

**2017-18**

**Global Recruiting Site**

**Trends Survey**

Sponsored by



## Survey Methodology:

Since its inception (as the Job Board Trends survey) in 2010, this survey been conducted to provide data on the job board and online recruiting industry. This year we had a total of 191 respondents from almost every region of the world, including Europe, Asia, North America, and Africa. Special thanks to our sponsor for this survey, Jobg8.

The survey was distributed and promoted to recruiting sites, job boards, and related sites and services worldwide. The questionnaire required approximately 15 minutes to complete.

The survey included 36 questions covering:

- Perceived threats and opportunities
- Demographics
- Site performance
- Business models
- 2017-18 business plans

Survey responses were collected September - October 2017.

## Executive Summary

Here are some of the key findings from the 2017-2018 survey:

- 53% of respondents described themselves as some type of **niche job board**; 7% were **recruitment platforms**; and 19% were **general recruitment sites**
- **Key perceived threats across all respondents**: Indeed (24%); Google Jobs initiative (19%); and niche job board competitors (19%)
- 48% say that their job postings are **already compliant** with the Google jobs markup schema
- 37% of respondents are planning to **add new products and services** in the next 12 months
- The primary criteria for client renewal continues to be **quality of applicants** (76%)
- The biggest challenge for 2017-18 is **new competitors and/or old competitors with new capabilities**

### Key respondent quotes:

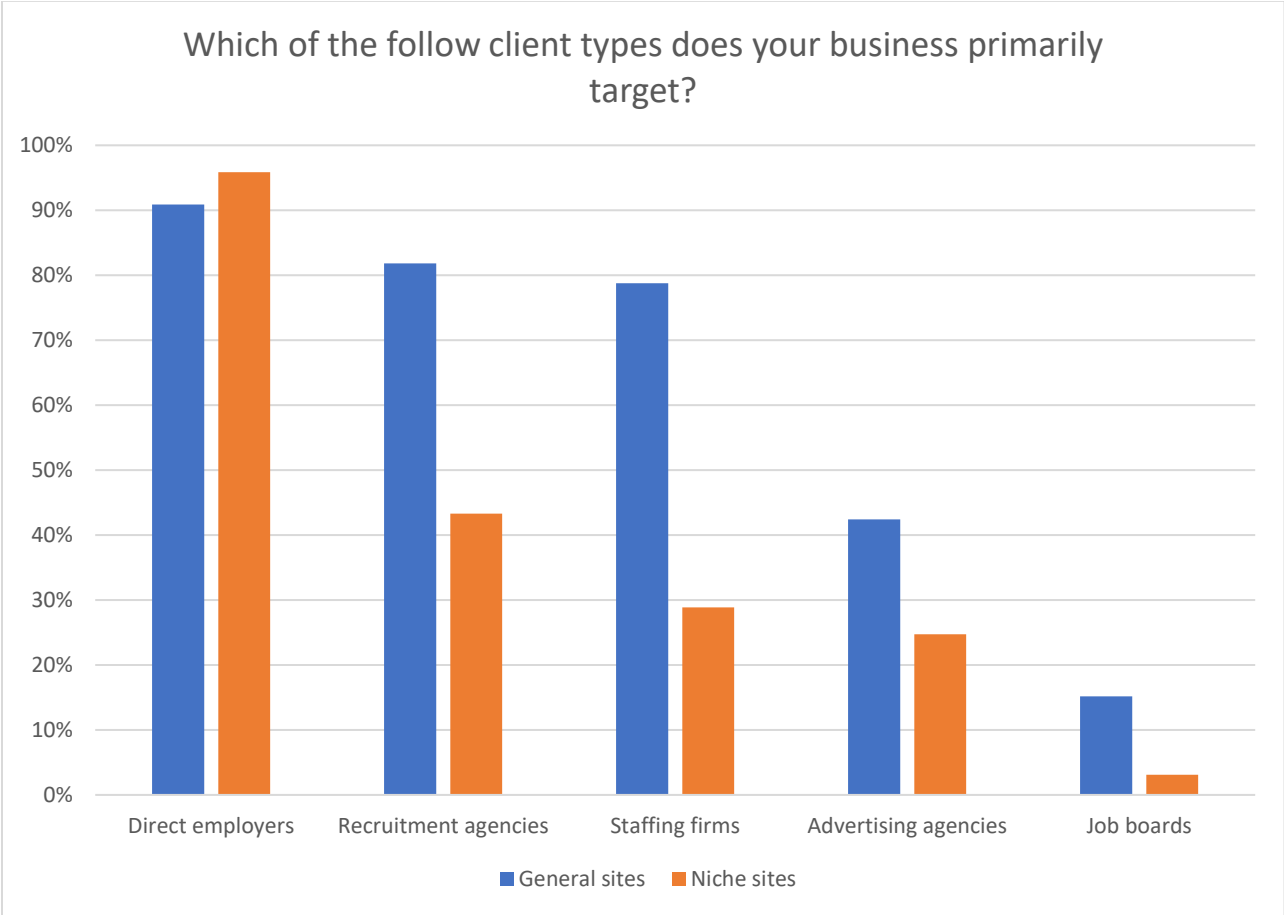
*“Short term threat is Indeed but I think longer term Google for Jobs and LinkedIn will have a longer lasting impact. As Indeed becomes another job board it will face the realities/limitations of the job board model. Job boards will not vanish as someone predict but competition and consolidation will intensify.”*

*“The industry continues to evolve with M&A consolidation, Google Jobs making a real splash, and more AI buzzwords flying around. It'll be interesting to me to see what Indeed does in spite of Google and how Google executes their initiative.”*

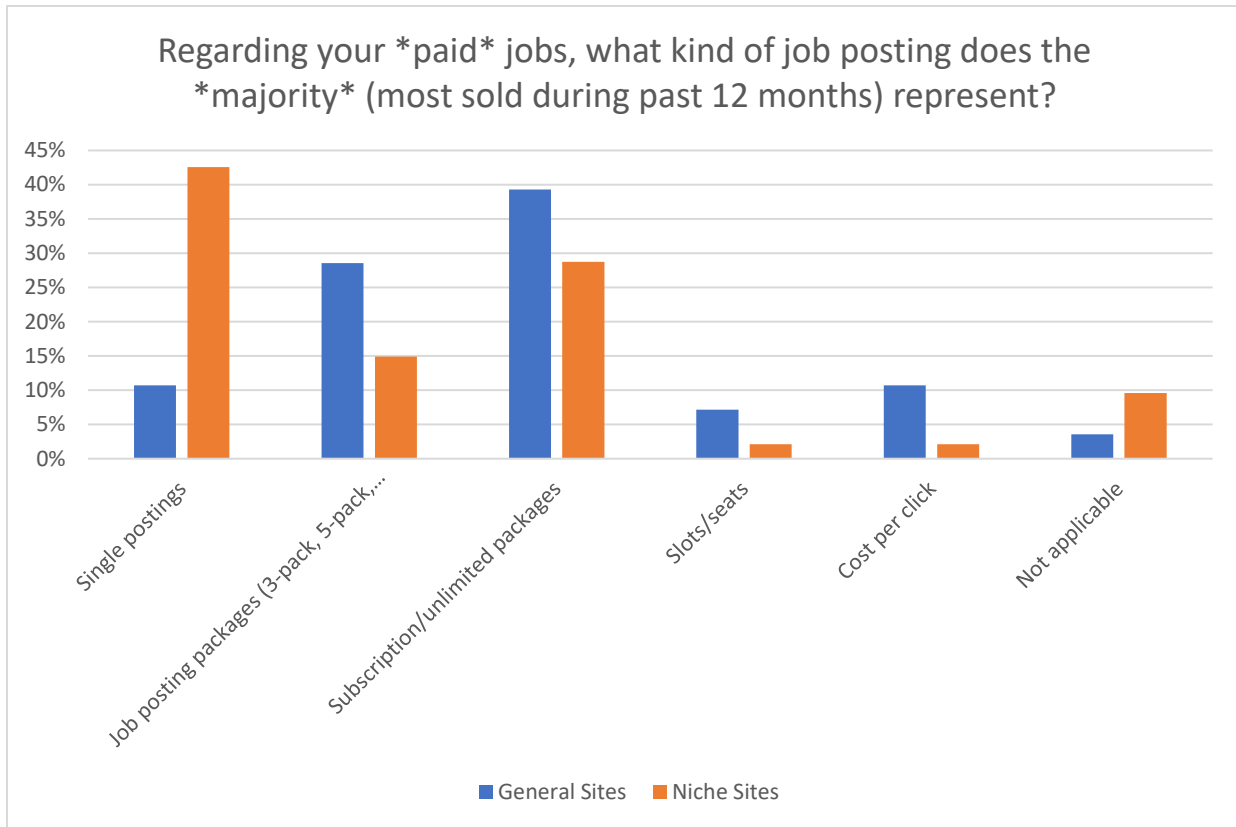
*“The fundamentals of supplying quality candidates to employers and recruiters are still the same but there are many channels to achieve this in today's market. You can't be on all channels so it's important to choose wisely in relation to your candidate audience.”*

**Note:** In order to provide additional insight to the research finding, we have included **a few key crosstabs** highlighting how different segments of the recruitment marketing industry behave. Findings 1-5 focus on differences and similarities between general and niche job boards. Findings 6-9 focus on differences and similarities between different-sized recruiting sites (based on revenue).

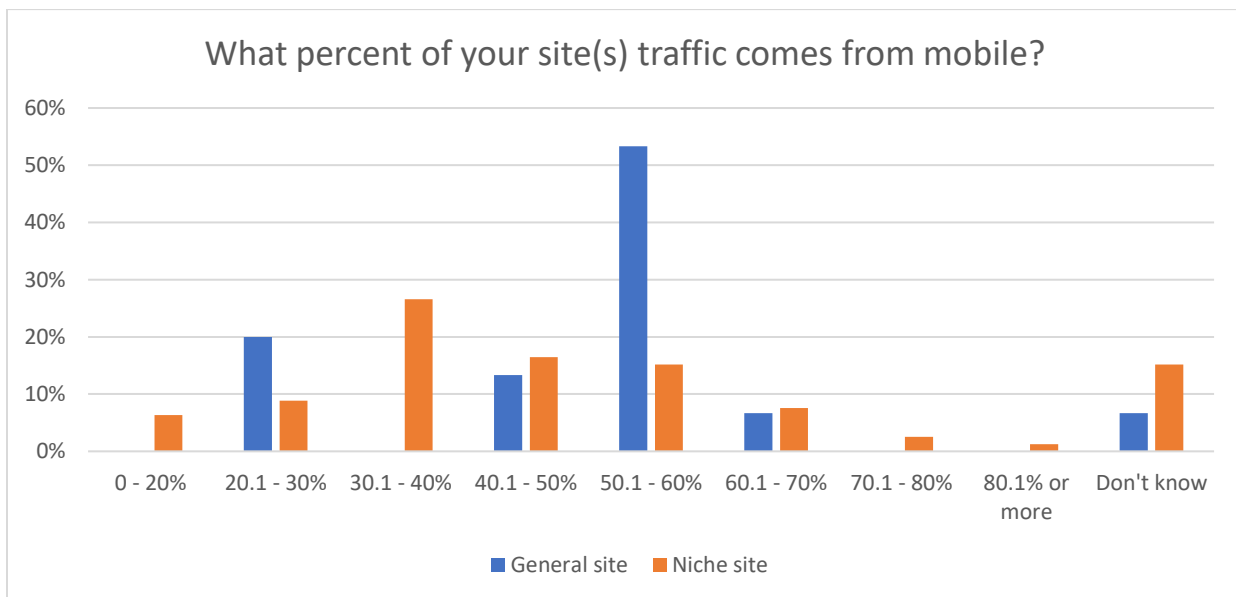
**Finding 1: Niche sites rely more heavily on direct employers as customers than do general sites:**



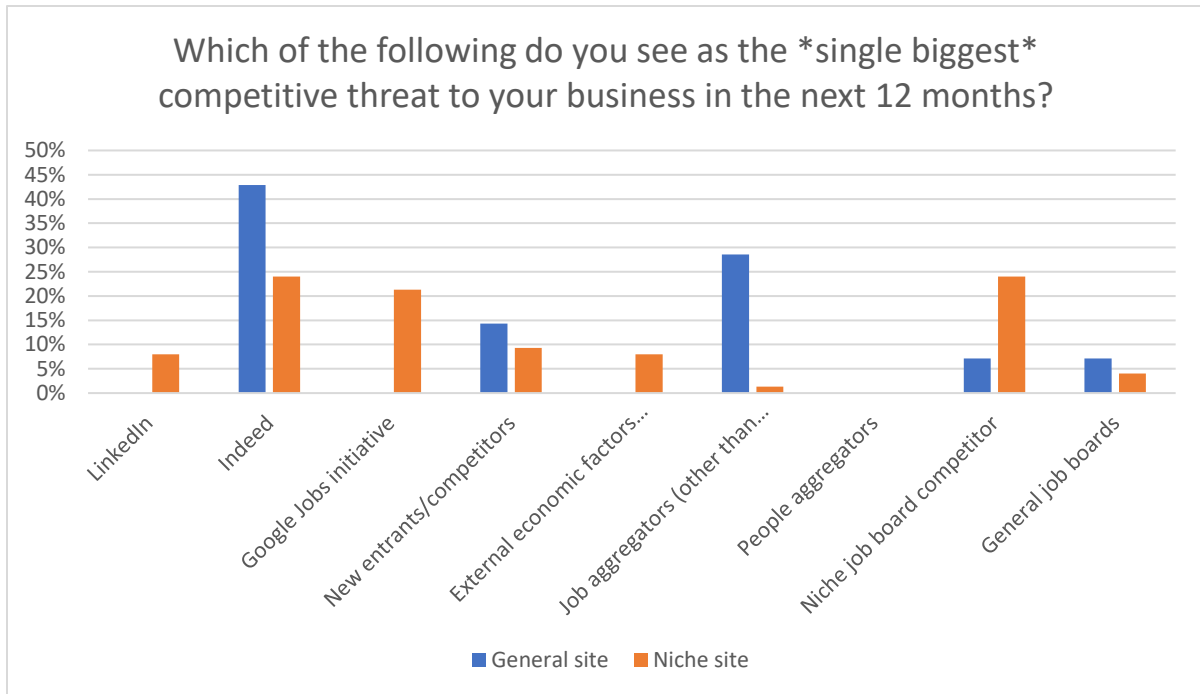
**Finding 2: Niche sites are more dependent on single job postings than are general sites**



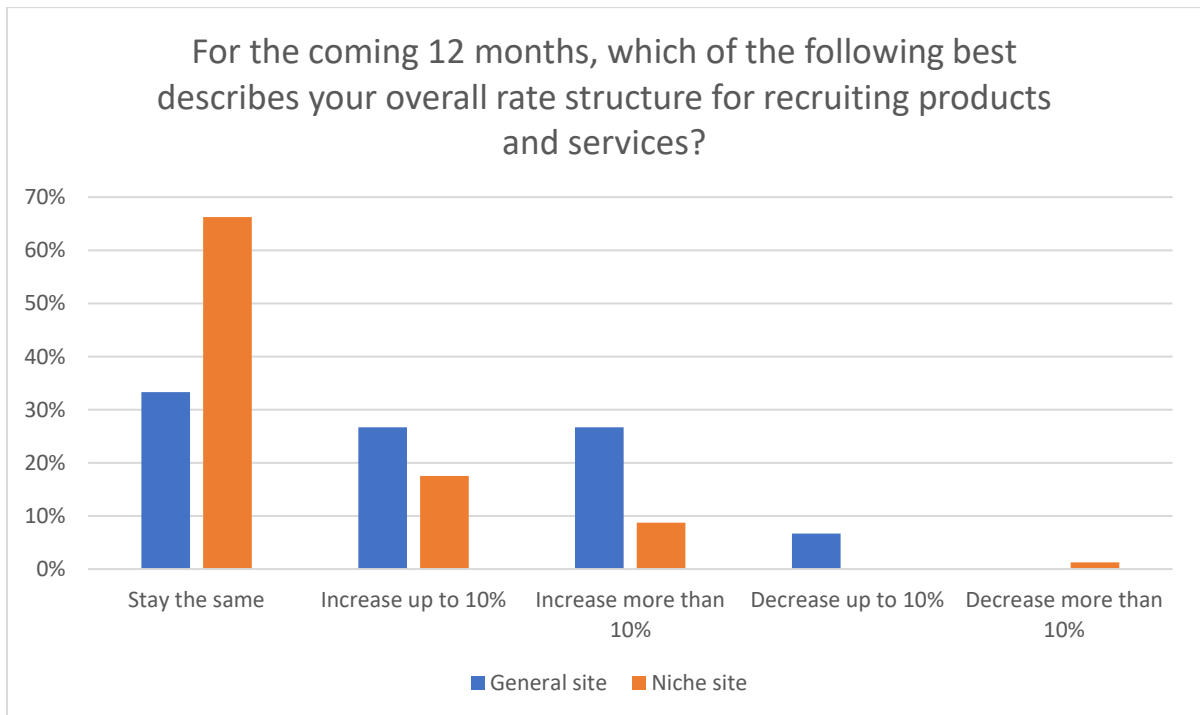
**Finding 3: General sites get much more of their traffic from mobile than niche sites do.**



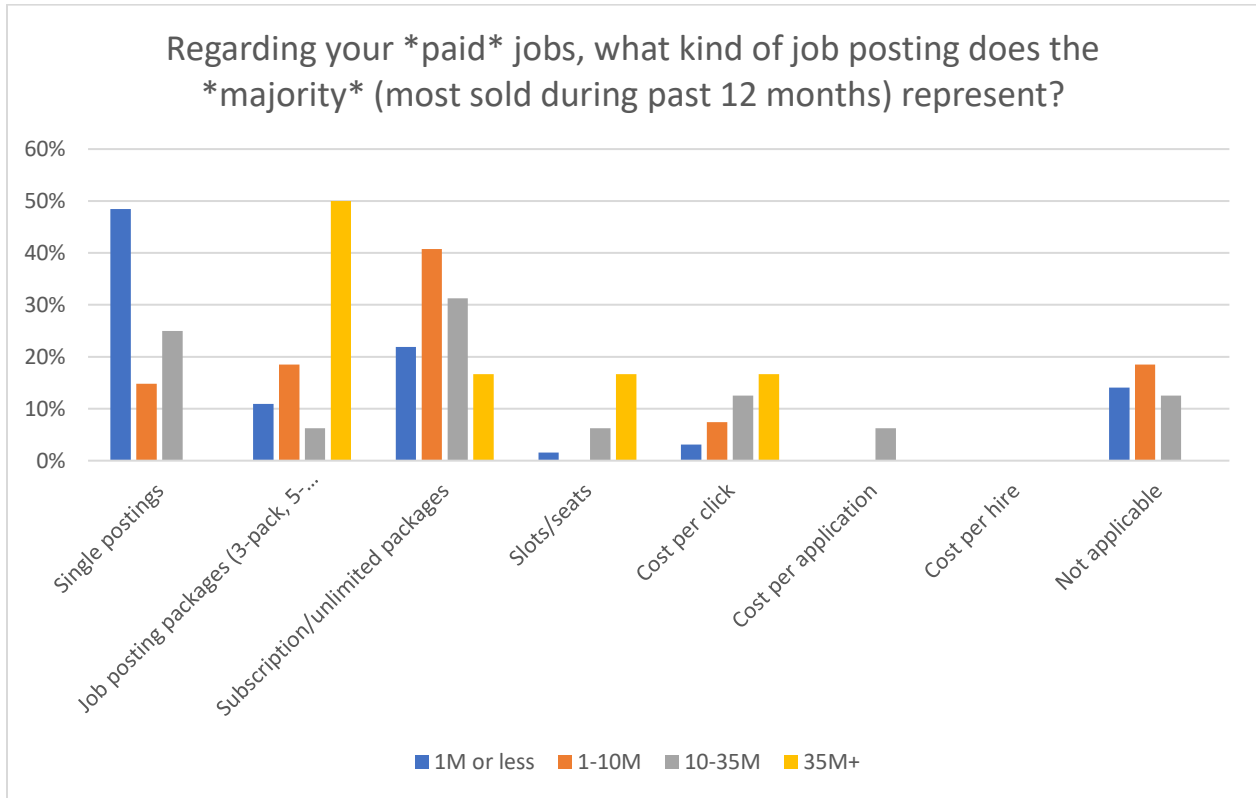
**Finding 4: Both niche and general sites view Indeed as a major threat.**



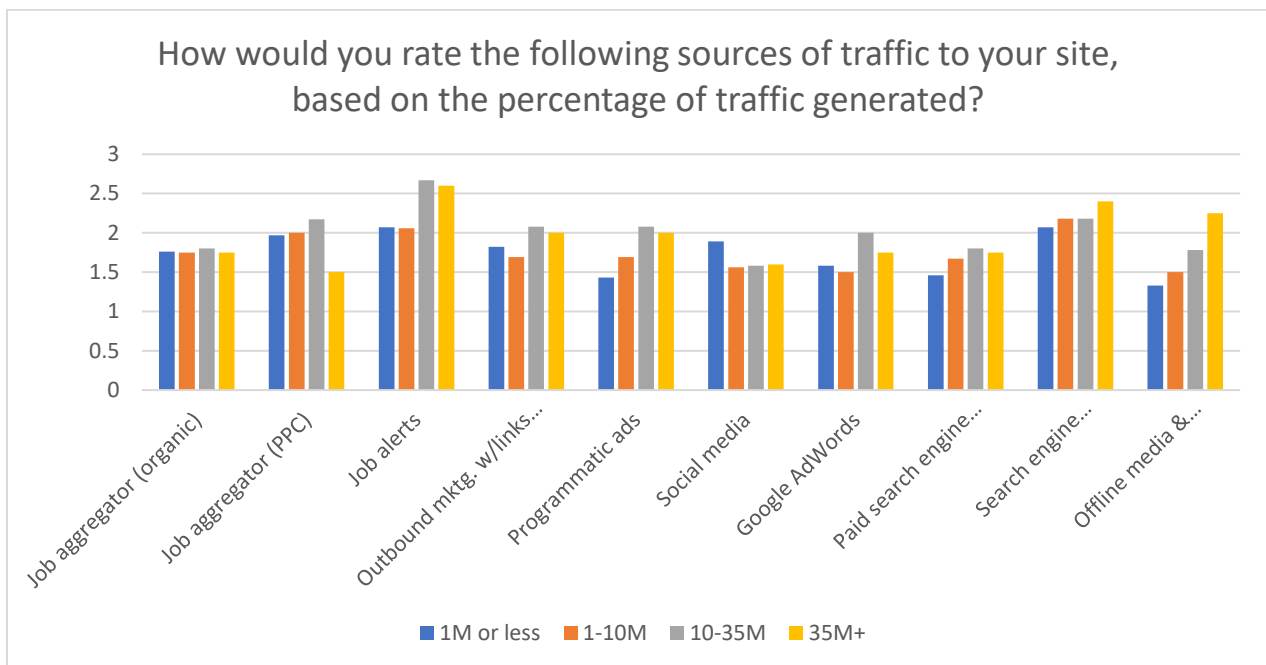
**Finding 5: General sites are more likely to be planning price increases than niche sites.**



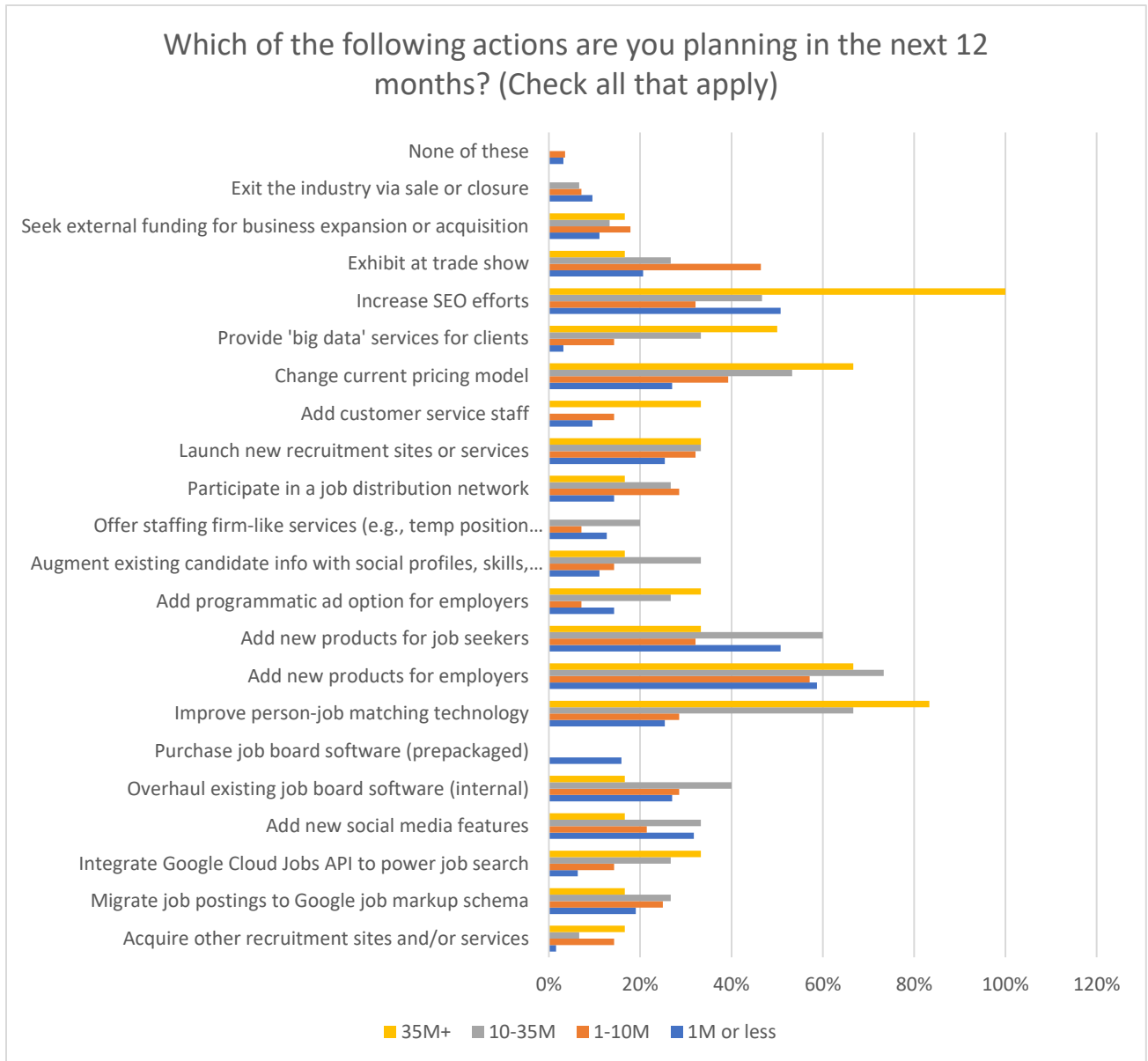
**Finding 6: Overall site revenues correlate to the types of products sold – i.e., single postings = lower revenue, subscriptions & slots = higher revenue.**



**Finding 7: Traffic sources perform similarly, regardless of site revenues.**

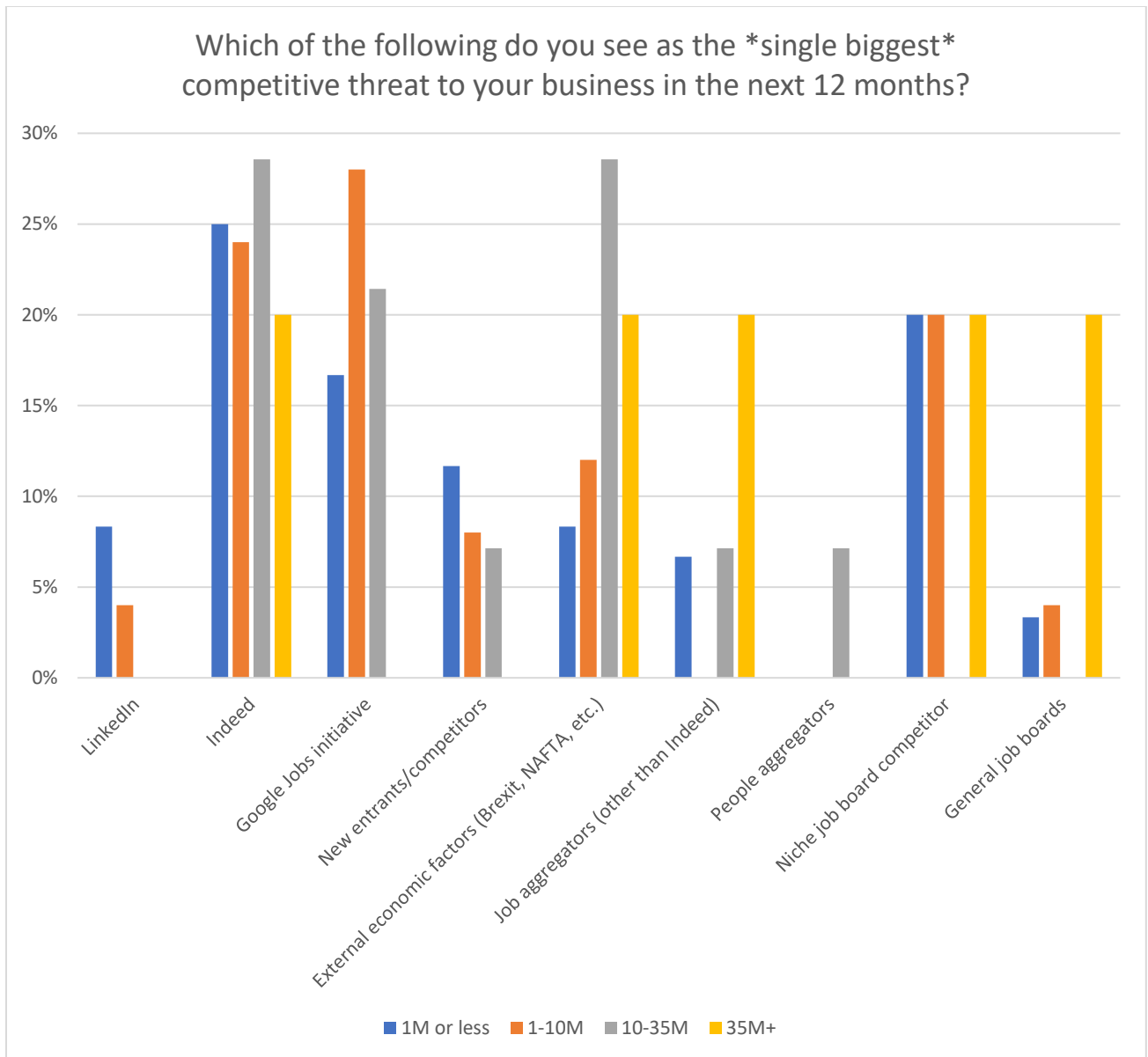


**Finding 8: Bigger sites are more focused on SEO, pricing, and matching technology.**

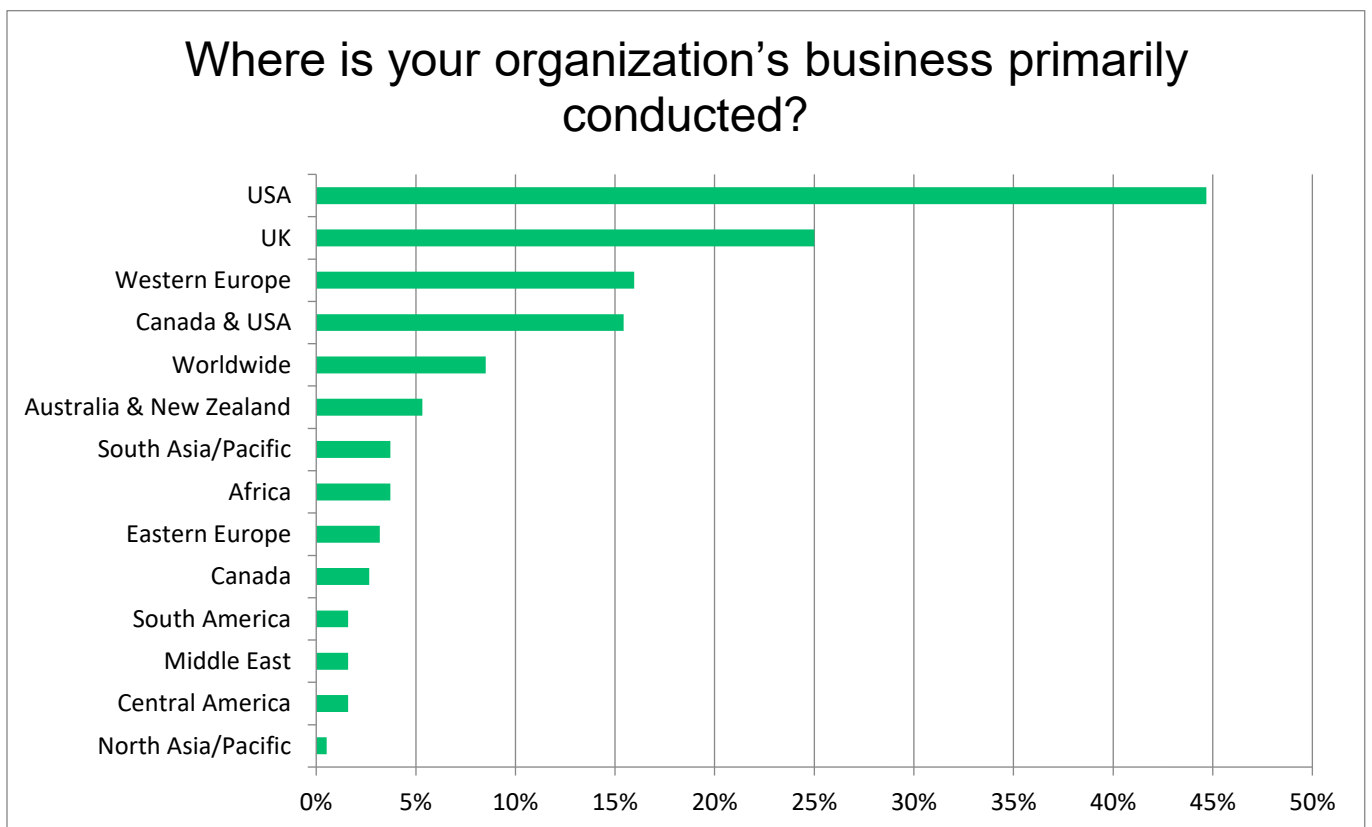
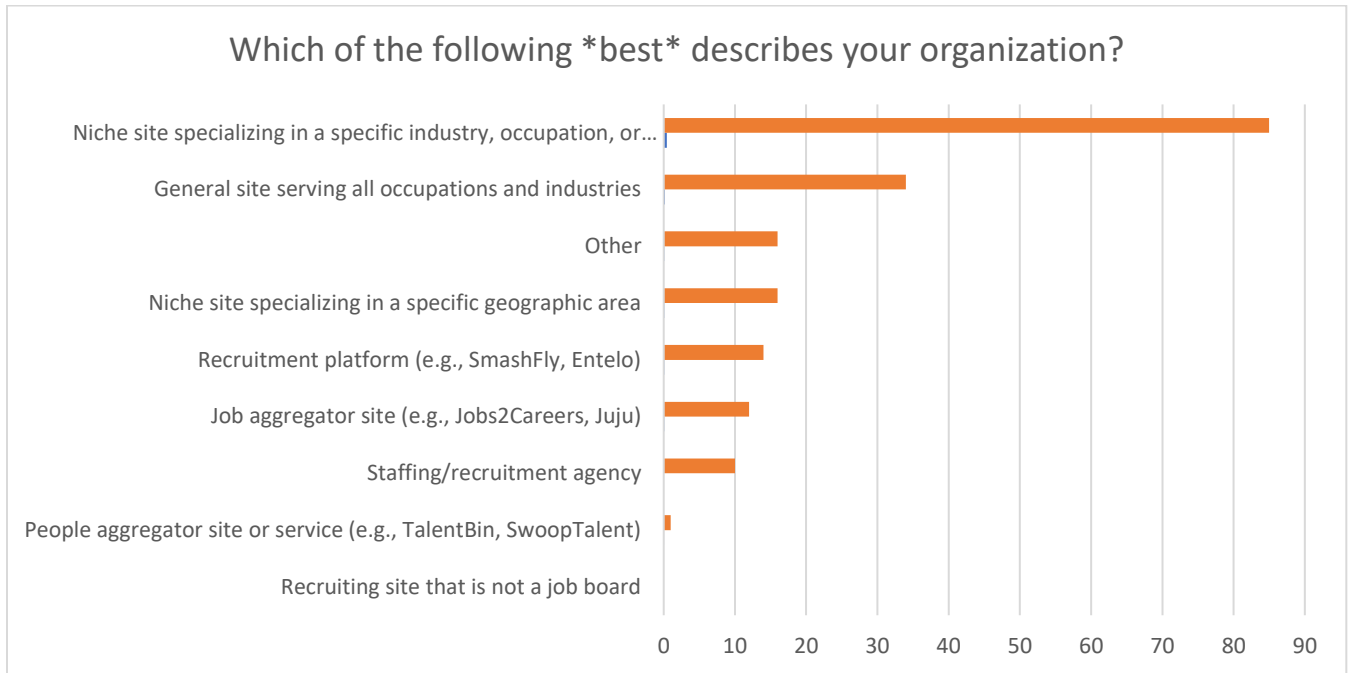




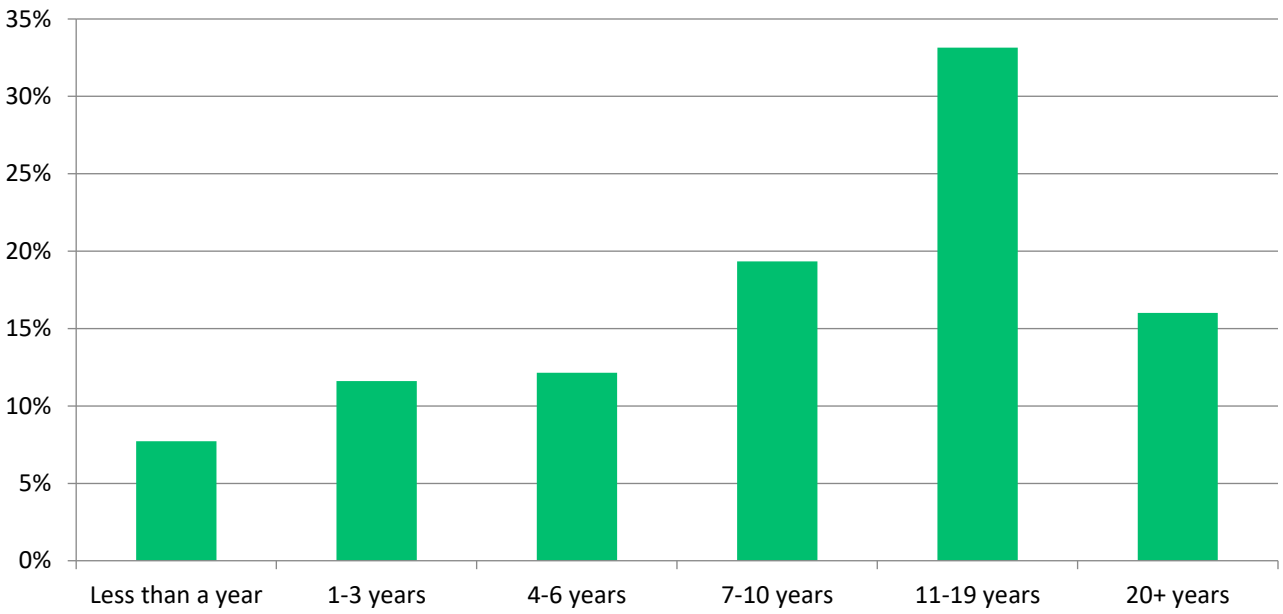
**Finding 9: The size of a recruiting site affects its perception of key threats.**



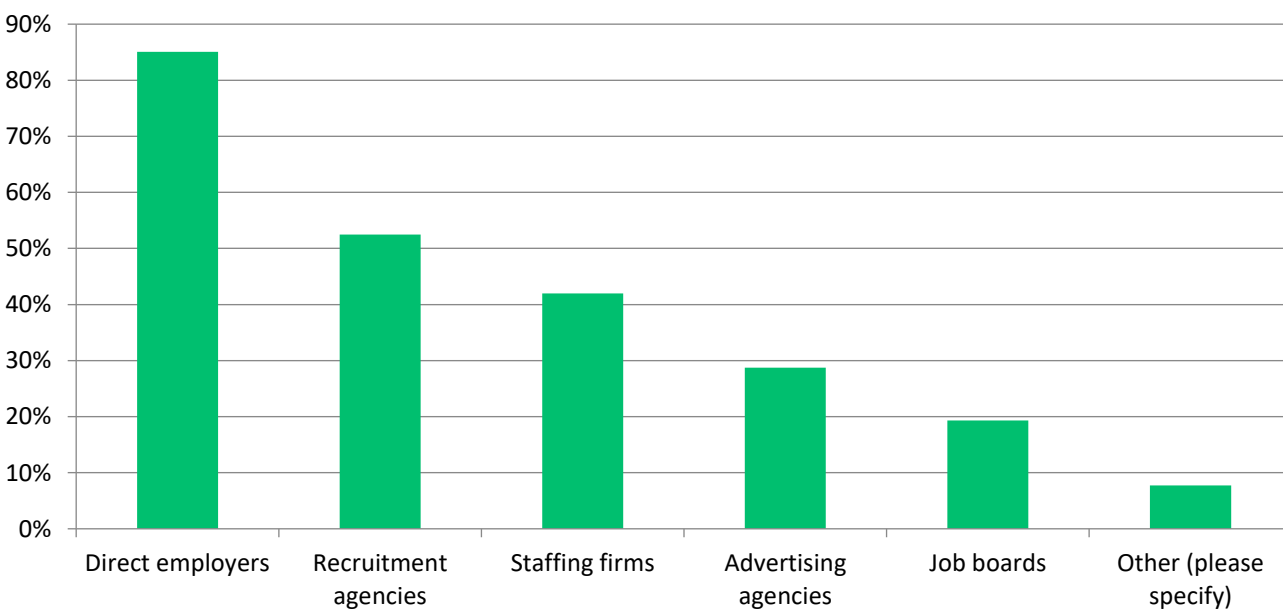
## The Complete Survey Results in Charts:



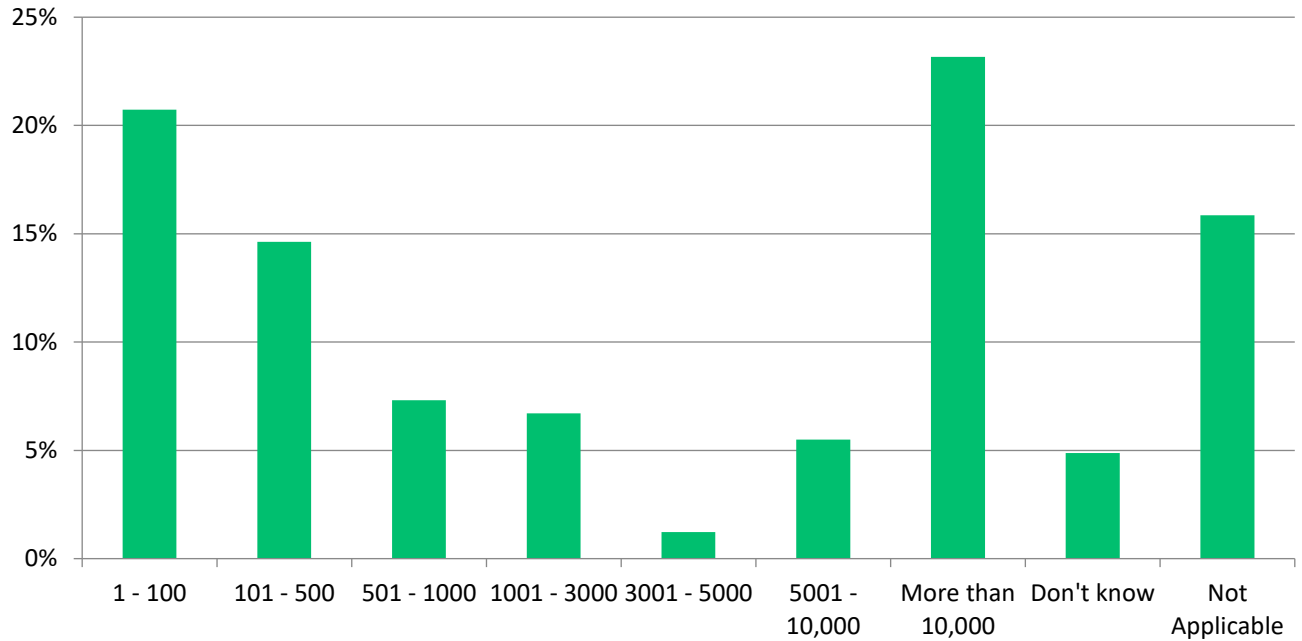
## How long has your site or service been operating?



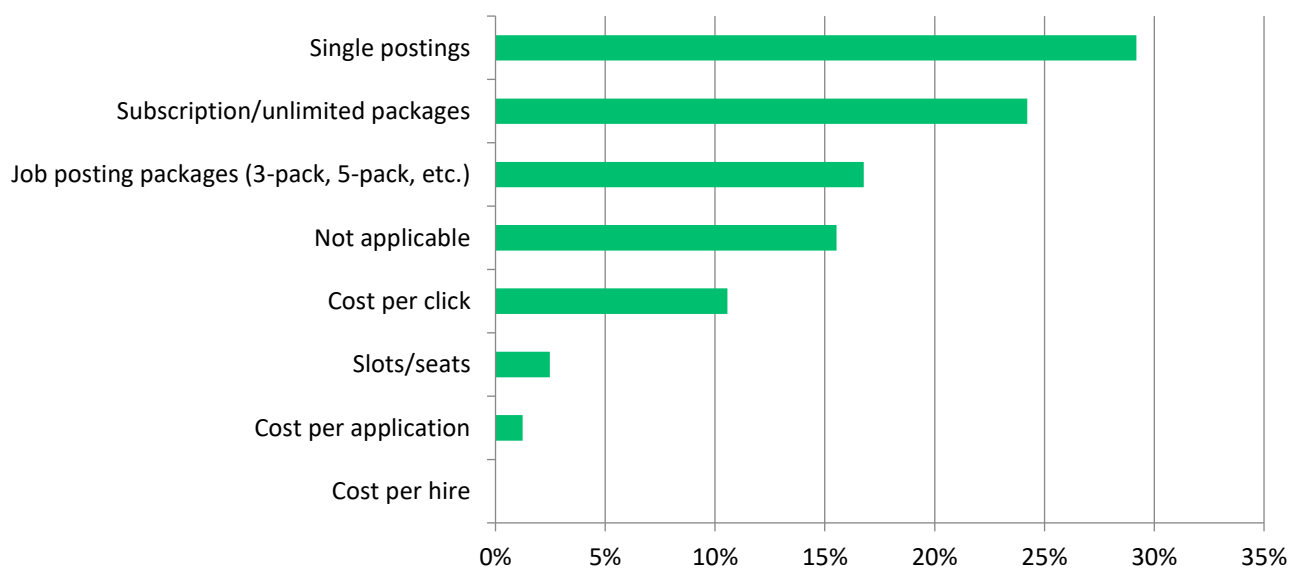
## Which of the follow client types does your business primarily target? (Check all that apply)



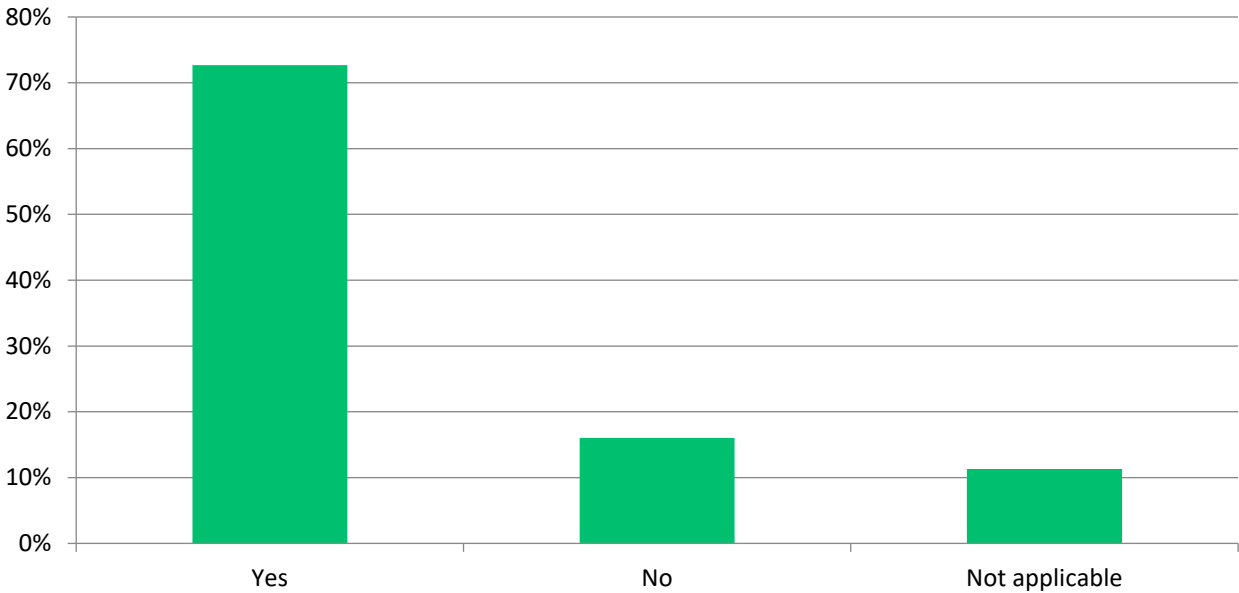
On average, how many new \*paid\* jobs (pay per post, pay for performance, or both) are posted on your site or service each month?



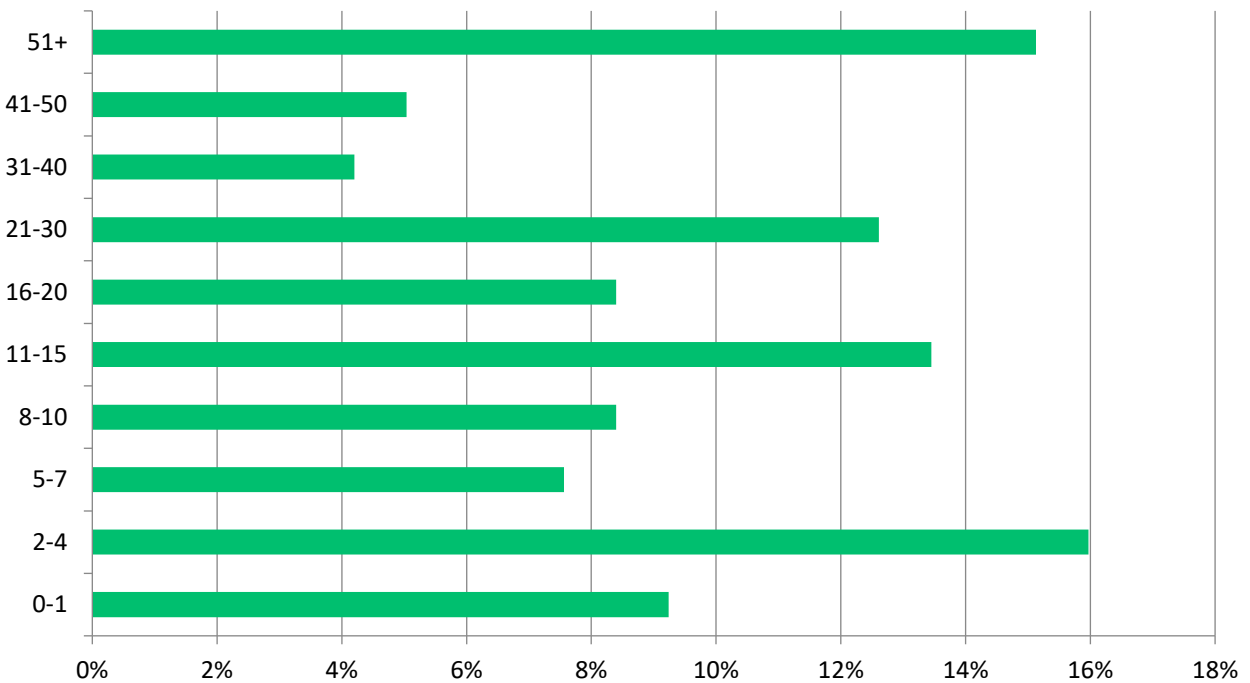
Regarding your \*paid\* jobs, what kind of job posting does the \*majority\* (most sold during past 12 months) represent?



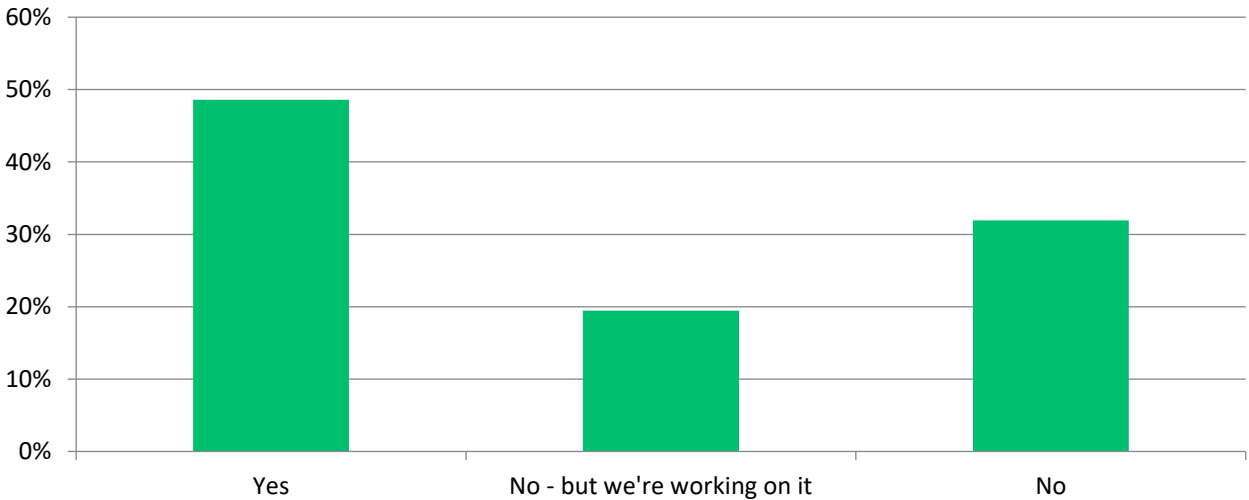
## Do you track the number of application clicks for each posting on your site or service?



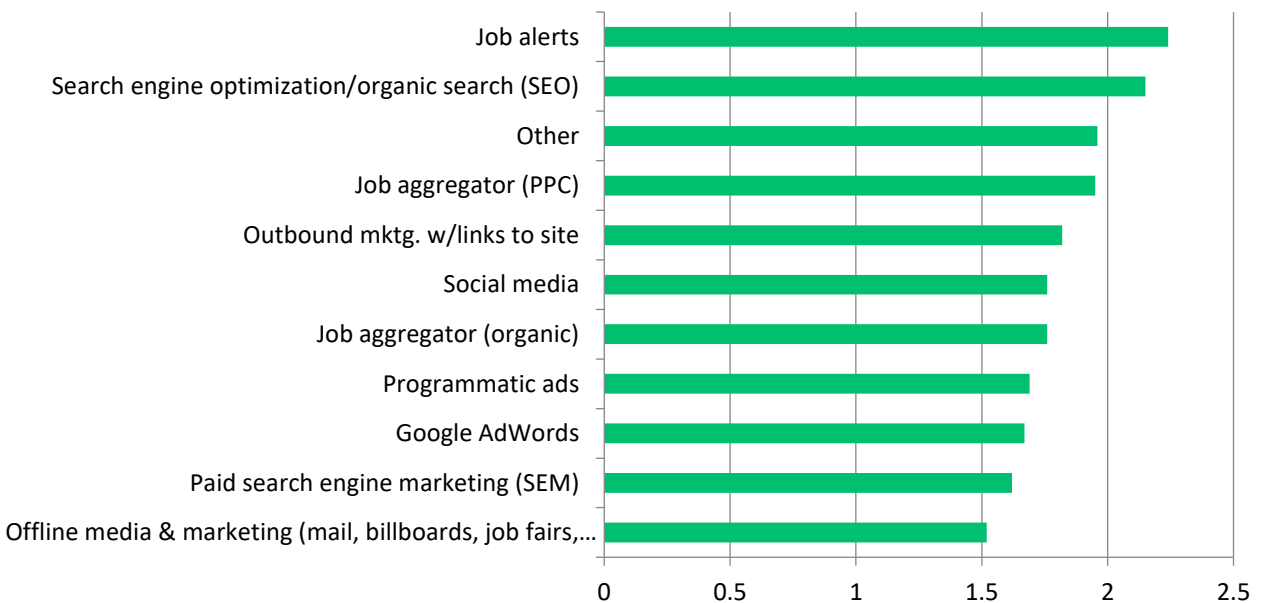
## On average, how many application clicks were made for each posting in 2017?



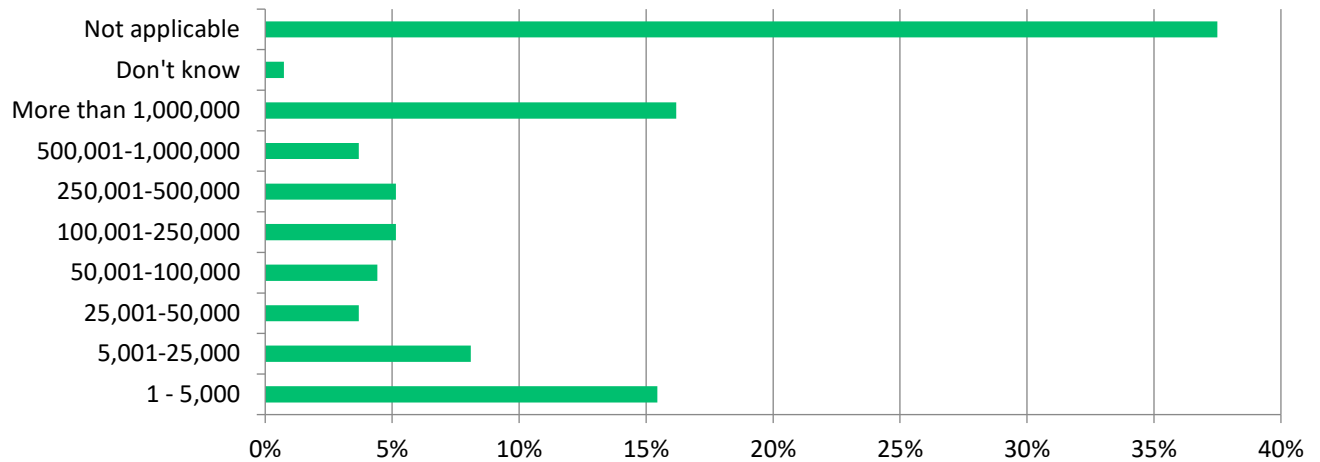
## Are you currently using any type of service or technology to filter out 'bot traffic' from your site reports?



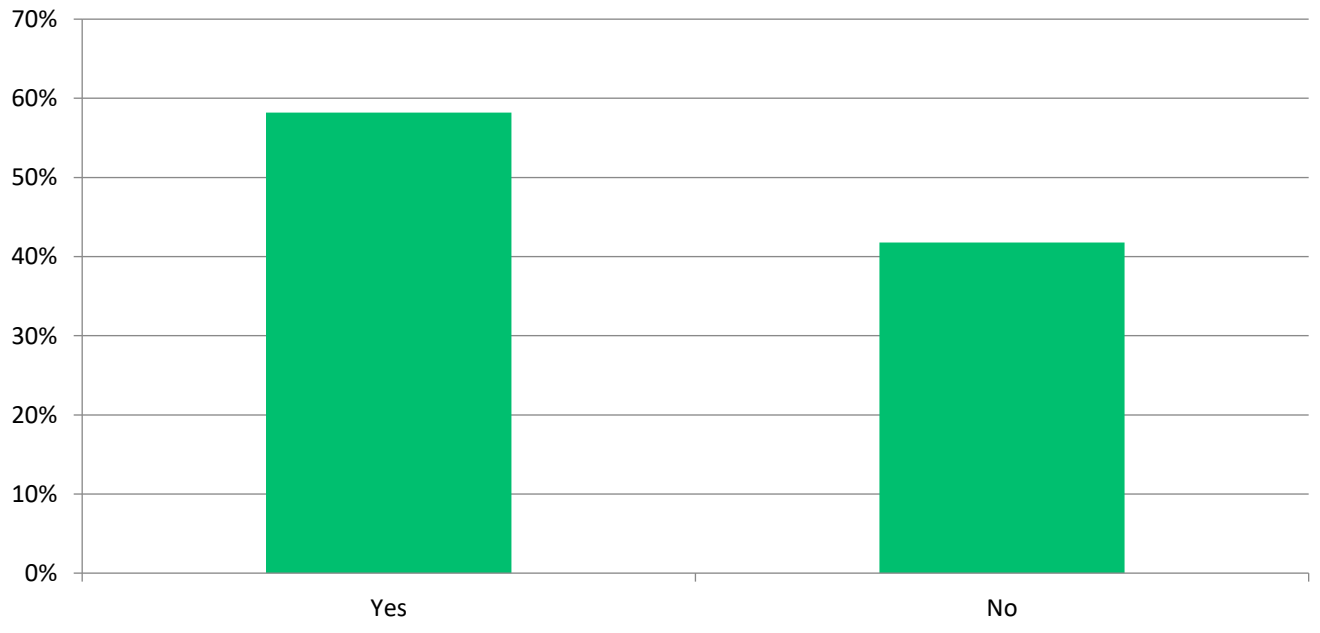
## How would you rate the following sources of traffic to your site, based on the percentage of traffic generated?



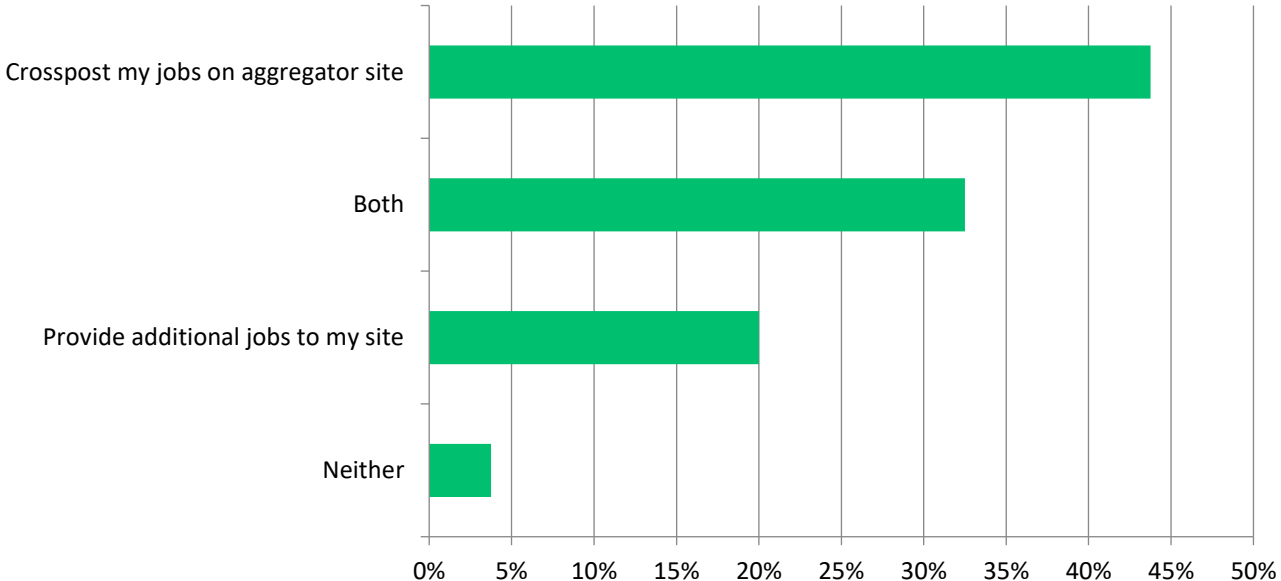
If your site offers a resume or candidate profile database that is accessible by employers, how many resumes or profiles are currently stored in the database?



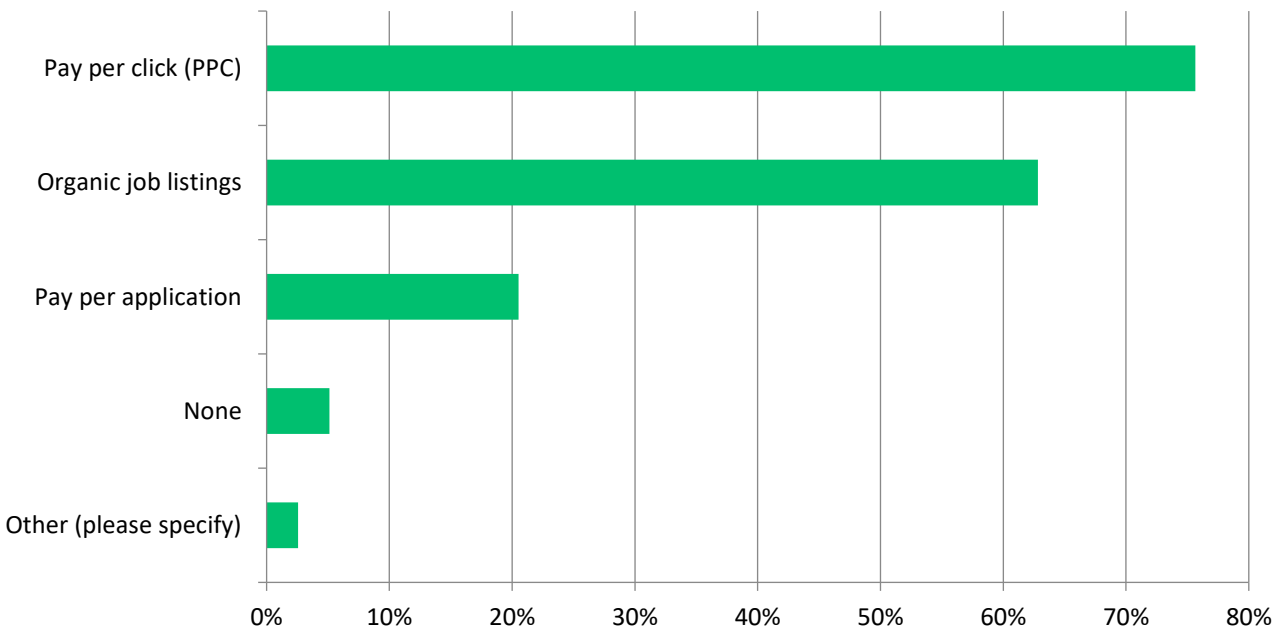
Do you currently use an aggregator (such as Indeed, Jobs2Careers, Juju, etc.)?



# How do you use aggregators with your site?

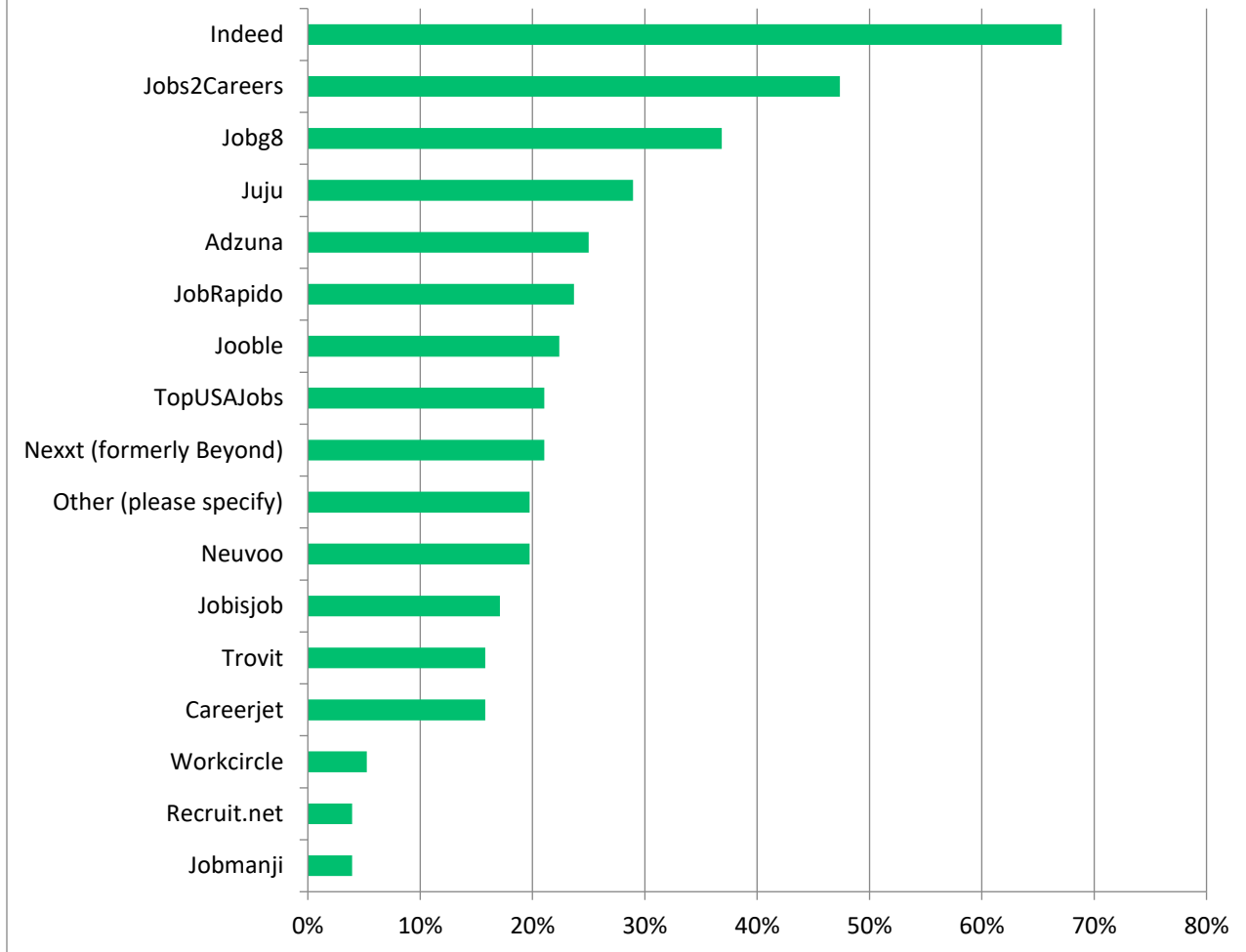


# Which of the following aggregator services do you use to increase your traffic? (check all that apply)

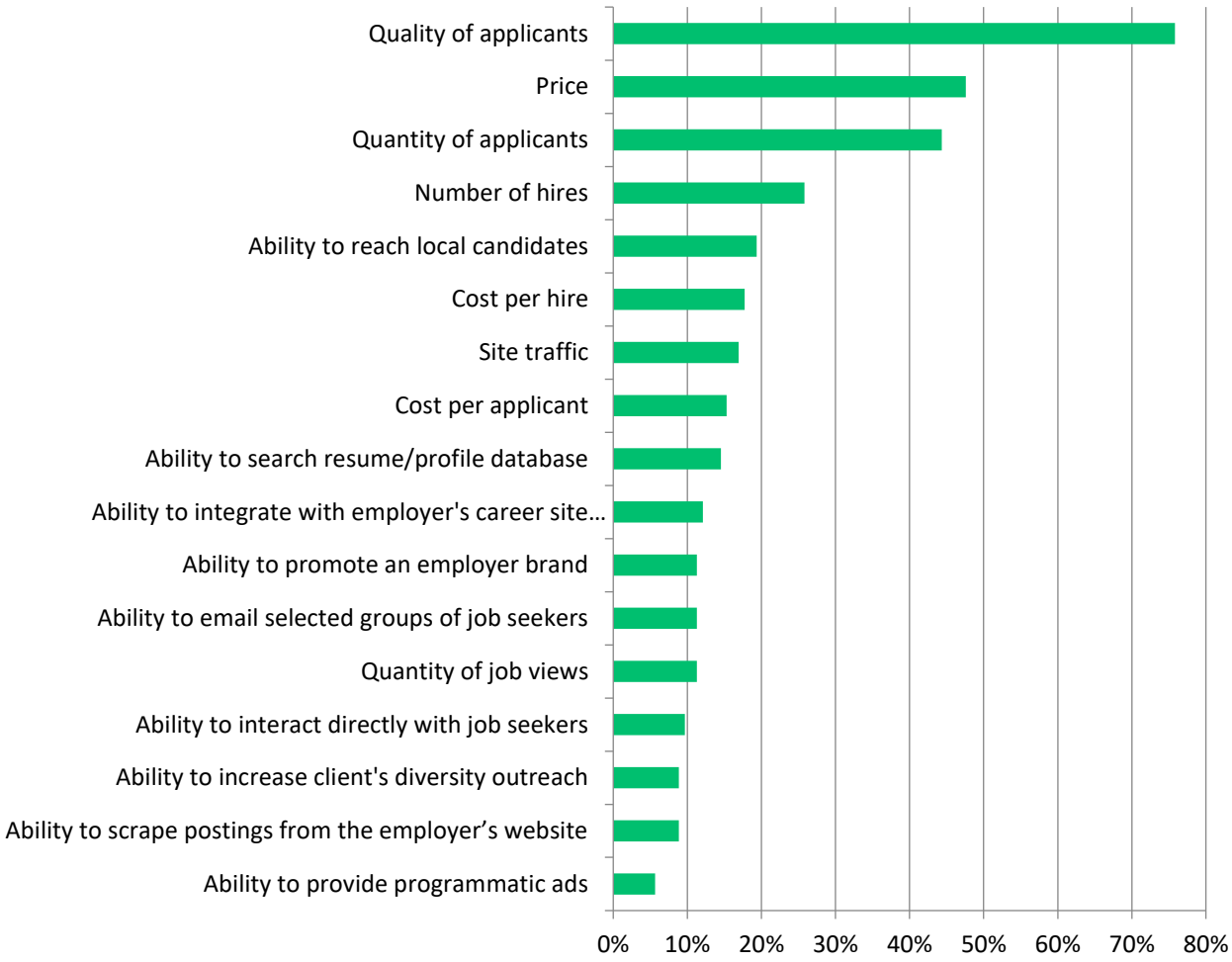




## Which of the following aggregators do you use? (Check all that apply)



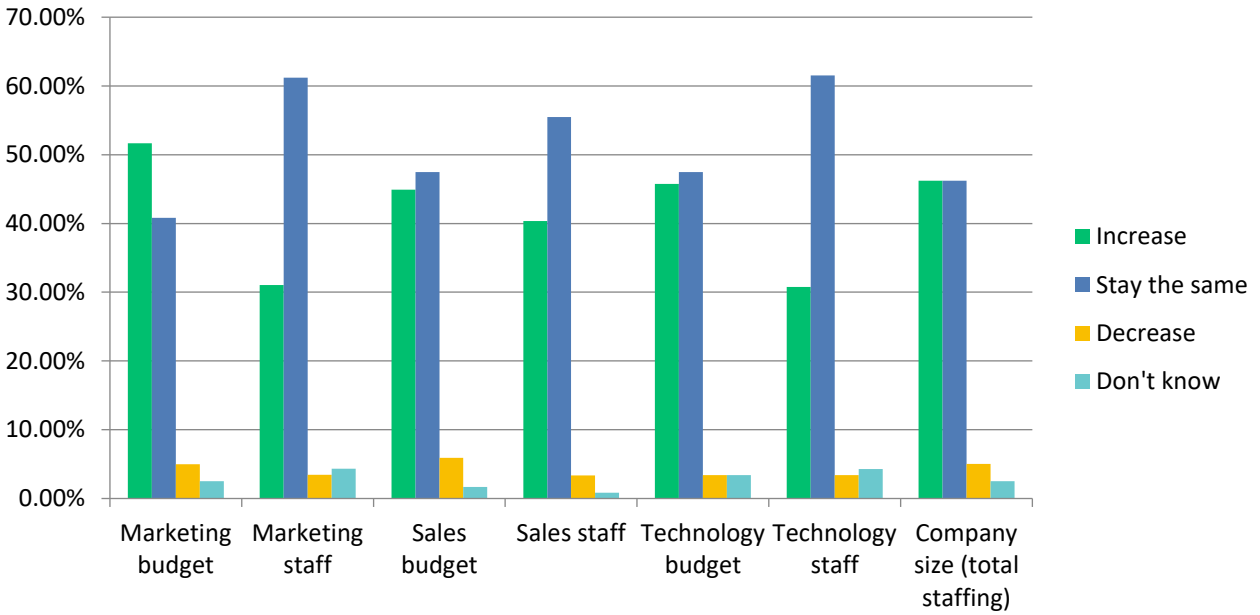
In general, which of the following criteria are most important to your clients with regard to using or renewing your recruiting services?  
(Select the top 3)



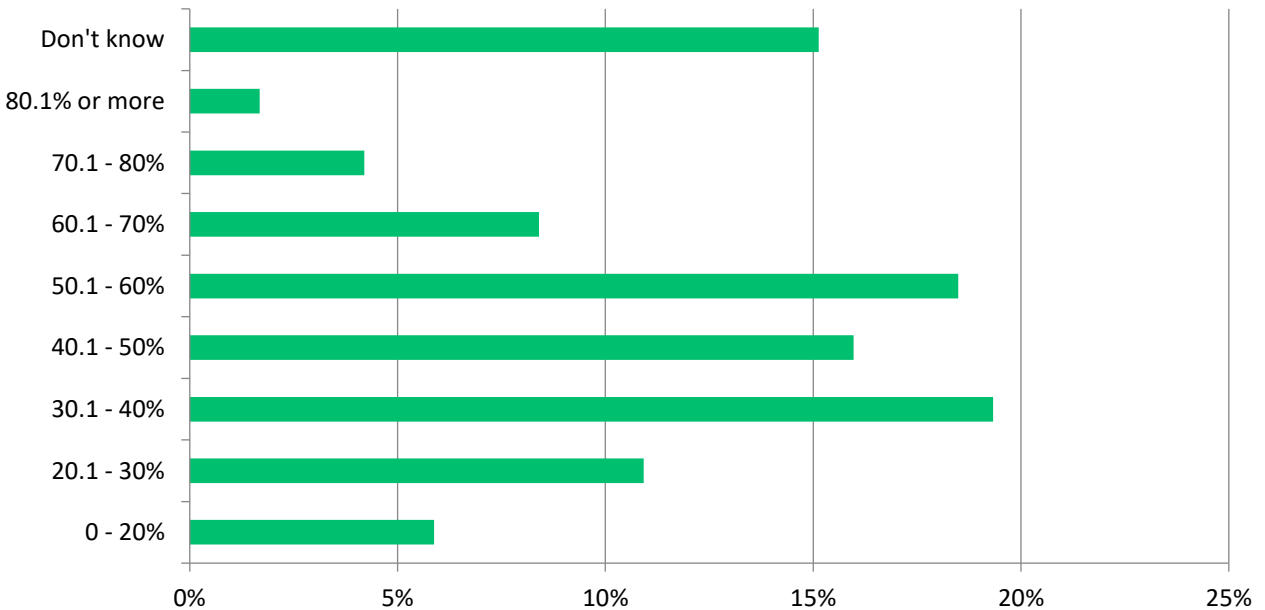
## Which of the following services do you currently offer to your clients and candidates? (Check all that apply)



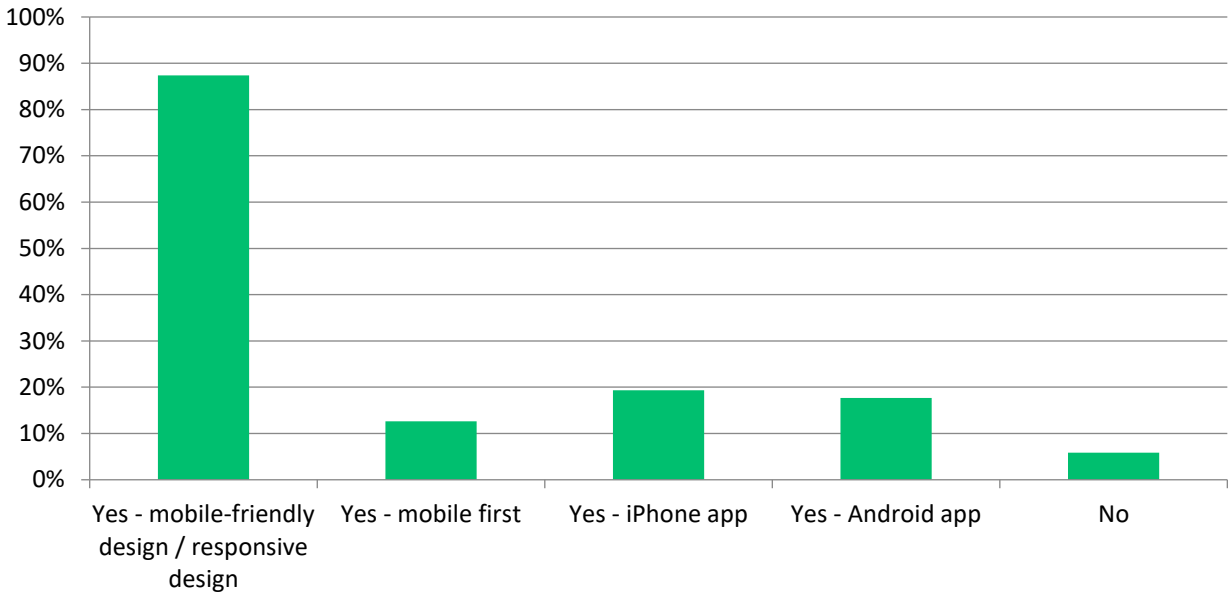
## Over the next 12 months, how do you predict the following elements of your business to change?



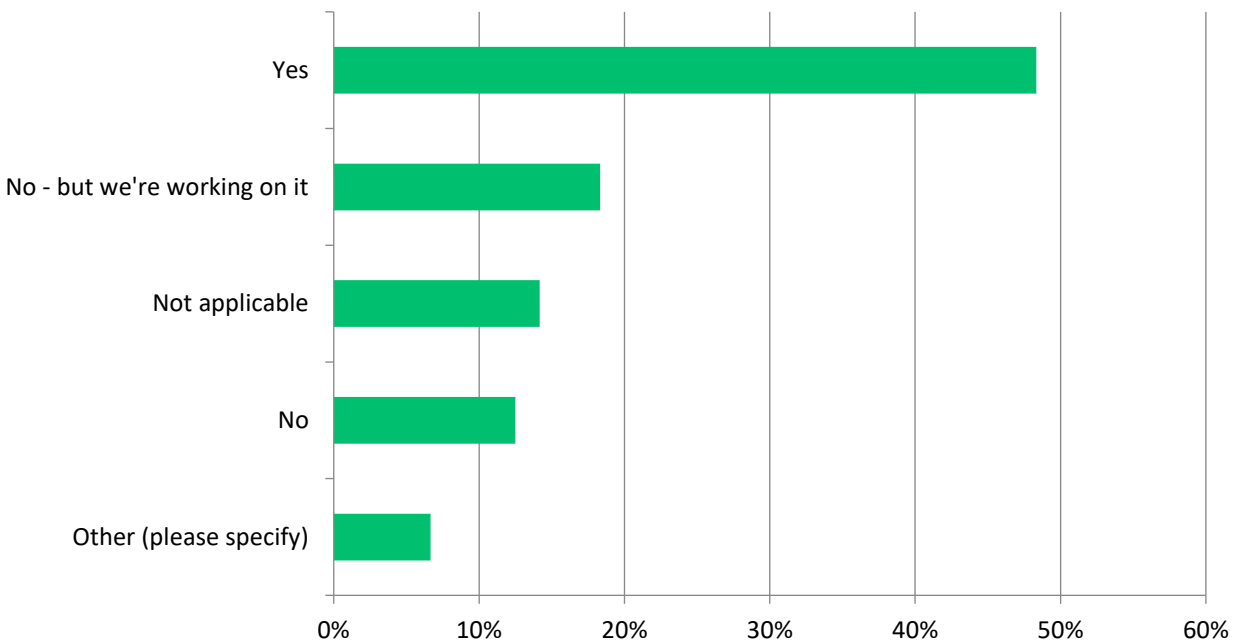
## What percent of your site(s) traffic comes from mobile?



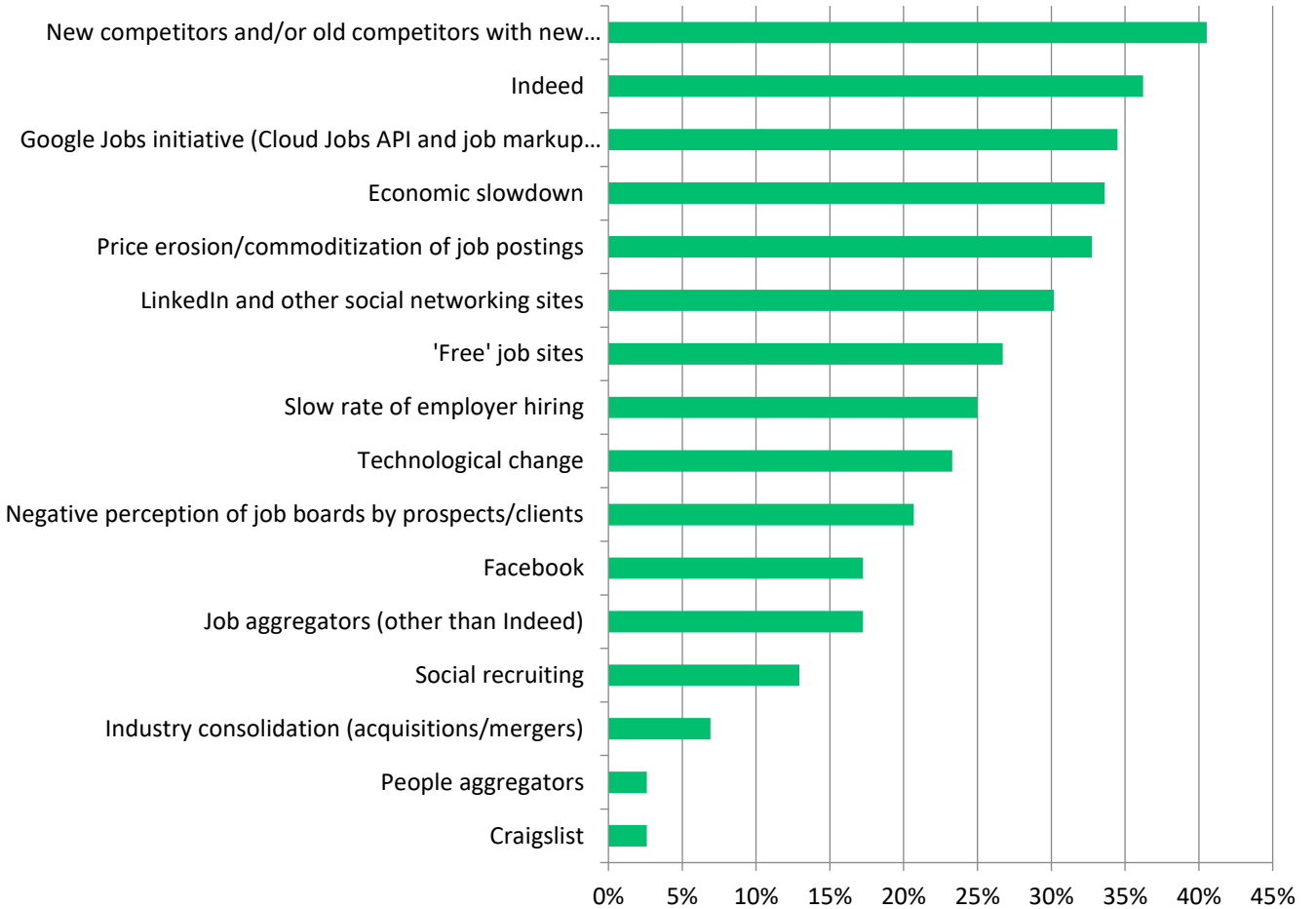
## Do you have a mobile-friendly version of your site? (Check all that apply)



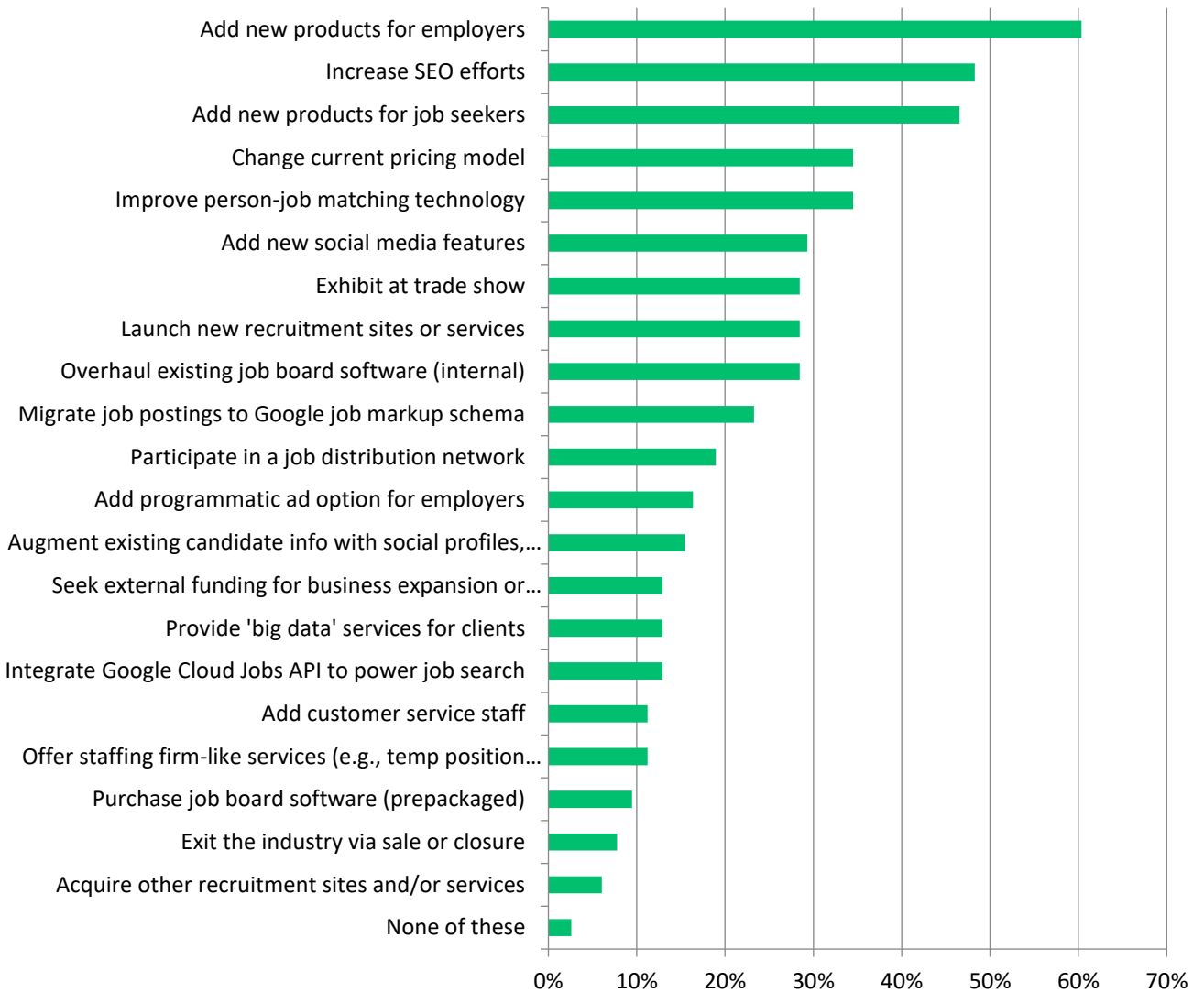
## Are your job postings compliant with the Google jobs markup schema?



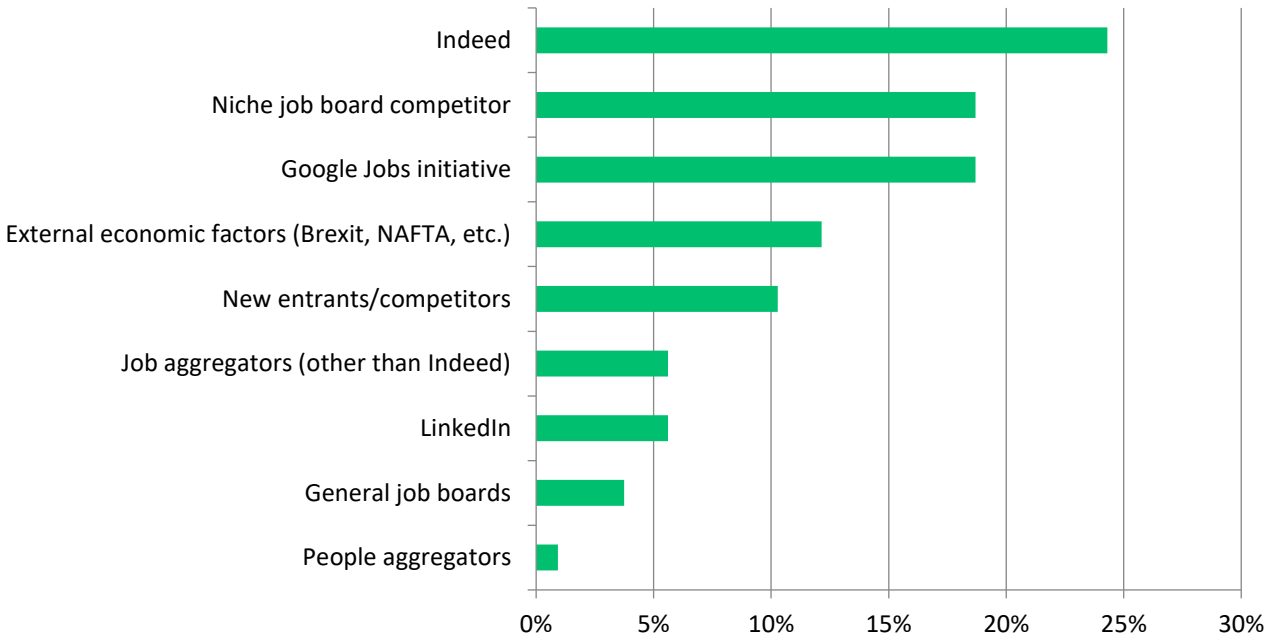
## Which of the following do you see as the most significant \*threats\* to your business in the next 12 to 24 months? (Check all that apply)



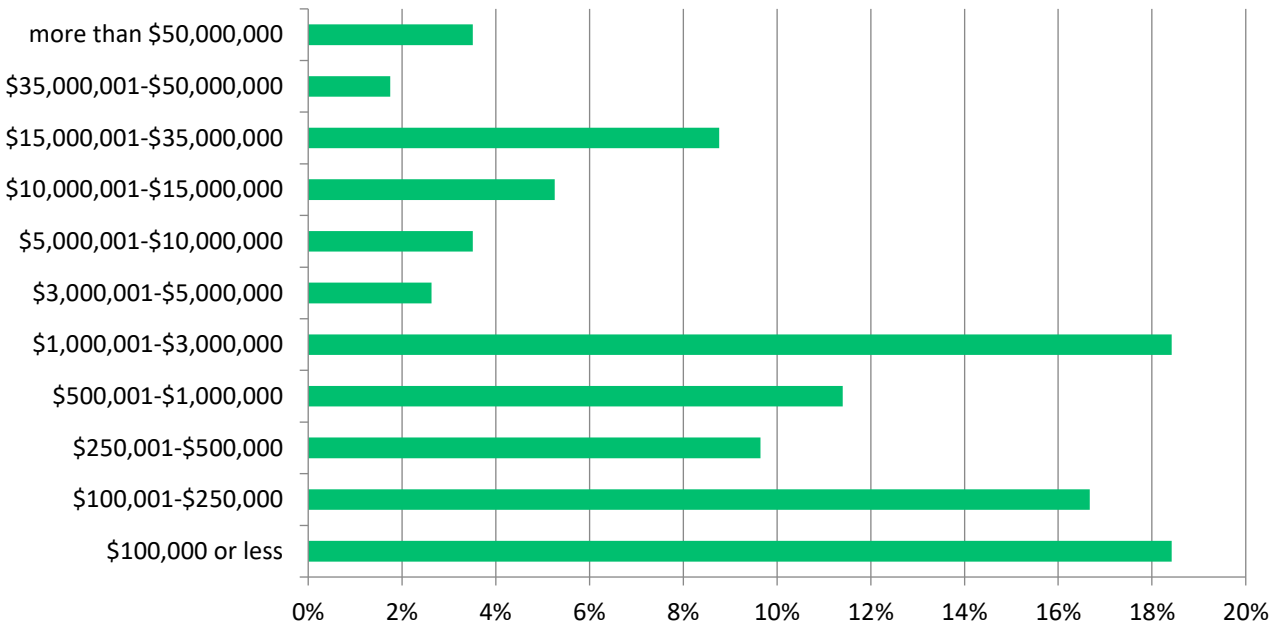
## Which of the following actions are you planning in the next 12 months? (Check all that apply)



## Which of the following do you see as the \*single biggest\* competitive threat to your business in the next 12 months?



## What is your best estimate of revenues for your business in the next 12 months? (in USD)

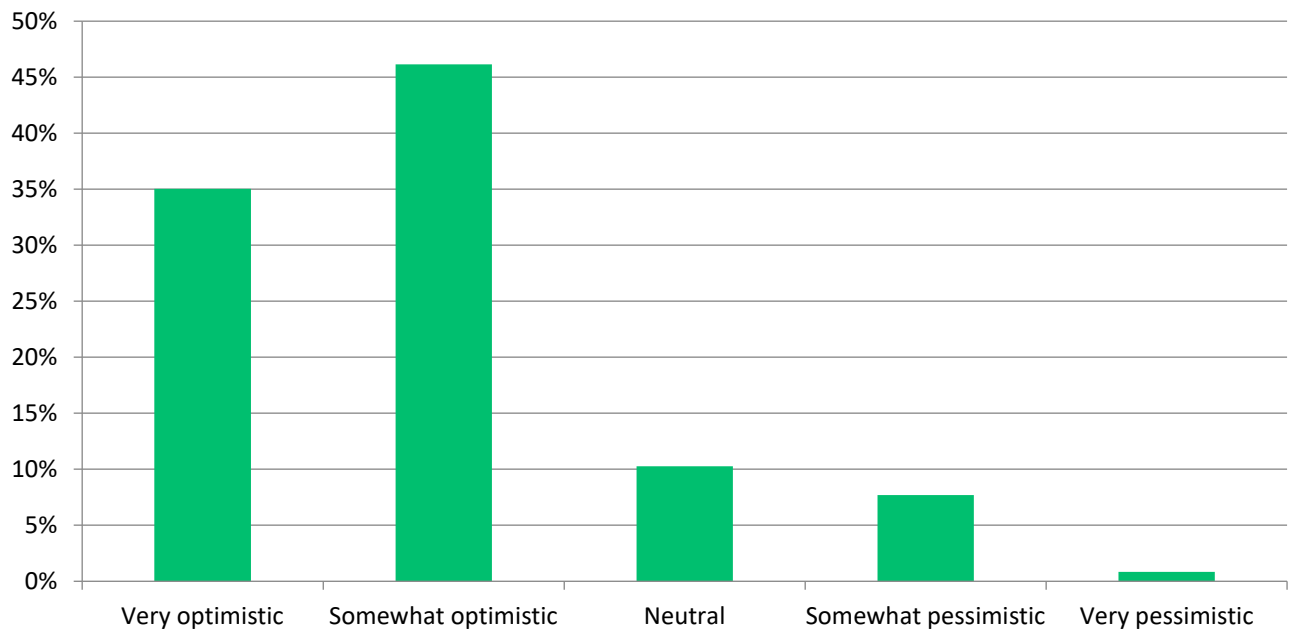




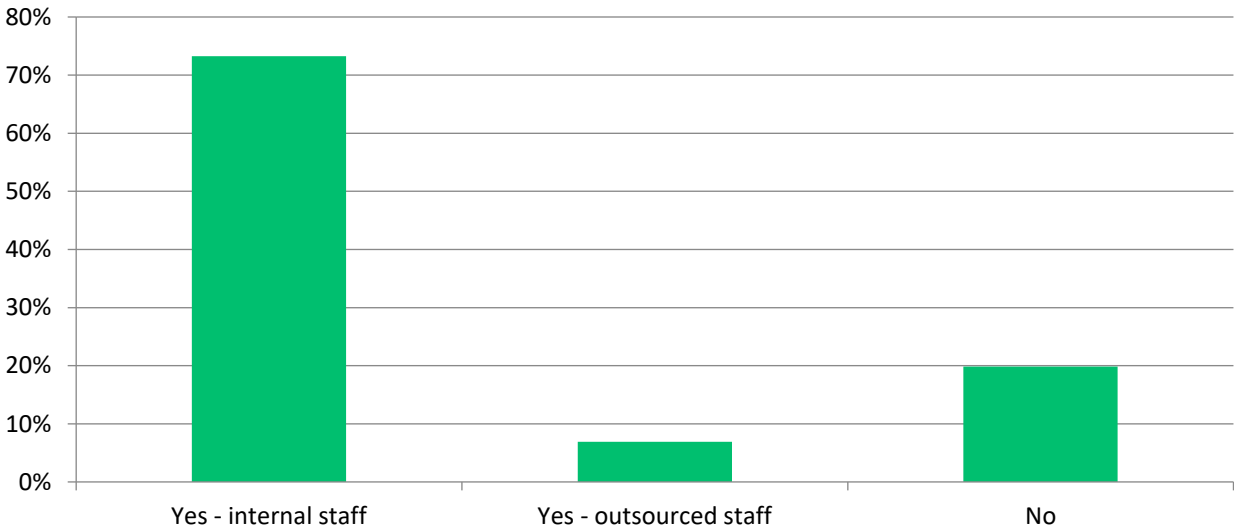
Which (if any) of the following challenges or impediments will *\*significantly\** affect your organization during 2017-18? (check all that apply)



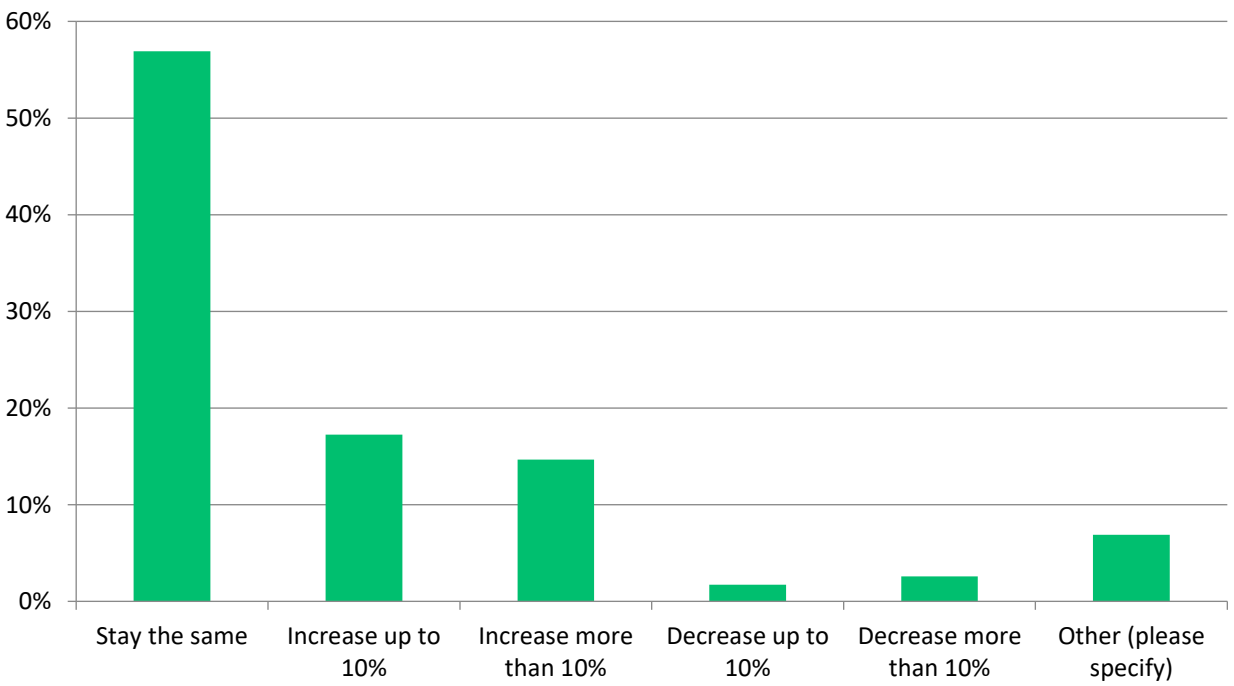
How optimistic are you about the opportunities for your organization over the next 12 months?



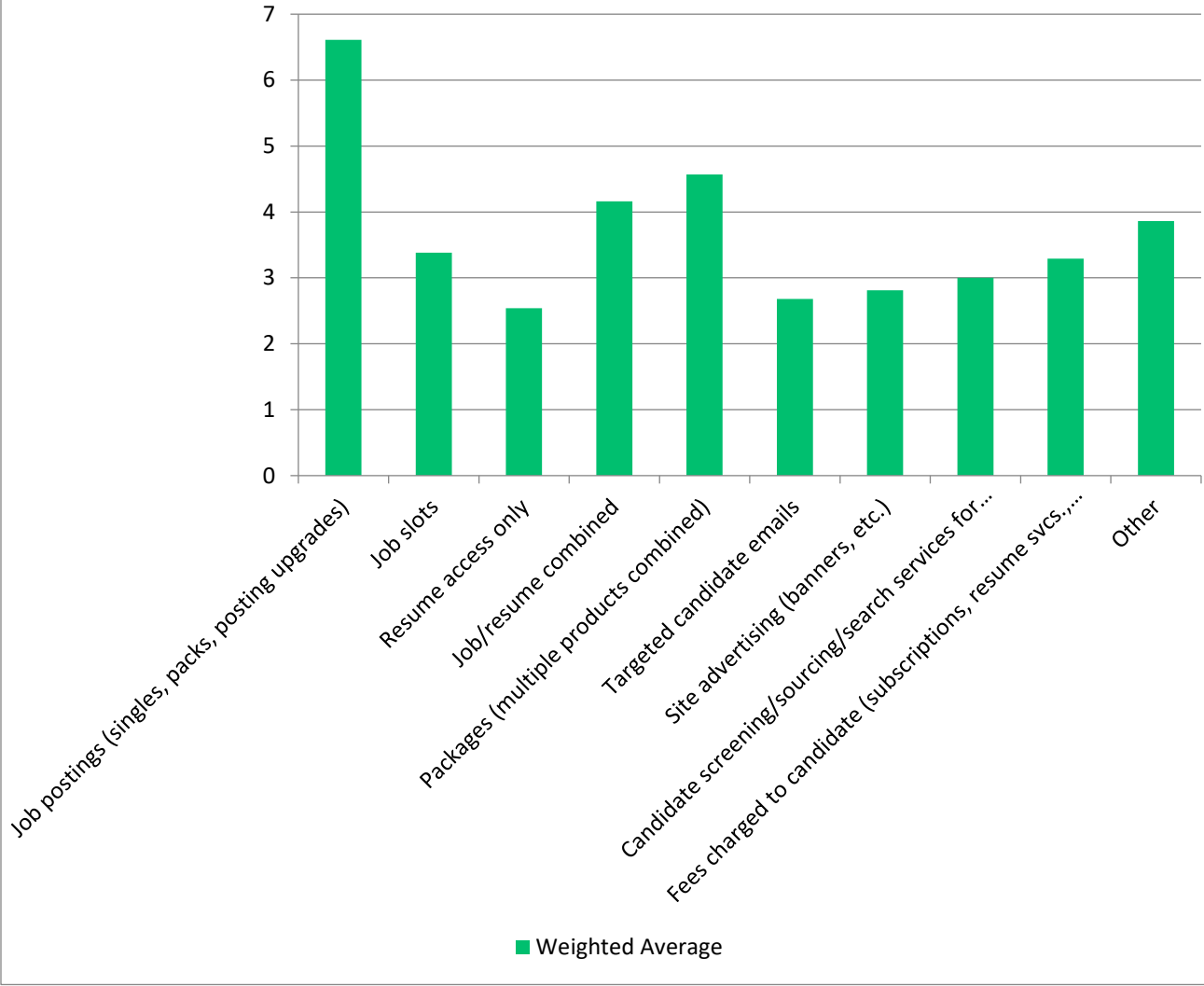
## Does your organization have a dedicated sales staff?



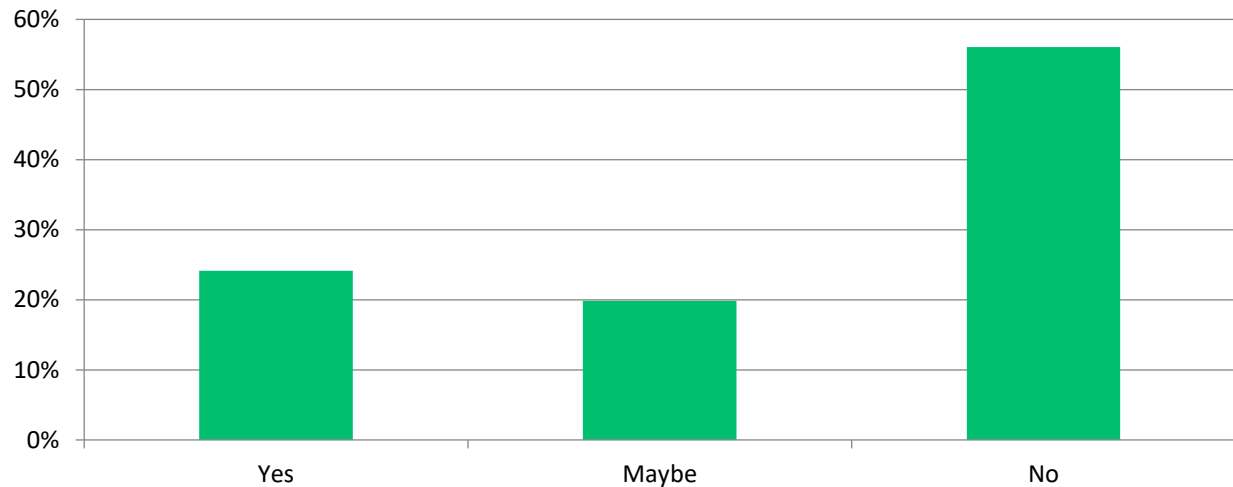
## For the coming 12 months, which of the following best describes your overall rate structure for recruiting products and services?



Please enter the correct percentage for each revenue stream in your business (total should equal 100%):



Are you planning to seek, or currently seeking, outside funding for your organization in the coming 12 months? (i.e., angels, venture capital, etc.)





### About Job Board Doctor:

Job Board Doctor is a **consulting service** for job boards and online recruiting sites. It provides **strategic and tactical help** in the following areas:

- Strategic planning & direction
- Product development and launch
- Site branding & positioning
- Marketing & sales
- Social media
- Content creation
- Site and user interface analysis

The Job Board Doctor is **Jeff Dickey-Chasins**, a veteran of the job board, publishing, and e-learning industries. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with 550+ job boards and HR-related sites over the past 20 years, in almost every sector, including finance, technology, education, health care, sales and marketing, energy, and specific geographic regions. He has published research, e-books, and blog posts on almost every aspect of the industry. He also speaks at industry conferences on key topics in the online recruiting industry.

Learn more at: [www.jobboarddoctor.com](http://www.jobboarddoctor.com)



### About Jobg8:

Jobg8 is an online global marketplace for buying and selling qualified Job Applications, Job Seeker Traffic and Jobs.

We are the world's largest job board network. Jobg8 supplies high quality vacancies and pre-qualified applicants to job boards that deliver revenue. Since 2008, we have established our reputation as the ultimate job board resource – by growing our clients' brands, not competing against them.

How does it work?

Jobg8 runs like a trading floor for job boards – supporting and strengthening the industry, not competing with it.

Jobg8 technology plugs into your job board and operates behind the scenes, helping you to fill roles and offer a wide range of vacancies to your candidates.

Learn more at: <http://www.jobg8.com>