

# Background Screening News



## Hawkeye Local Offers Background Screening Providers Access to a Powerful Digital Marketing Toolkit and Dashboard

Ted Moss, founder of Crimcheck, an Inc. 500 provider of background screening services, in his new role as CEO, Genevieve Lyle Media Group has used his deep knowledge of the background screening industry to create a suite of online marketing tools to help background screening providers increase their competitive stature called **Hawkeye Local**. The suite of tools is designed to make providers more visible to employers searching for their offerings and to build a trusting relationship. "The pandemic has thrust employers into the digital age and now more than ever, background screening companies need to heighten their visibility to employers and H.R. professionals. That's why we created the **Hawkeye Local** Division," said Ted Moss CEO of Genevieve Lyle Media Group.

The transformation to a work-at-home work environment and the reduction in many companies' workforce has had a profound impact on the background screening industry. We are committed to supplying background screeners with the tools that make it easy for employers to find them online, get to know them, and build a trusting relationship. Moss added, "We will help background screening providers build a strong online presence which is essential in this soon-to-be, post-pandemic world. We use online reviews, social media, listings, citation tools, paid ads, along with upgrading their websites to convert more visitors to buyers. Every client is armed with a powerful dashboard to monitor their progress in these areas. The digital genie is out of the bottle and employers are transforming how they do business and are looking for digital-savvy partners to do business with."

Maria Sabala, Genevieve Lyle Media Group, Director of Marketing said, "We have digital solutions that fit all types of budgets. We start with a complimentary Website Snapshot Report that measures your online findability across several key metrics. Then we connect you to your online dashboard where you can connect your social media and Google Analytics, and even test out a set of Free do-it-yourself tools. Our singular goal is to help background screening providers get more business by increasing their visibility to prospective customers online."

To learn more, visit [www.hawkeyelocal.com](http://www.hawkeyelocal.com) for your Free Snapshot Report or email [ted@genevieve.lyle.com](mailto:ted@genevieve.lyle.com) or call 440-728-0639.

