

## SLINGSHOT SEO TO CUT UNKNOWN NUMBER OF JOBS



Unless you spend a lot of time thinking about how to get visitors to your website, and you happen to have the budget to hire on a professional team the odds are good that you have probably not heard about Slingshot SEO. For those of you who are not familiar with the company here is a look at how they have chosen to [describe](#) themselves, "Search is at the heart of how people and businesses experience the web. What happens in search shapes the rest of how the Internet (and the economy) works – it has become the lynchpin of our daily lives, and heartbeat of our society. At root, search done well is completely altruistic – a simple service that succeeds or fails based on how it benefits people in the real world. If the search engine cheats, sells out, or delivers weak results, it dies. It's a remarkable expression of American values of quality, merit, service and integrity." Apparently the company thinks that they can perpetuate those values without a number of their workers. The company has not put an exact number of workers to the job cuts but since they are part of a new restructuring plan the company is expected to make a significant number of cuts. The new plan for the company goes hand in hand with a brand new chief executive officer. For the time being the company has not identified a new officer, but they have said that they will be letting go of 15 percent of the current work force. Without a hard number is had to say if this will be a mass layoff action, though it is likely with a significant number of workers being cut from the organization. For those of you who are not familiar with the idea of a mass layoff action here is a look at how the federal government [defines](#) the term, "The **Mass Layoff Statistics (MLS)** program collects reports on mass layoff actions that result in workers being separated from their jobs. Monthly mass layoff numbers are from establishments which have at least 50 initial claims for unemployment insurance (UI) filed against them during a 5-week period. Extended mass layoff numbers (issued quarterly) are from a subset of such establishments—where private sector nonfarm employers indicate that 50 or more workers were separated from their jobs for at least 31 days." This kind of a layoff is a significant transition from the company's previous stance. Before this move the company was actually looking to hire on new workers, and had said that they were going to hire 100 people by the end of 2013. The company was also able to recently boast that they were named a fast growing company. Here is an [excerpt](#) from their release about that pronouncement, "The Indianapolis Business Journal has named Slingshot SEO as the *Fastest Growing Private Company in Central Indiana* in their annual **Indiana 100** section, which tracks the state's largest companies. Other honorees include One Click Ventures, Knowledge Services and Apparatus."

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