;
- In a company of 10,000 employees with an average salary of \$50,000, disengaged employees cost \$60.3 million a year;
- Replacing workers is even more costly since it implies spending one-half to two times an employee's annual salary (hence, \$9,000 a year to retain a disengaged worker, and \$25,000 to \$100,000 to replace him/her).

## Making employee engagement and mental health a tech workplace priority

Besides the high turnover rates, companies are starting to realize many other consequences of the Great Discontent: hiring is becoming more and more difficult, staff shortages are also becoming critical in sectors other than IT, such as customer-facing industries, and these are starting to threaten the proper functioning of the supply chain. Furthermore, as Anthony Klotz, a professor of business administration at Texas A&M University, wisely already pointed out, keeping people from quitting will not suffice. [Mental health, for example, is taking a toll on employee well-being](#). Employee disengagement, burnout, and many other work-related issues such as exhaustion, absenteeism, and stress have incremented during the pandemic. Thus, it is imperative for organizations to understand the importance of identifying, addressing, and preventing these issues by developing new retention strategies that ensure employees' happiness at work.

With about [42% of U.S. women and 35% of U.S men feeling burned out](#), companies are finally starting to understand the need to promote mental health in the workplace and prevent mental health disorders like depression, anxiety, and work-related stress from happening. Besides, companies that promote mental health and support employees struggling with mental issues will not only be able to improve employee absenteeism and productivity rates but are also more likely to profit economically from using these strategies in the long run.

## How can tech companies develop a strategic retention management plan?

Peculiar times require tech companies that wish to get ahead in the race of attracting, developing, and retaining talent to adopt a different mindset. While the first step is crucial, developing and retaining talent should not be neglected either. Then is when having a clear retention management plan will come in handy. Here are some ideas on how you can create and put an effective retention plan into action.

## 10 best ways tech companies can attract and retain talent

- 1. Create the right company culture committed to diversity, equality, and inclusion:** Developing a thriving company culture with [a strong commitment to diversity, equality, and inclusion](#) allows companies to allure the right people to the right work environment, increase their productivity, and be able to retain them longer since potential employees expect to find these values in the companies they want to work at;
- 2. Identify people aligned with your company:** Seeking people aligned with your company, as well as with your mission, vision, and values will help you identify the ones more likely to stay around and find purpose in their jobs;
- 3. Offer competitive compensation and a wide variety of benefits:** With remote work options globally available, employers are now competing with companies from all over the world. In that sense, providing higher wages and sign-on bonuses, as offering benefits and rewards, are effective ways of remaining competitive both in tech talent hiring and retention;
- 4. Let people choose how and where they want to work:** The rise of working from home has changed the rules of the game. Jobs are no longer geographic; thus, if your employees wish to work remotely instead of working on-site or adopting a hybrid work model, let them do it. Employers need to be more flexible towards new work models, as long as they are functional. Hence, whenever remote work is possible, do not make excuses for not implementing it in your tech company;
- 5. Allow flexible work options:** For many, commute time is not only a waste of time, but also plays a relevant role in job satisfaction, employee engagement, and the decision to search for another job. Hence, providing your employees with the option of having more quality time with their families and friends, the opportunity to engage more with their favorite hobbies and personal projects, and reducing their commute time by implementing remote work, could be decisive in remaining competitive in the tech industry;

- 6. Develop a culture of ongoing reskilling, employee development, and meaningful work:** Continuous learning and career development adapted to the needs and goals of each individual are not only critical factors for tech company success but also a requirement of younger generations such as Millennials and GenZers. Investing in opportunities for the development of your workers will end up being a win-win situation, not only because nowadays employees need to evolve and acquire new skills fast, but also because their continuous professional growth will eventually benefit businesses. Besides, assigning them to meaningful projects will keep them happier at work and more engaged with the company and their colleagues;
- 7. Communicate effectively with your employees and be transparent:** Knowing how to communicate well with your workers is crucial nowadays, particularly in tech companies: you will be able to learn more about their job satisfaction, current needs, challenges, and main concerns so that you can better engage with them, get their honest feedback on the internal procedures, and processes, and draw a clear plan of action to help them overcome potential bottlenecks;
- 8. Leverage your attraction, development, and retention strategies with data and AI tools:** Gathering and analyzing employee data through AI and machine learning platforms can be extremely valuable for your organization, helping you uncover hidden patterns, identify disengaged employees, understand their reasons, find out who is more prone to leave the company, and the motives for doing so so that you can create and implement future actions to prevent it from happening.
- 9. Accept turnover:** In the end, it is impossible to stop people from leaving companies; however, understanding this process will allow you to prevent it from happening to such an extent and slowing it down, which will make your company save a lot of money and resources;
- 10. Carry out exit interviews:** Exit interviews can help tech companies identify deeper internal problems that require a solution, and significantly reduce their high staff turnover rates. This process is a valuable opportunity to understand the reasons why employees are leaving their positions and gather insightful feedback to carry out suggestions on how your tech company should improve.

Even though developing and implementing a strategic retention management plan that addresses all these areas is not easy, the benefits of creating a top engaged and diverse workforce will pay off in the long term: your company will not only be able to attract and retain talent easier but also take its tech business to the next level.

[Erudit AI](#) is a SaaS HR leading platform that converts daily data into actionable insights to help you better understand and improve the functioning of teams in your tech company, identify and predict employees' burnout and mental health risk, and assess the engagement levels across your organization so that you can retain talent effortlessly, and boost employee engagement while increasing teams' productivity.

Note: If you prefer, you can read this blog article on [Medium](#), where it was published as unlisted post.

# COPIES (OTHER CHANNELS)

## LinkedIn Post (organic)

**Main objective:** Generate brand awareness by building trust and demonstrating expertise and engagement

**Secondary objective:** Consideration (drive traffic to the website/blog and get prospects)

**The reasoning behind this strategy:** If you publish a blog post on LinkedIn, you will be more likely to raise awareness about a specific topic and engage people than direct them to another website. Plus, that is not the objective of LinkedIn as platform: they want users to keep scrolling their app searching for news and trendy topics so that they can monetize it even more with Social Ads. Nowadays, there are other formats much likely to convert better on LinkedIn such as webinars, video content (which is much more expensive but tends to perform much better), content magnets, influencer marketing, and partnerships.

A growing number of tech organizations report dissatisfaction with their current employee retention rates. Retain tech talent by gathering and analyzing the right data. Maximizing employee engagement and productivity while decreasing turnover is easier than you think.

Learn more on our new blog post: <https://lnkd.in/jkhj000>

[#employeeengagement](#) [#employeeturnover](#) [#talentretention](#)  
[#techcompany](#) [#techindustry](#)



## Instagram Post (organic)

**Main objective:** Increase reach (to get new followers)

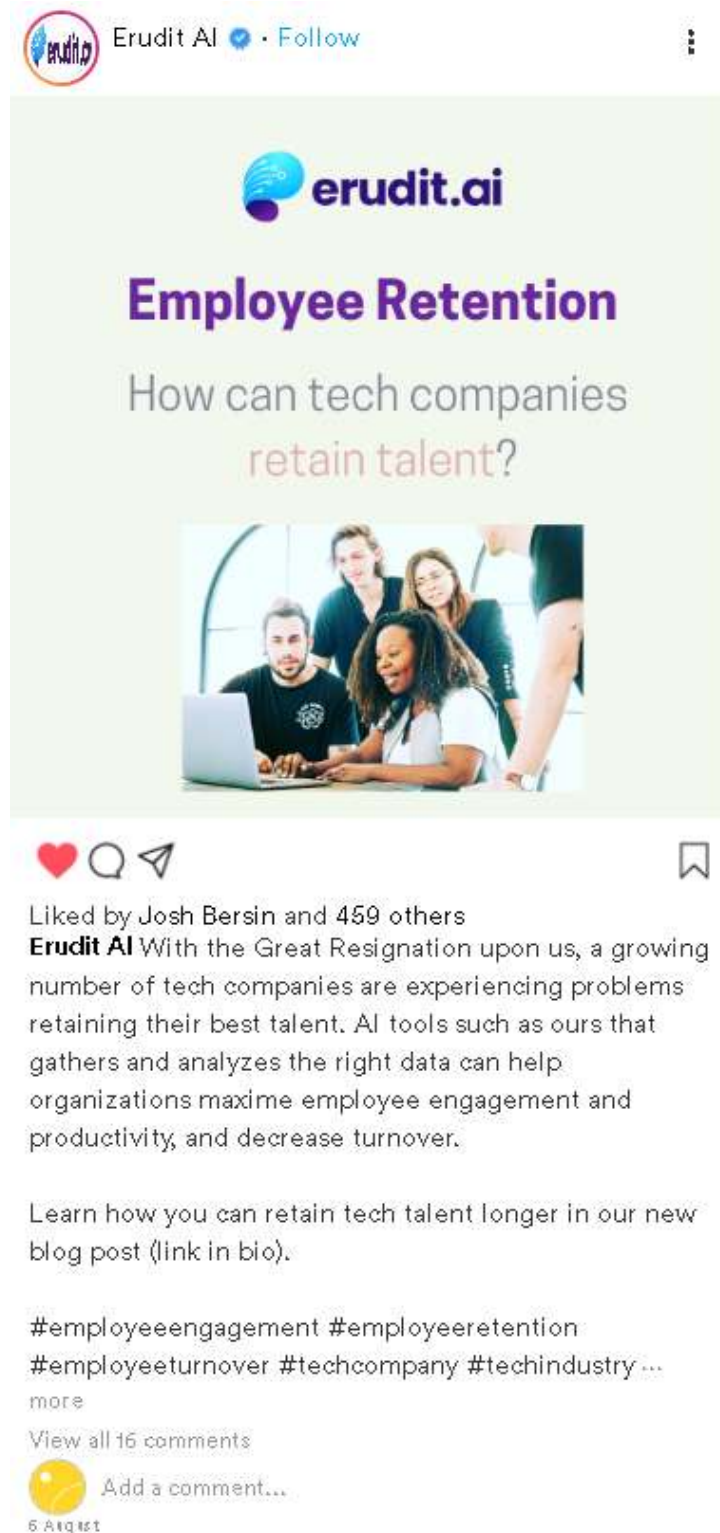
**Secondary objective:** Spread brand awareness by building trust and demonstrating expertise

**The reasoning behind this strategy:** As Erudit AI is still a toddler on Instagram, not even Tom Cruise and his Mission Impossible team could help you get your reduced number of followers to see your post (only a small percentage will see it), engage with it, or even drive traffic to the website using a link published in the bio. Plus, Instagram does not want users to leave the platform, so driving traffic to the website will not be the best strategy on this Social Media channel most of the time. Nonetheless, organic Instagram marketing is still a good opportunity to increase brand awareness, which in the long term will help you gain new followers, build trust and authority in this industry, and generate engagement with your community.

According to [Adespresso](#) (June 2020), of over 1 billion monthly active users, 63% check the platform at least once per day; over 500 million are daily active users of Instagram Stories, and 67% of these swipe up from a brand's Instagram story to learn more. Thus, organic Instagram posts amplified with Stories could be a great way of reaching your target audience. Moreover, luckily there are still some powerful techniques brands can use to increase their organic reach on Instagram and grow their communities.

**Further recommendations:** You are more likely to get better results if you combine organic posts with Social Ads since these allow you to get in front of the right people and present your solution to their challenges, whether they are searching for a solution to their pain points or not.

## Instagram image post



## Instagram image post (carousel alternative graphic assets)

Note: Use the same copy mentioned on the previous page but this time with more engaging visual assets more likely to convert better since Instagram is, above all, a visual platform.



# 10 best ways to retain tech talent



Allow flexible work options



Develop a culture of reskilling, employee development, and meaningful work



Communicate effectively with your employees and be transparent



# 10 best ways to retain tech talent



Leverage your retention strategies with data and AI tools



Accept turnover



Carry out exit interviews



## Google Ad (paid traffic)

**Main objective:** Acquisition (generate SQL leads)

**Secondary objective:** Consideration (drive traffic to the website and get prospects)

**The reasoning behind this strategy:** People who search on Google for a solution tend to be interested in acquiring one in the short or medium term. They tend to be in the MOFU phase, which means they are aware of the problem they need to solve and are actively searching for the solution. Hence, Search campaigns (that is, text ads, not Display campaigns, nor Video campaigns) are a great way of reaching these audiences. Besides, carrying out this type of campaign will help you gather interesting insights on what people are actively searching or planning (that is, gather more information on your buyer personas), set up remarketing campaigns with the ones who interacted with your business (e.g. visited the website), and build similar audiences with users with similar interests to your website visitors.

**Further recommendations:** Regarding the ads, I would create variations of ads to A/B test if adding your phone number, the link to book a demo, or the sales chat will increase conversion. Besides, you should always add your sales contact phone number since there are people who do not click on ads at all; they prefer to call. This would help you not only acquire those leads but also save money since Google would not charge you for those leads.

### Retain your top talent longer | HR Leading Platform

 <https://www.erudit.ai/product> +1 000 0000000

Erudit AI is a SaaS HR leading platform that converts daily data into actionable insights. Increase employee engagement and productivity by identifying and preventing bottlenecks.

**Book a Demo**

<https://erudit.ai/book-a-demo>

**Contact Sales**

<https://www.erudit.ai/support>

### Retain talent effortlessly | HR leading platform

 [www.erudit.ai/product](https://www.erudit.ai/product) +1 000 0000000

Erudit AI is a SaaS HR leading platform that converts daily data into actionable insights. Increase employee engagement and productivity by identifying and preventing bottlenecks.

## Email (Newsletter)

**View in browser:** <https://preview.mailerlite.com/l8o2y8>

**Main objective:** Generate brand awareness by building trust and demonstrating expertise, and engagement (e. g. increase the open rate)

**Secondary objective:** Consideration (drive traffic to the blog)

**The reasoning behind this strategy:** When a brand is starting, is difficult for people to trust you immediately because they do not know you. Thus, building trust with your subscribers and demonstrating expertise in the HR industry is essential. I would recommend starting with easier objectives and then scaling them: in order to drive visits to your website, first, you need to establish yourselves as an authoritative brand (mainly through storytelling and branding), get people to trust you and your expertise, raise their interest and engagement, and then you will much likely get the desired traffic to your website. Obviously, SEO and nurturing leads properly takes time, and requires a lot of effort, testing, personalization of the emails, optimization, and so forth. Plus, I believe storytelling and branding are also of great help here.

**Further recommendations:** Whenever possible, you should add internal links to your blog articles, as well as a CTA link to your product page after each blog post so that people can easily book a demo: <https://www.erudit.ai/product>

Subject	Tired of losing your best employees? Don't miss out on this great tips!
Sender	Erudit AI (inessobralfernandes@gmail.com)
Language	English



## This Week's Top Story:

# How Can Tech Companies Attract And Retain Talent?



Hi,

Are you having difficulty with **employee retention**? Does just thinking about **attracting and hiring new talent** give you a headache?

We know how annoying it can be. You put so many hours and effort into hiring and onboarding the right people and then when you think everything is running smoothly and you have built an awesome team, you get a new resignation letter.

Believe us, you're not alone in the battlefield. In fact, these are very common problems that many companies are facing nowadays, particularly tech companies like yours.

But don't worry, because we're here to help. In our latest blog post, we are sharing our favorite tips for helping your tech company **boost its current employee retention rate**. Just click below to head on over to our website.

Read our new blog post

Kind regards,



**Inês Sobral Fernandes**  
**Marketing Specialist**



Erudit AI

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mailer lite

# BRIEFING OF THE BLOG ARTICLE SEO STRATEGY

## Step 1: Find keywords and competitors

- Searched for keyword ideas with the Google Keyword Planner
- Searched for long-tail keywords to uncover low-competition, long-tail keywords (with KWFinder)
- Checked competitors' keywords with SEMRush, Ahrefs (found competitors that are doing really well with their SEO. then popped those competitors into the tool and got a complete list of keywords that those sites rank for)
- Chose 10 keywords and picked keywords that best combined the following 3 characteristics:
  - **Low competition:** going after keywords that aren't super competitive is especially important if a company is just starting out;
  - **High search volume:** checking how many people are searching for the keywords on my list. The higher the search volume, the better;
  - **Customer fit:** find keywords that people are actually searching for. It does not mean they are already ready to buy from you.

## Step 2: Write and publish great (ideally 10x) content

1. Write long and comprehensive copy content (covering a topic on one page);
2. Create great visual content;
3. Publish "authoritative" content (content written by an expert that brings something new to the table);
4. Promote this content on Social Media with organic posts, as well as with Google ads, and email marketing.

### Step 3: On-site optimization

1. Used a relatively short, keyword-rich URL;
2. Put the main keyword at the beginning of the title tag;
3. Used the main keyword in first 150 words of content;
4. Added internal links (links from the new blog article to other pages on your website) to help Google find and index the pages of the website, and send link authority around the website to help pages rank better. I would also recommend add links to this new content on other pages of the website (especially on blog pages);
5. Added external links (to demonstrate expertise, and build authority and trust);
6. And tried to include synonyms and variations of the main keywords.

### FURTHER RECOMMENDED STEPS:

#### Step 4: Build backlinks through:

1. **Email outreach:** promoting this content to people that have the power to share it, to get legit links from authority sites;
2. **Guest posting:** still a great link-building strategy, when done properly.  
Note: Do not use exact match anchor text, and post only on related sites;
3. **Copy your competitors' links:** using tools like Ahrefs, Majestic, or Moz Link Explorer to find your competitors' inbound links;

#### Step 5: Track results

## TOOLS

Use SEO tools such as Google Analytics and Google Search Console to:

- **Track organic traffic** (Google Analytics): depending on the industry, it might take some time (weeks or even months) to see results;
- **Track keyword rankings** (Google Search Console): this will allow knowing how many people came to your site from Google (as using Google Analytics do), but also the exact keywords people used to find your website and the pages that brought in the most organic traffic.

## KPIs

1. Increase in traffic over time
2. SERP ranking
3. Time spent on site
4. Pages per visit
5. Returning visitors
6. Social sharing
7. Clicks from social platforms

**Main objective:** Consideration (drive traffic to the blog and develop on-page SEO)

**Secondary objective:** Generate brand awareness by building trust and authority

**Number of words:** 2,009 words

**Primary keyword:** Tech companies

**Secondary keyword:** Retain talent

**Title** (SEO titles between 40 and 50 characters with commonly searched words tend to have the best click-through-rates)

How can tech companies attract and retain talent? (48 characters)

**H1:** How can tech companies attract and retain talent? (48 characters)

**H2:**

Why are people quitting and why should you be worried? (54 characters)

Making employee engagement and mental health a tech workplace priority (70 characters)

How can tech companies develop a strategic retention management plan? (69 characters)

**H3:** 10 best ways tech companies can attract and retain talent (57 characters)

**URL:** [www.erudit.ai/blog/how-can-tech-companies-attract-and-retain-talent](http://www.erudit.ai/blog/how-can-tech-companies-attract-and-retain-talent)

**Meta description** (Good SEO descriptions utilize keywords, summarize the story and are between 140-156 characters long)

A growing number of tech companies report dissatisfaction with talent retention. Learn more on how you can attract and retain talent in your organization. (154 characters).

**Keyword density:**

According to SEO Review Tool, the keyword density of this article is great since it has no signs of keyword stuffing/over-optimization.

Headline Score **76**

SEO Score **80**



- Keyword Quality
- Keyword Density
- Average Monthly Searches
- Search Competition
- Keyword Trend
- Search Preview

### Keyword Quality



**73%** High Quality

High Potential: Congrats! Your headline contains a lot of high-quality keywords, which increases your potential to rank highly in search.

FOUND KEYWORDS

Tech Companies  
Retain Talent

KEYWORD SCORE



[Explore Related Keywords](#)

Headline Score **76**

SEO Score **80**



- Keyword Quality
- Keyword Density
- Average Monthly Searches
- Search Competition
- Keyword Trend
- Search Preview

### Keyword Trend

Hot Topic: Your topic is super trendy and steadily growing in popularity! This suggests increased demand for your headline in the months to come.



[Explore Related Keywords](#)

Headline Score **76**

SEO Score **80**



- Keyword Quality
- Keyword Density
- Average Monthly Searches
- Search Competition
- Keyword Trend
- Search Preview
- Headline Competition
- Keyword Variations

### Headline Competition

Your headline score is better than 80% of your competition.

Front Runner: Your headline scores higher than 70% or more of your competition! Your headline should earn more clicks than competing headlines in search results.



### Search Preview

Perfect Fit: Your headline appears fully in search results and will be totally visible to your audience.

yourwebsite.com > how-can-tech-companies-attract...

**How can tech companies attract and retain talent?**

Learn more about our services, our expertise and pricing with a free consultation. We'll help you understand the value of our services.

## Tech Companies

KEYWORD DENSITY	● Neutral
AVG MONTHLY SEARCHES	● 33.1K
SEARCH COMPETITION	● Low
KEYWORD TREND	● +422

## Retain Talent

KEYWORD DENSITY	● Neutral
AVG MONTHLY SEARCHES	● 880
SEARCH COMPETITION	● Low
KEYWORD TREND	● +16

How can tech companies attract and retain talent?

VERSION 1/23

Reanalyze

Headline Score **76**

SEO Score **80**



### Your Top Headline Competition in Search Results

Scope out your top headline competitors in search results. Improve your Headline Score to increase your chance of outranking their headlines. (You may even be able to swipe some ideas from high-scoring headlines!)

Headline Score	Results
----------------	---------

1 **75**

<https://hbr.org/2021/11/how-to-attract-top-tech-talent>

[How to Attract Top Tech Talent - Harvard Business Review](#)

Nov 3, 2021 - At high-performing tech companies, managers are usually visible and willing to engage directly with employees. They also act with speed and ...

3 **56**

<https://business.linkedin.com/dam/en-us/pdfs>

[Attract and Retain Top Technology Talent - LinkedIn Business](#)

24 pages - It's the key to attracting and retaining top tech talent. LinkedIn research found that the main reason a person leaves an organization and the main.

How can tech companies attract and retain talent?

VERSION 1/23

Reanalyze

Headline Score **76**

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3 **56**

<https://business.linkedin.com/dam/en-us/pdfs>

[Attract and Retain Top Technology Talent - LinkedIn Business](#)

24 pages - It's the key to attracting and retaining top tech talent. LinkedIn research found that the main reason a person leaves an organization and the main.

4 **76**

<https://www.shl.com/resources/by-type/blog/7-b...>

[7 Best Tips on How to Attract Top Tech Talent | SHL](#)

Apr 7, 2021 - Establish company presence and reputation; Use employee connection; Open a possibility for remote work; Provide learning and development ...

## How can tech companies attract and retain talent?

VERSION 1/25

Reanalyze

Headline Score **76**

SEO Score **80**



5

66

<https://mondo.com> > IT & Technology

**3 Practical Strategies To Help Retain Tech Talent | Mondo**

Replacing employees with specialized skills cost money and resources. Learn how your business can retain Tech talent with these 3 practical methods.

5

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<https://www.freecodecamp.org> > news > how-to-attract-...

**How to Attract and Retain Top Tech Talent in 2021 and Beyond**

Jan 5, 2021 - In order to attract and retain technical workers, companies will need to embrace talent in a holistic manner. From how they dress to how they ...

## How can tech companies attract and retain talent?

VERSION 1/25

Reanalyze

Headline Score **76**

SEO Score **80**



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<https://www.spotlightrecruitment.com> > tech-recruiting-...

**Tech Recruiting: How to Attract and Retain Top Tech Talent To ...**

Tech Recruiting: How to Attract and Retain Top Tech Talent To Your Company - 1) Create the best culture you can - 2) Build your brand as an employer - 3) Stand out ...

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<http://c-levelmagazine.com> > 8-smart-strategies-to-attract...

**8 Smart Strategies to Attract and Retain Top Tech Talent**

Oct 2, 2020 - Let Tech Workers Develop Their Skills - Make Your Company the Best Place to Improve Workers' Well-being - Give Workers the Opportunity to Grow.

## How can tech companies attract and retain talent?

VERSION 1/25

Reanalyze

Headline Score **76**

SEO Score **80**



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<https://codequotient.com> > blog > how-to-retain-tech-tal...

**How to Retain Tech Talent in the Remote World - CodeQuotient**

Jul 8, 2021 - In today's recruitment culture, attracting and hiring STEM professionals is anything but simple. And, with employers continuously competing ...

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<https://www.nixa.io> > blog > attract-and-retain-quality-t..

**How to attract and retain qualified tech talent? - Nixa.io**

Sep 16, 2021 - How to attract and retain qualified tech talent? - 1. Design a good job ad - 2. Be transparent about compensation and benefits - 3. Showcase career ...