

2022-23

Global Recruiting Site

Trends Survey



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 recruitment marketing industry. This year we had a total of 128 respondents from every region of the world, including Europe, Asia, North America, and Africa.

The survey was distributed and promoted to recruiting sites, job boards, and related sites and services. The questionnaire had 30 questions and required approximately 10 minutes to complete.

The survey included questions covering:

- Perceived threats and opportunities
- Demographics
- Largest sources of revenue
- Business models
- 2022-23 business plans

Survey responses were collected September - October 2022.

Executive Summary

A few of the key findings in this year's survey:

- **Duration-based job postings** comprised 52% of the revenue for respondents, and **duration-based job slots** comprised 16%
- **Pay-per-hire** contributed the most revenue for 3% of the respondents, versus **pay-per-click** providing the most revenue for 19% of the respondents
- **External economic factors**, such as recession, is the single biggest threat for 37% of respondents, while 34% said that **lack of candidates** was the biggest danger
- 60% of the sites surveyed rely on an **internal sales staff** to generate revenue
- Only 40% of the respondents **utilize aggregators**; of those, the most use Adzuna (53%)
- 54% of respondents say that **job alerts** produce the highest quality of applicant traffic
- Respondents continue to be optimistic about the future – 81% are either **very or somewhat optimistic** about their site's opportunities in the next 12 months

Key respondent quotes:

Some reduction in growth, already less fast than Spring 2022, but sales still above 2021 and much above 2020 or 2019

Economic hardship might bring more candidates back into the job market - but there might be fewer jobs. Either way we will grind on.....

There's a lot of competition for candidates. Employers are happy to pay for ads that generate good response

Slower candidate market following economic difficulties in the West following the energy crisis due to Russia's response to the Ukraine war – hard time for candidates to move jobs

No encouraging economic signs in the UK - and continued threat from ubiquitous giant US / Japanese competitors, LinkedIn and Indeed

We decided this year to remove our adverts from Indeed (and other aggregators). We have never paid aggregators, but we have now also asked Indeed to stop listing our adverts organically (for various reasons). Our traffic has not been impacted by this decision.

While the recession looms (or has started) there are still significant skills shortages, notable in highly skilled sectors like the ones we cover.

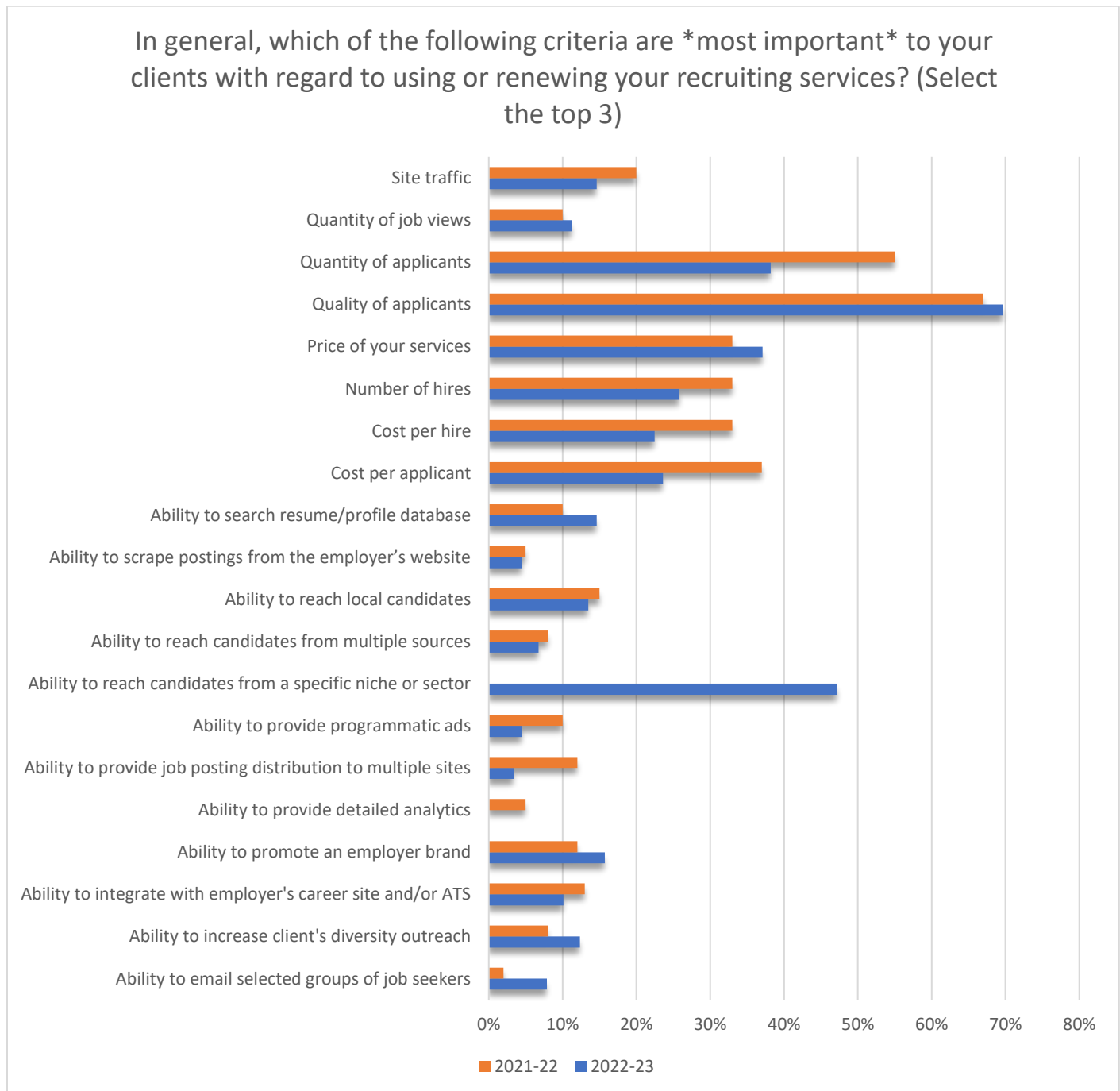
No matter what happens economically, companies will still need to hire. The unemployment rate will remain low for a long time to come so companies will still need a way to post their jobs.

We're at the cutting edge of programmatic as compared to the vast majority of those who offer programmatic, and most aren't even offering it yet

Diversity hiring has become a must hiring initiative.

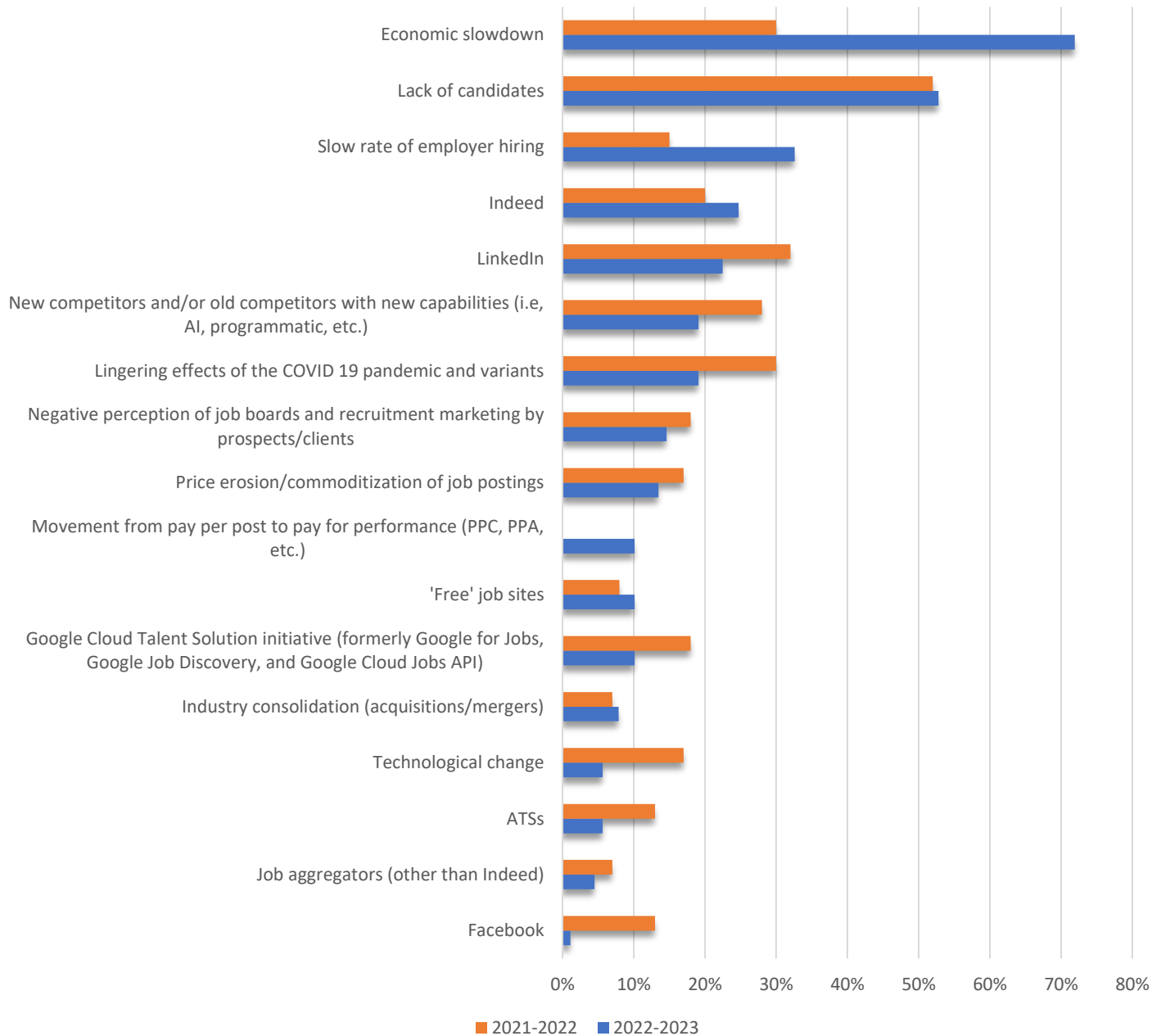
Comparing 2021-22 Survey to 2022-23 Survey results:

What a difference a year makes! 2021 was about recovering from COVID – and 2022 seems to be worrying about recession. Here are some comparisons:



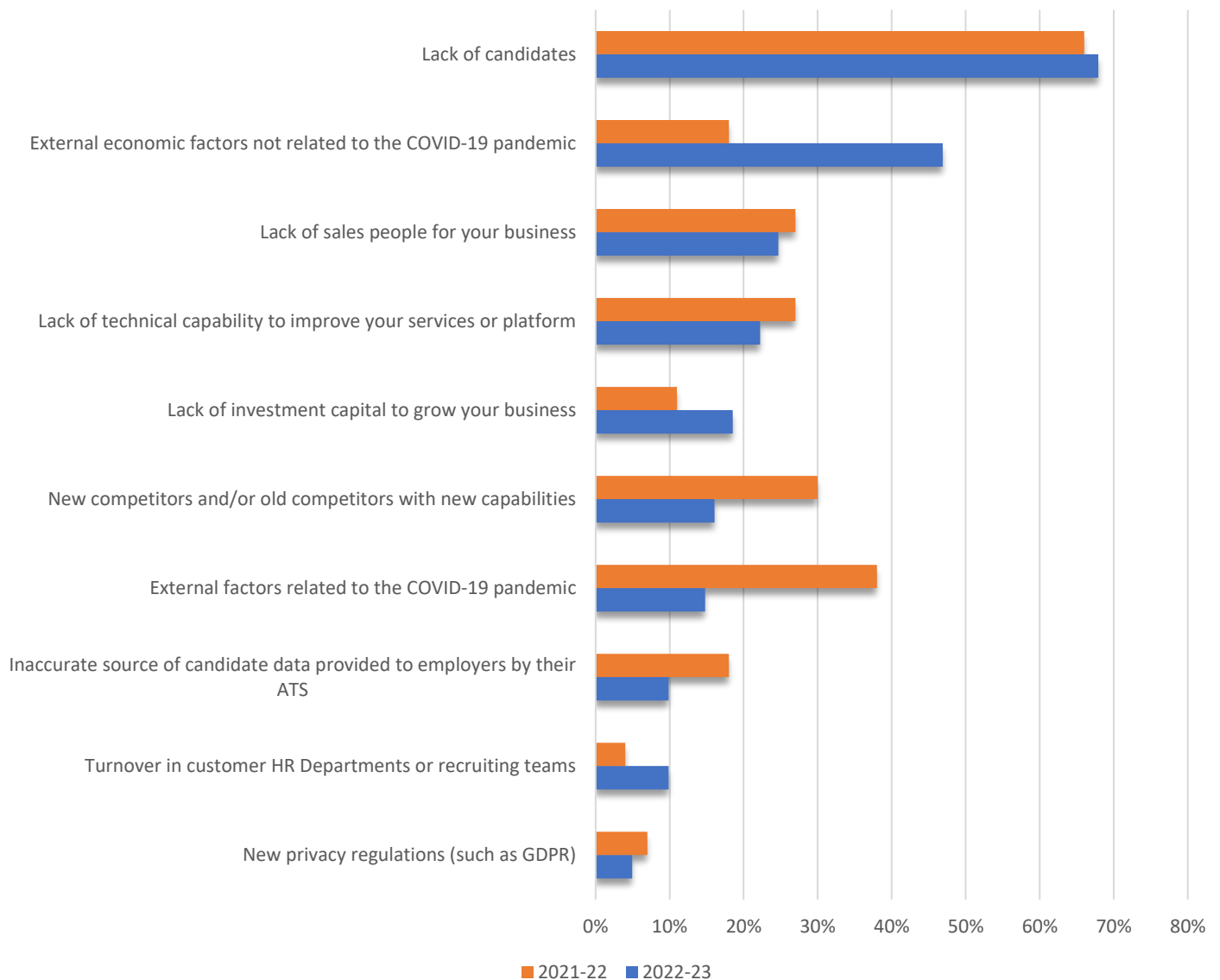
The 'quality of applicants' continues to be the number one concern of employers.

Which of the following do you see as the most significant *threats* to your business in the next 12 to 24 months?



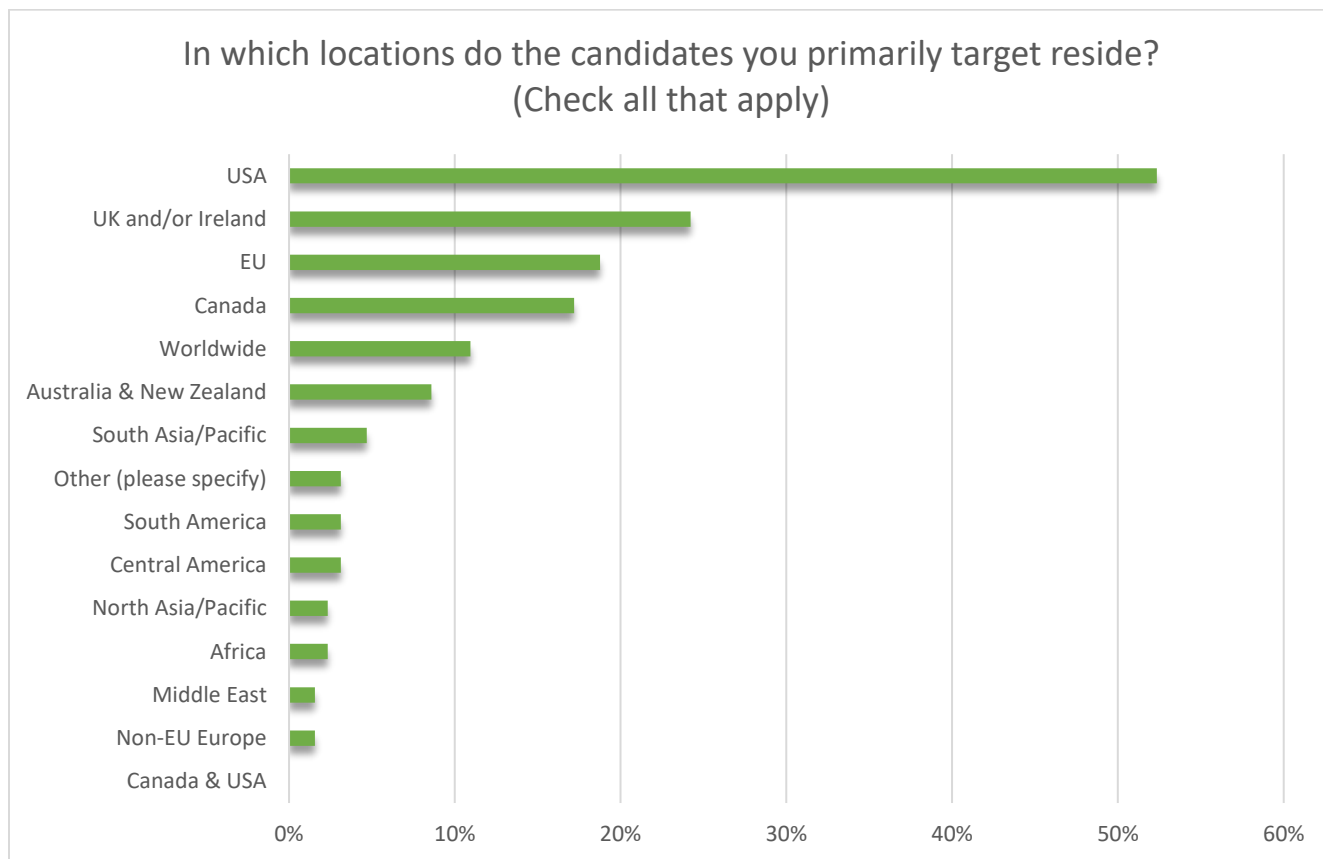
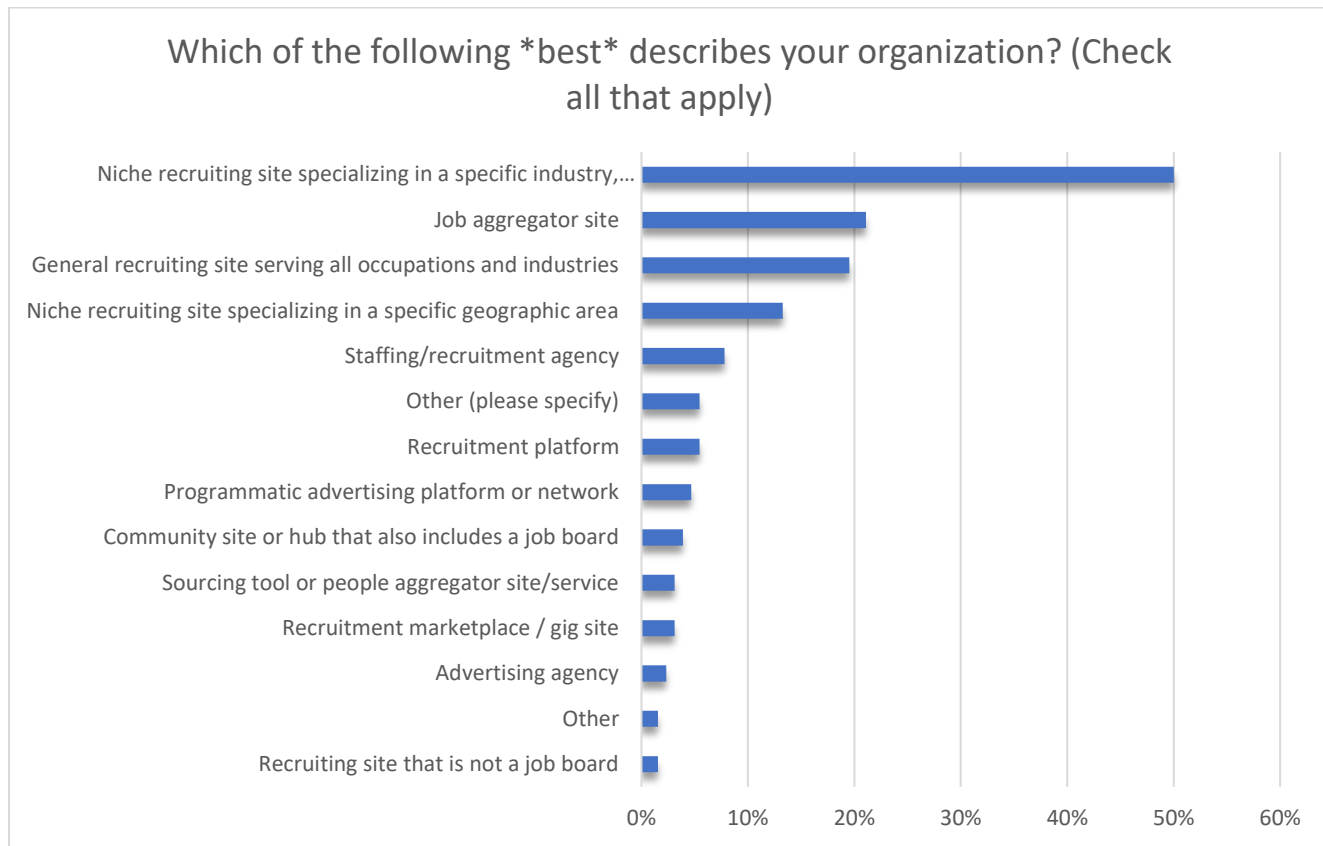
In 2022, everyone is worrying about an economic slowdown, it seems, as well as a slower rate of employer hiring.

Which (if any) of the following challenges or impediments will
significantly affect your organization during 2022-23?

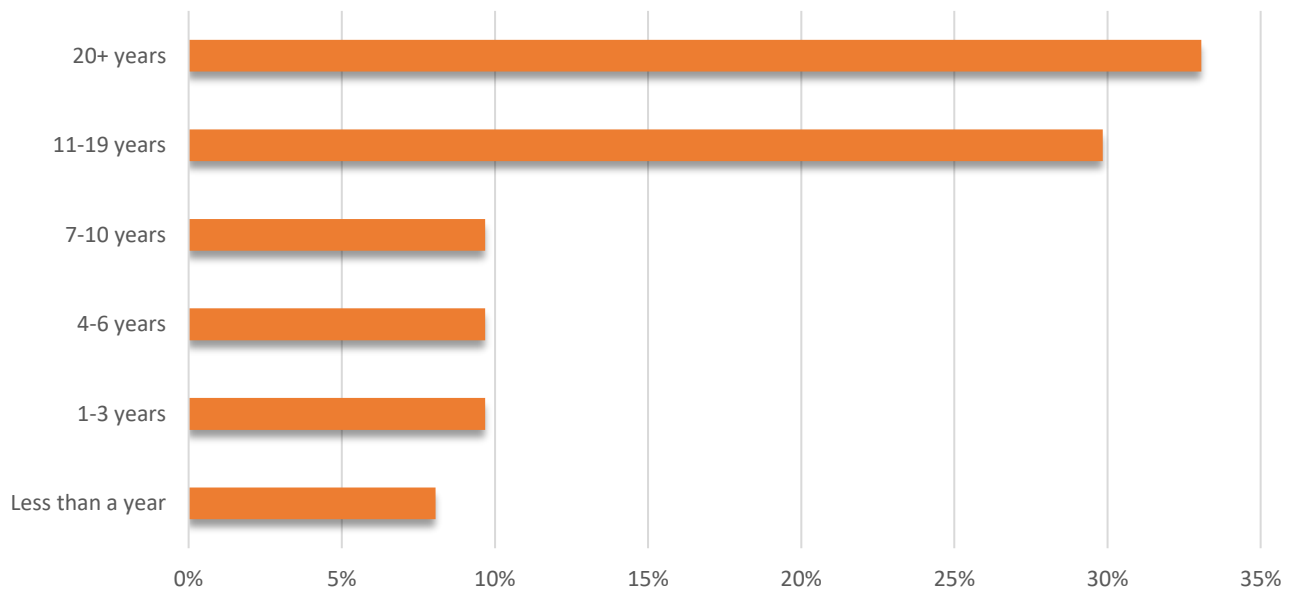


Note that although the 'lack of candidates' has been a top concern for 2 years running, worries about the economy have risen significantly.

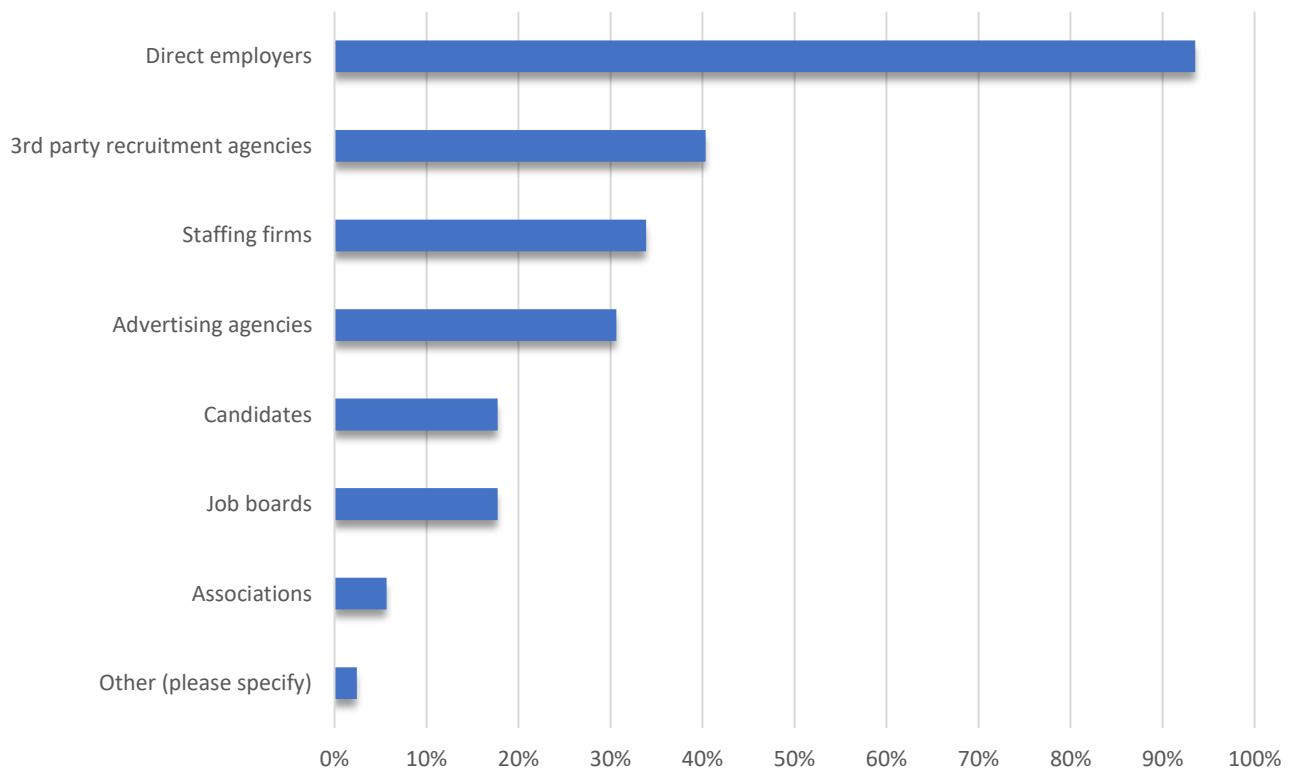
The Complete Survey Results:



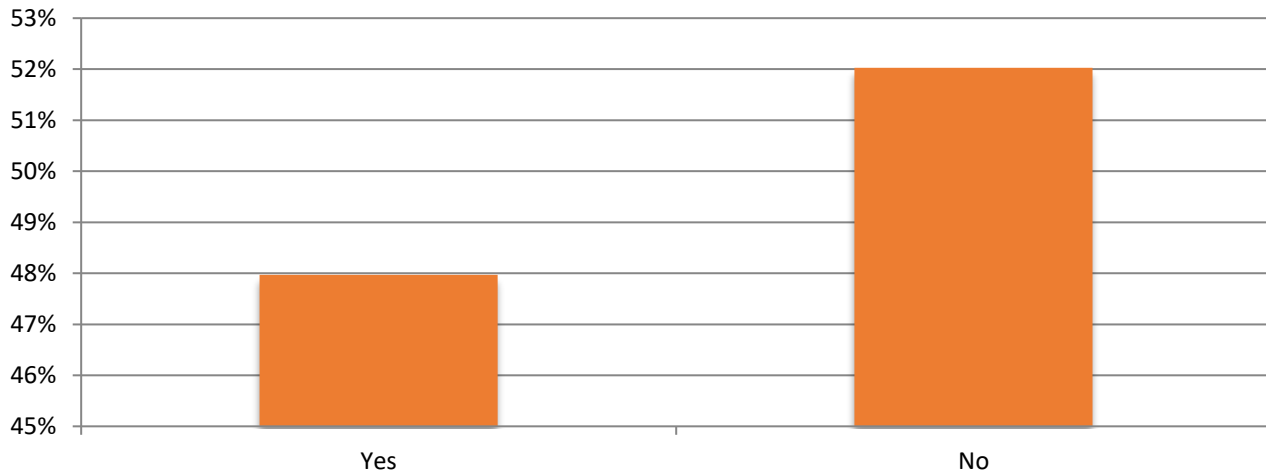
How long has your site/service been operating?



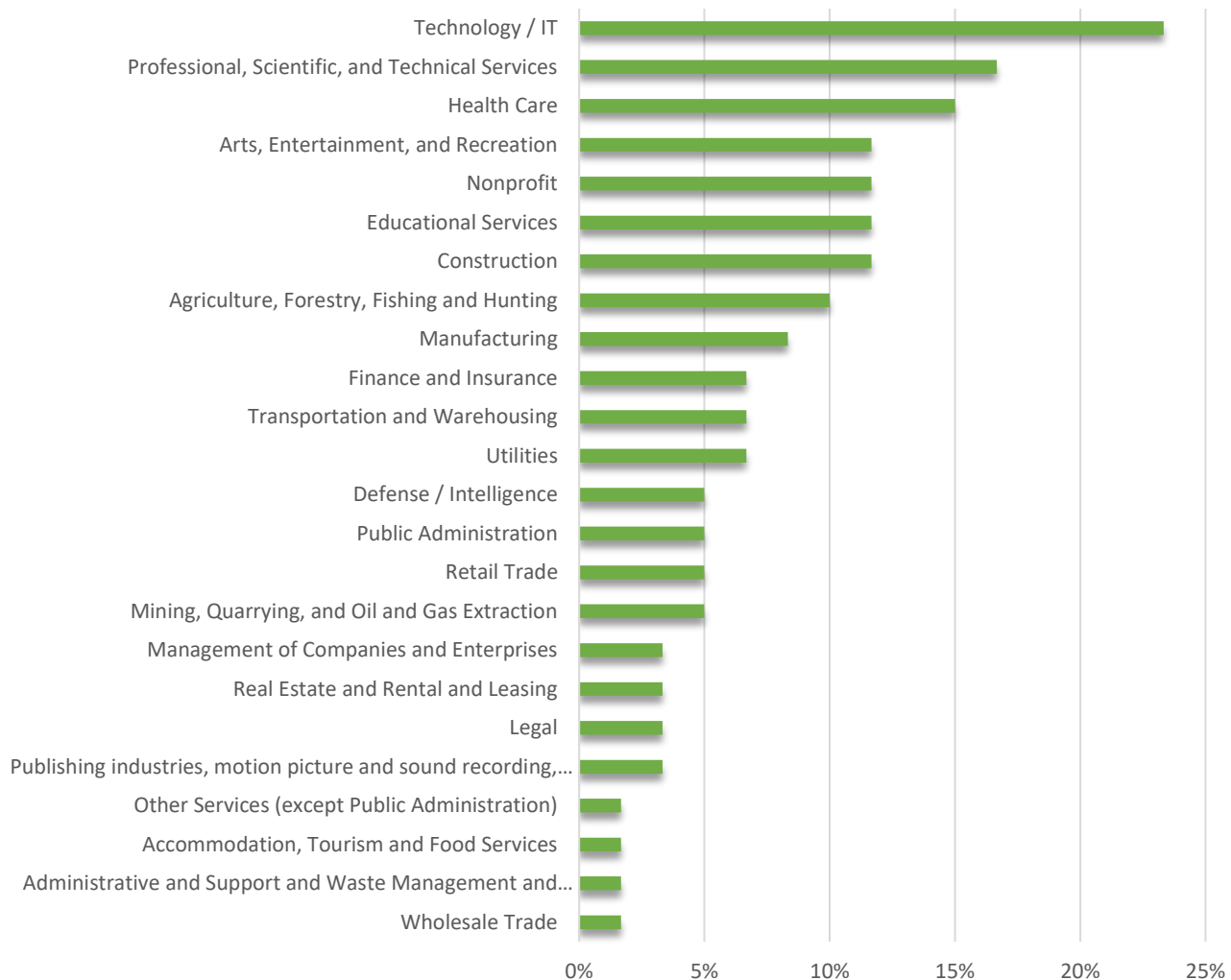
Which of the following types of clients do your business *primarily target* for generating revenue? (Check all that apply)



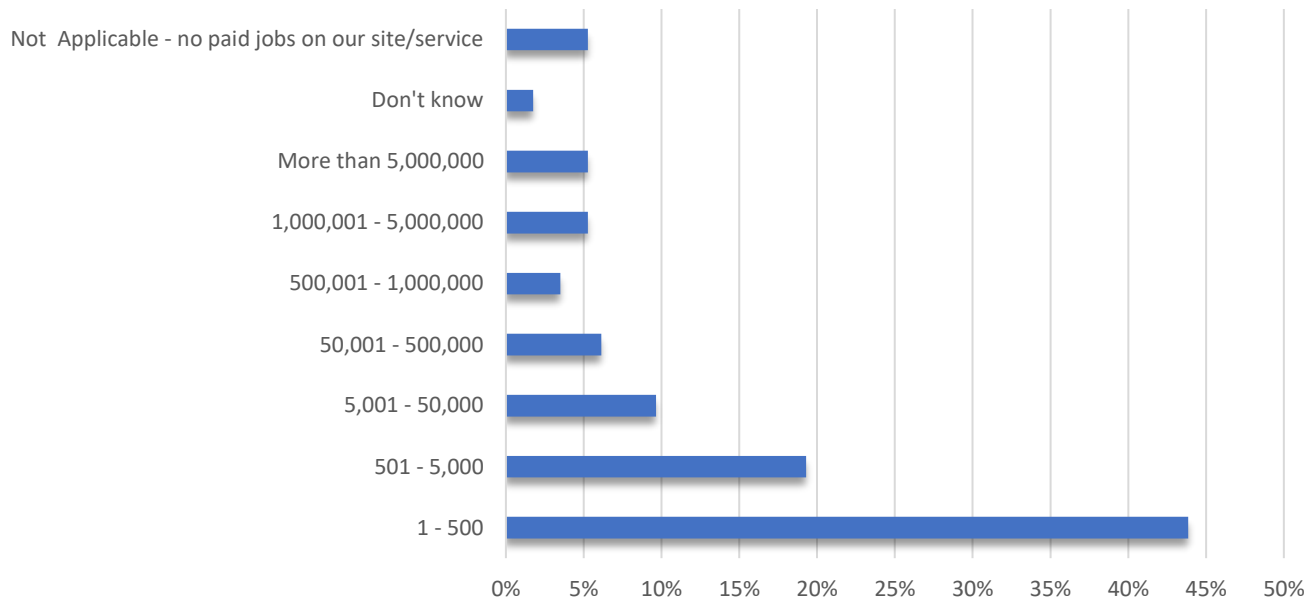
Does your business target a particular industry or sector?



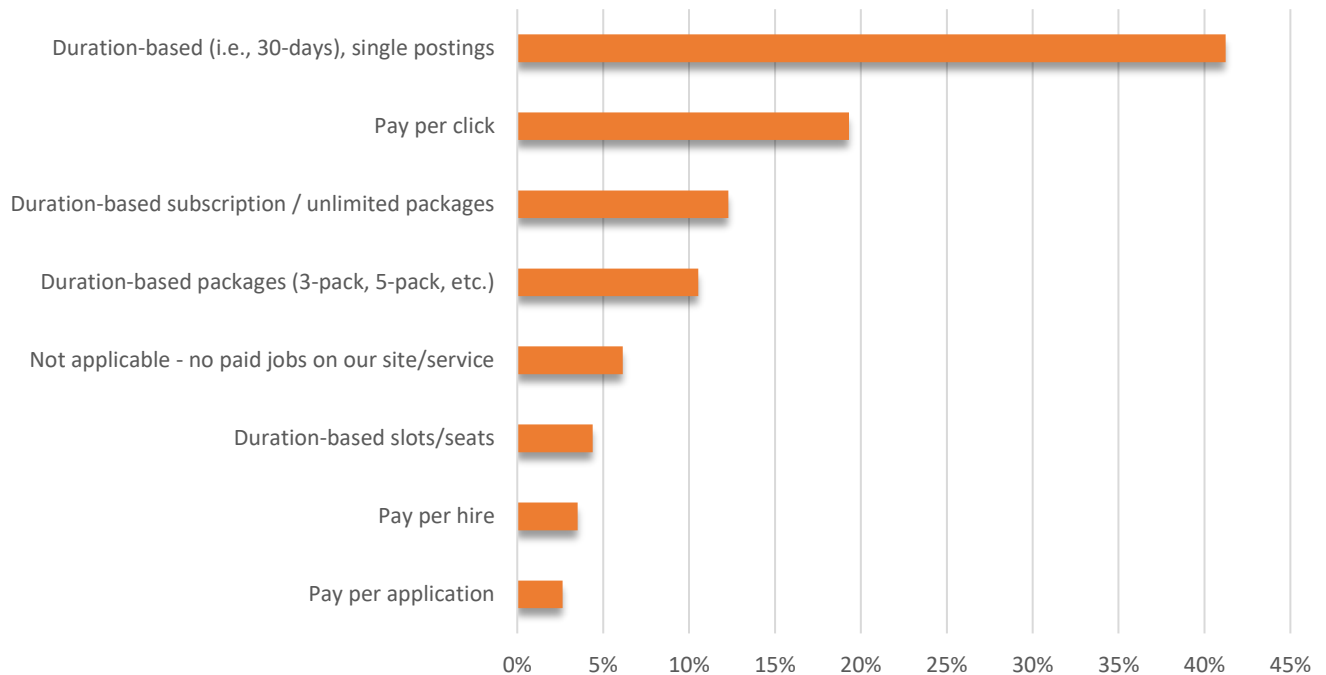
Which industry or sector does your business target?



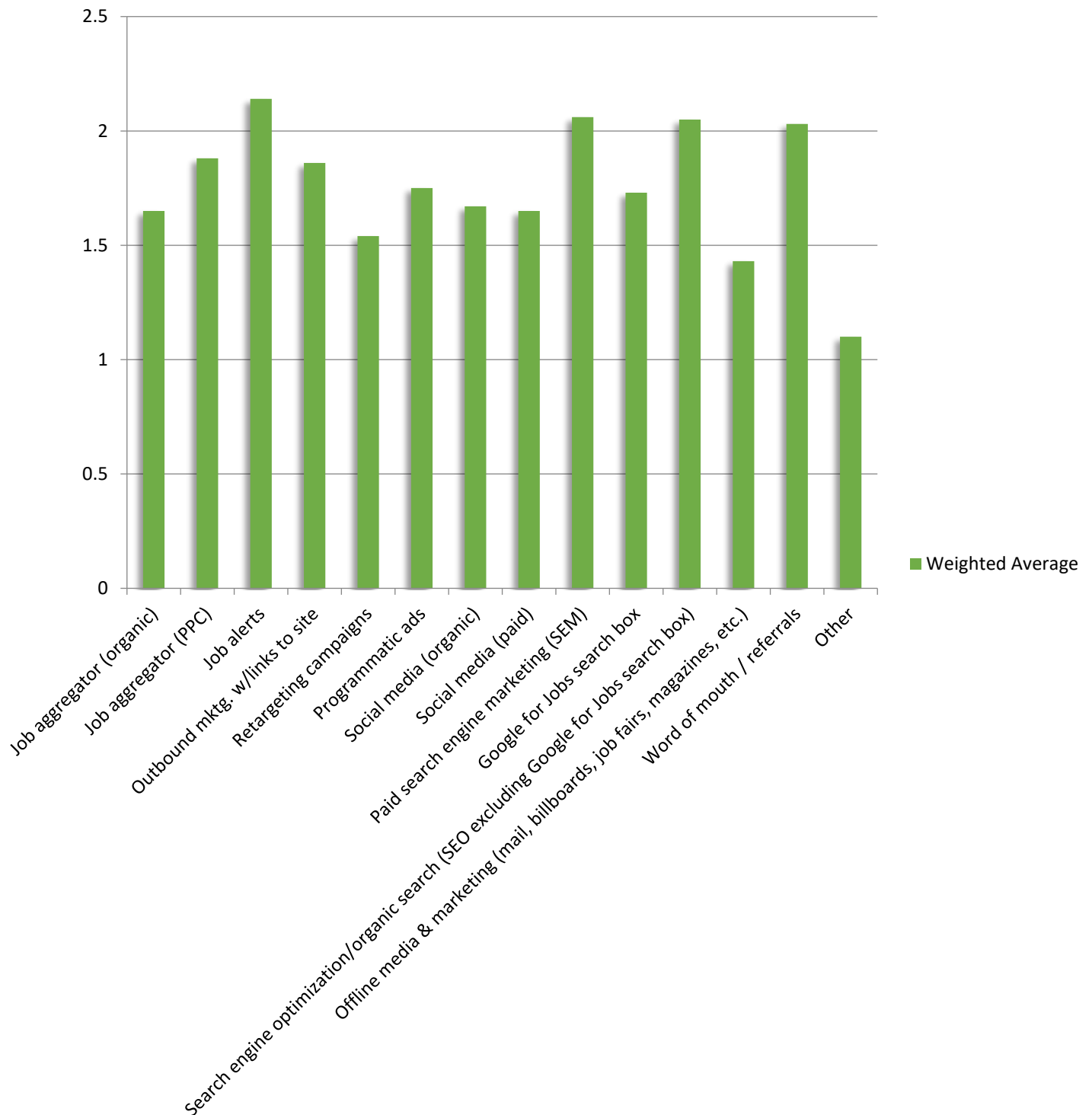
On average, how many new ***paid*** jobs (pay per post, pay for performance, or both) are posted on your site or service each month?



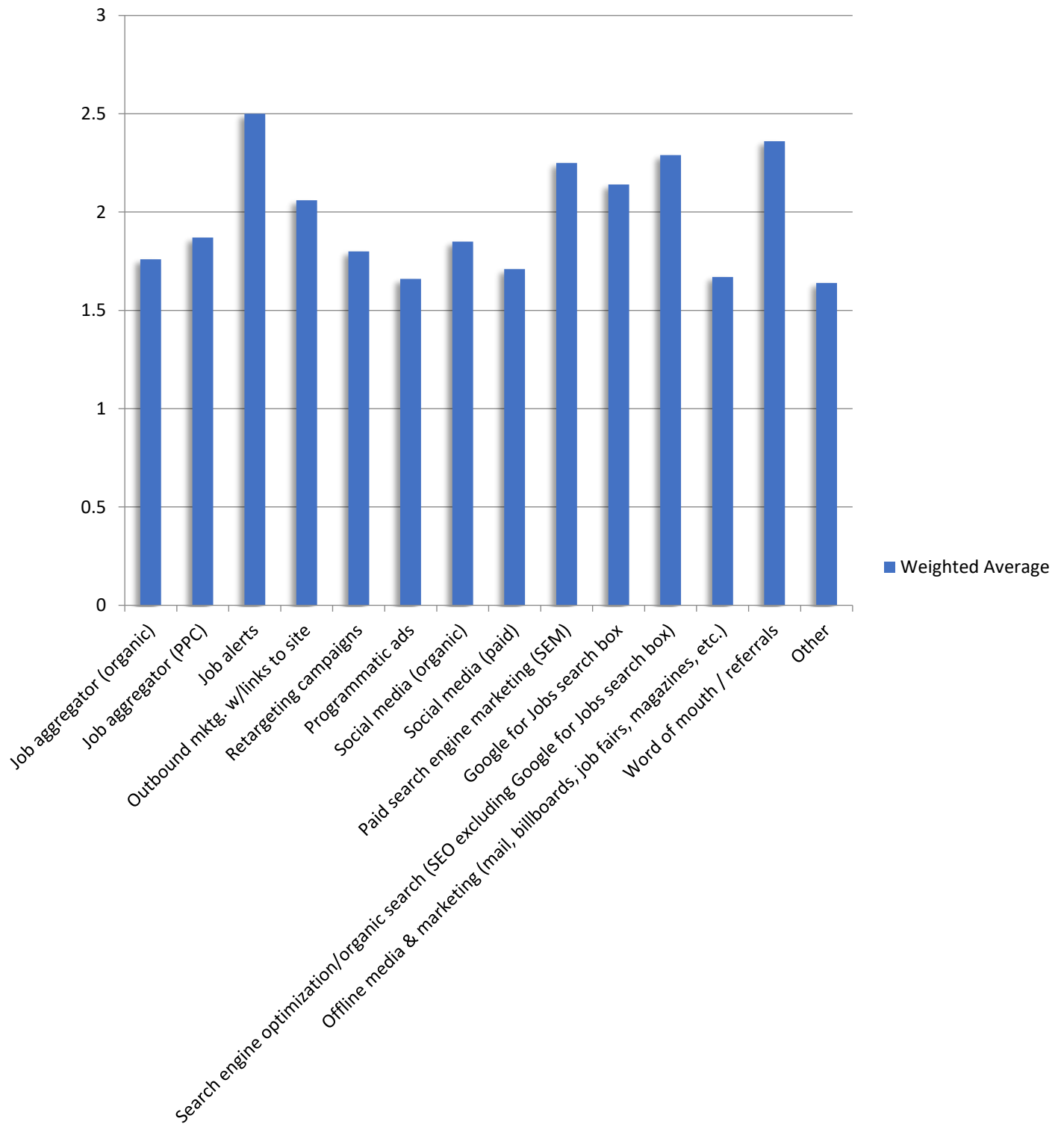
Regarding your ***paid*** jobs, what type of job posting does the ***majority*** (most revenue generated during past 12 months) represent?



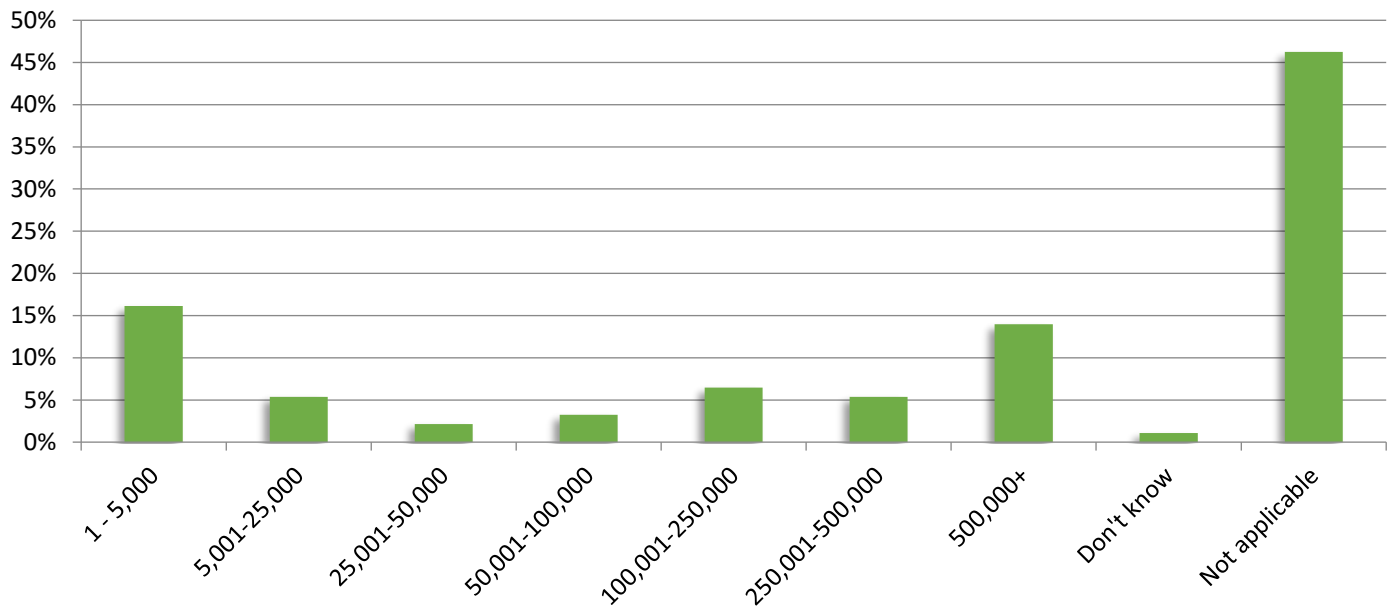
How would you rate the following sources of traffic to your site, based on the ***volume*** of traffic generated?



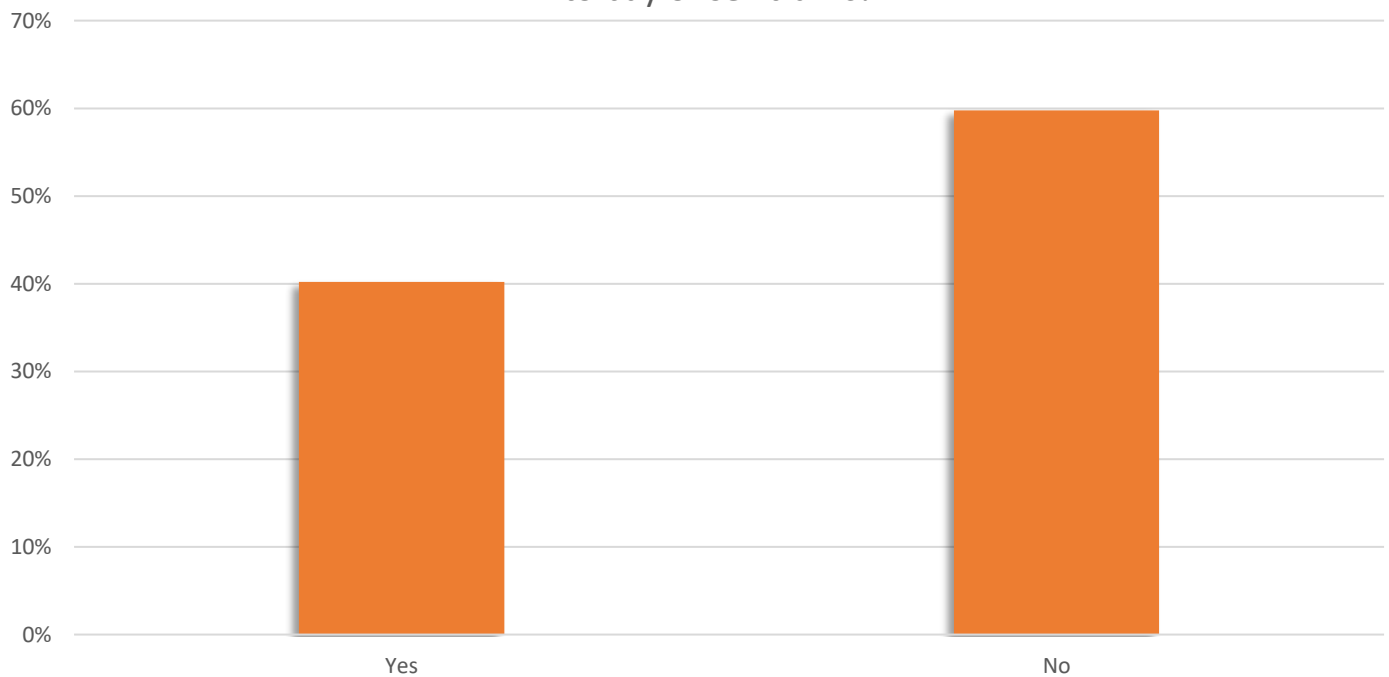
How would you rate the following sources of traffic to your site, based on the ***quality*** of traffic generated?



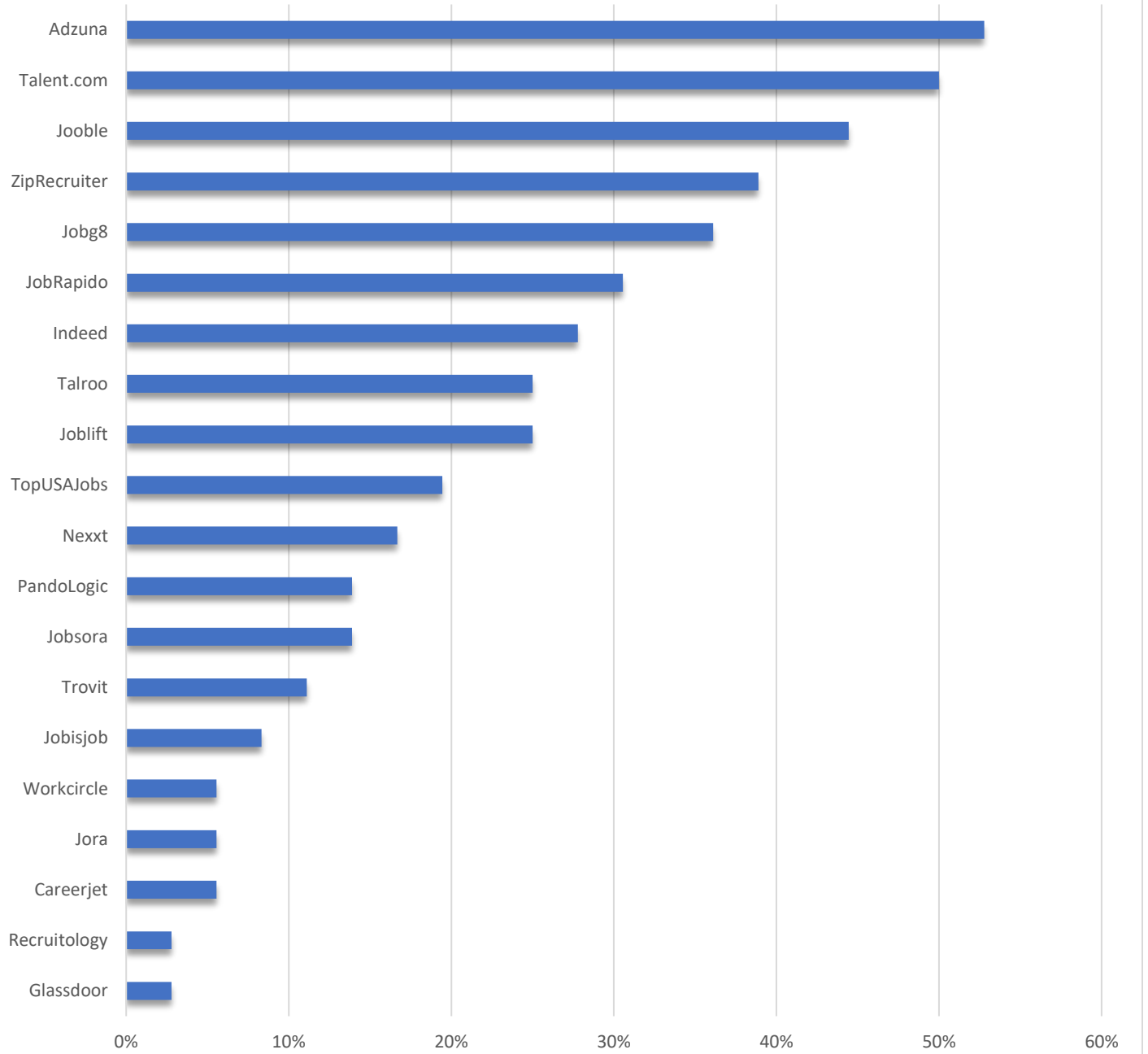
If your service offers a resume or candidate profile database that is accessible by employers, how many resumes or profiles are currently stored in the database?



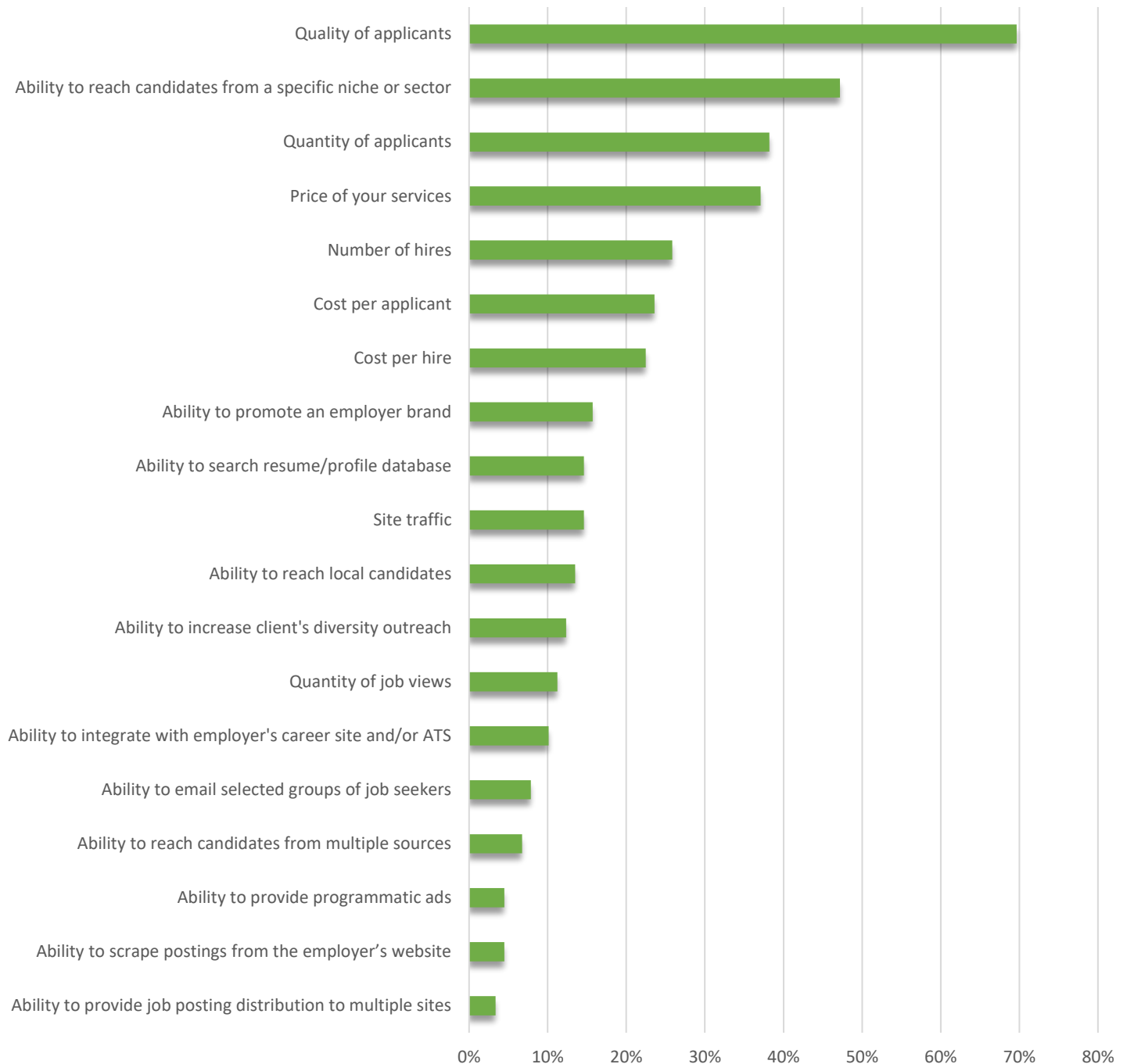
Do you currently use an aggregator (such as Talent.com, Adzuna, etc.) to buy or sell traffic?



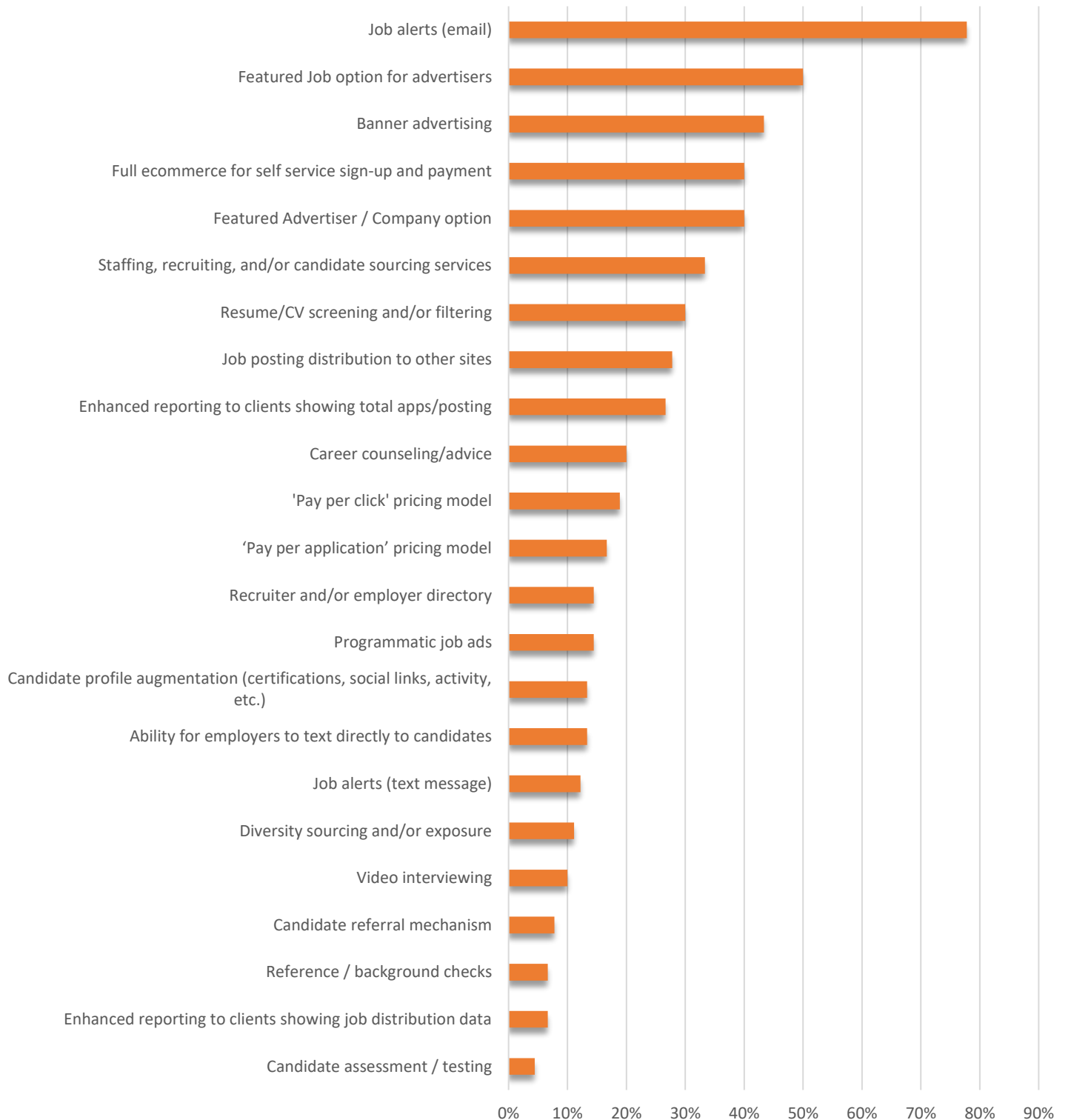
Which of the following aggregators do you use to buy and/or sell traffic?
(Check all that apply)



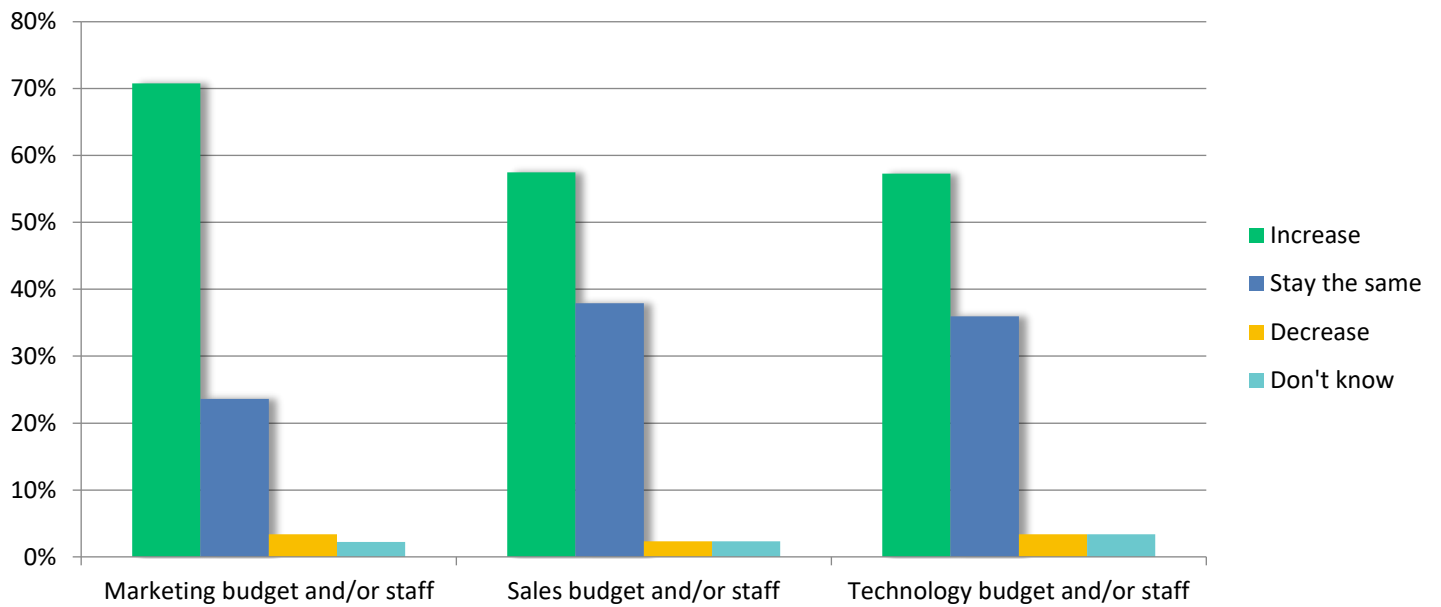
In general, which of the following criteria are **most important** to your clients with regard to using or renewing your recruiting services?
(Select the top 3)



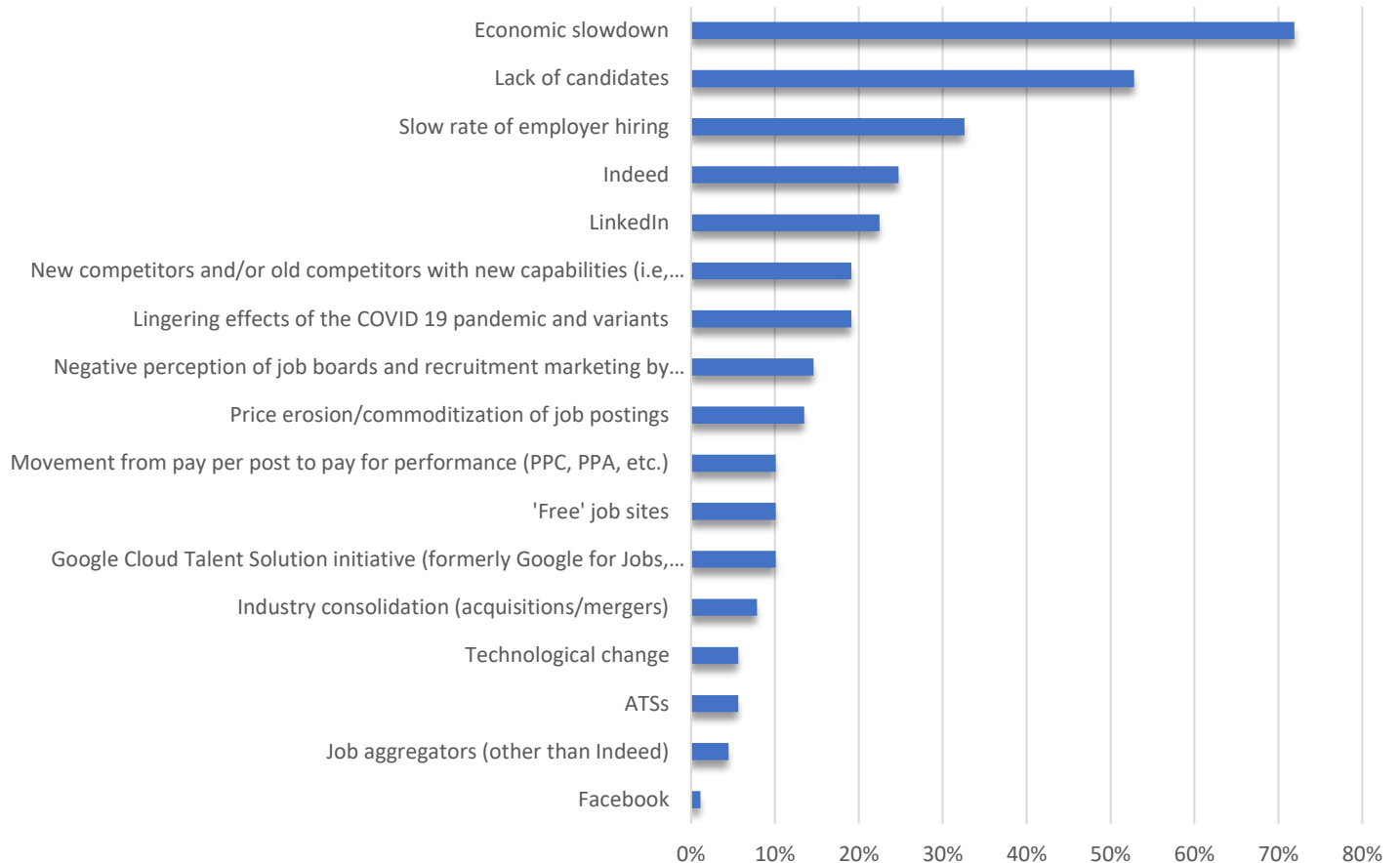
Which of the following services do you currently offer to your clients and candidates? (Check all that apply)



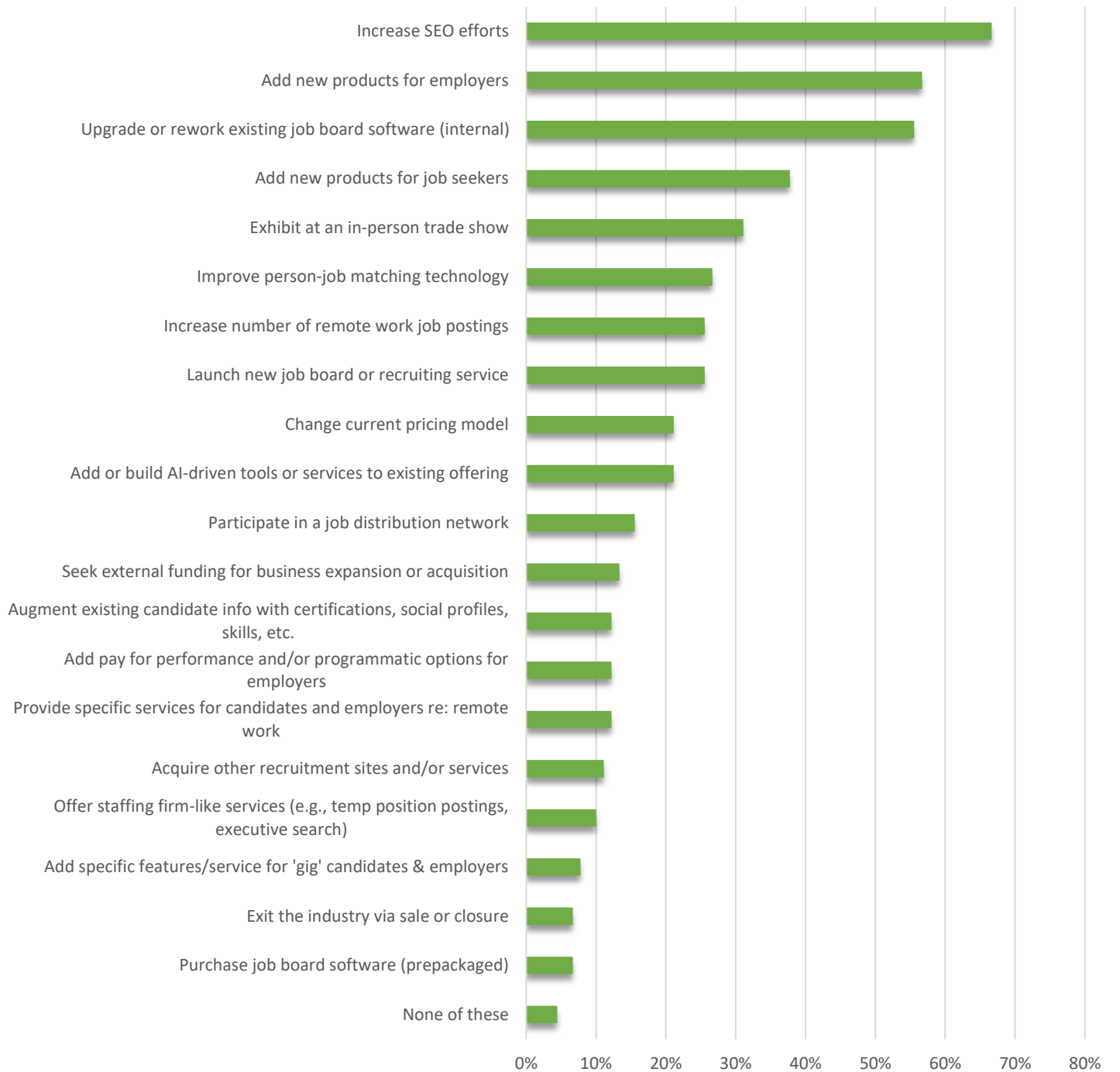
Over the next 12 months, how do you predict the following elements of your business will change?



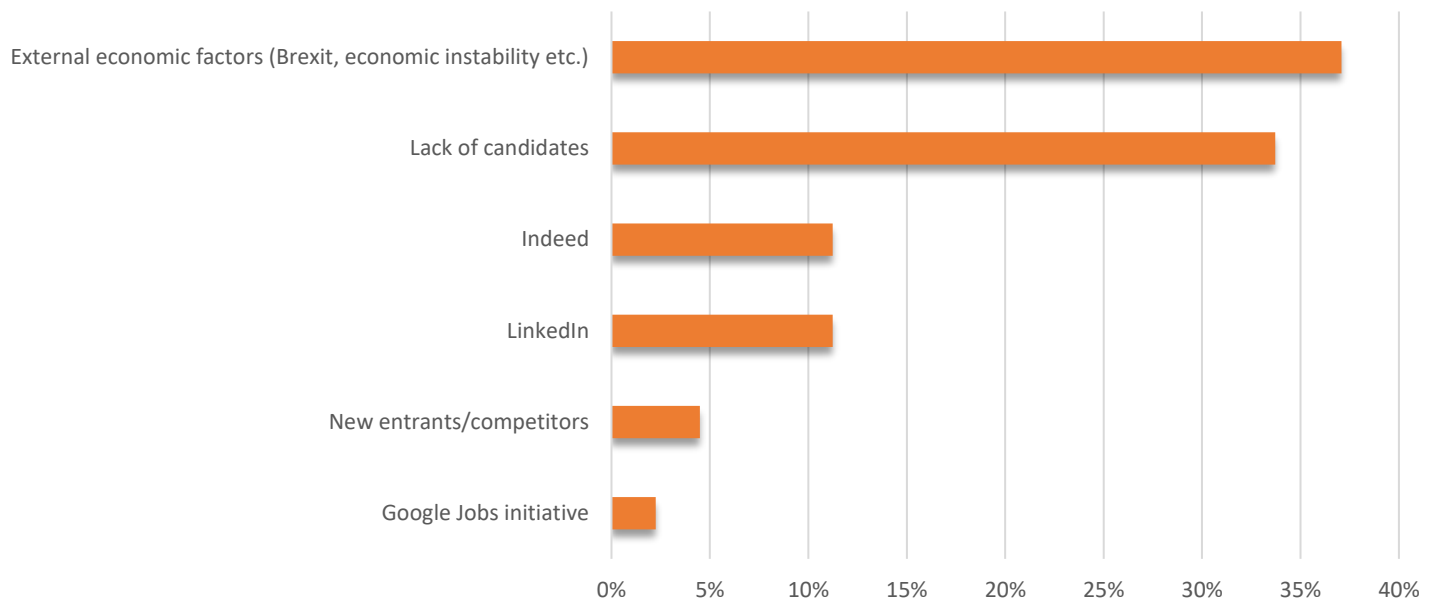
Which of the following do you see as the most significant *threats* to your business in the next 12 to 24 months? (Check all that apply)



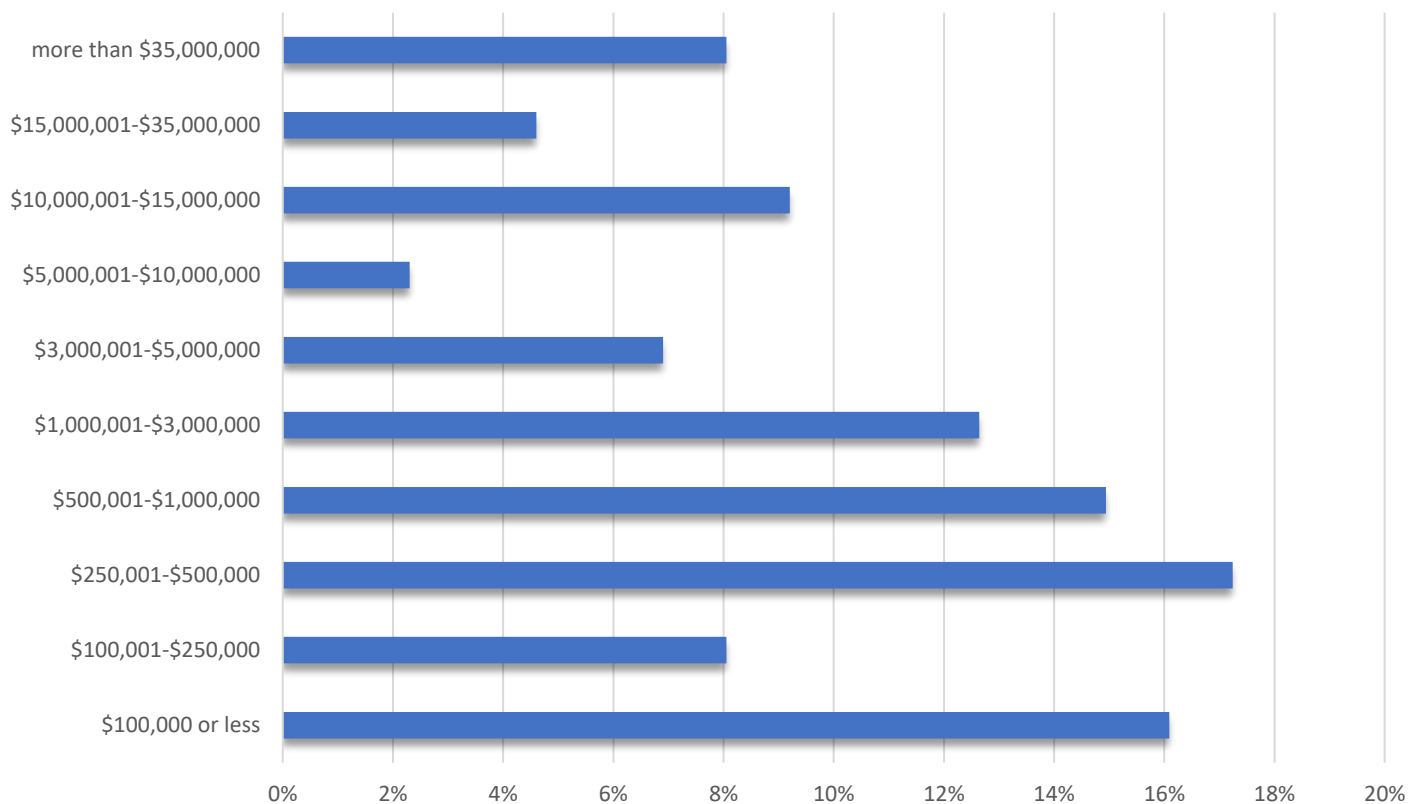
Which of the following actions are you planning in the next 12 months? (Check all that apply)



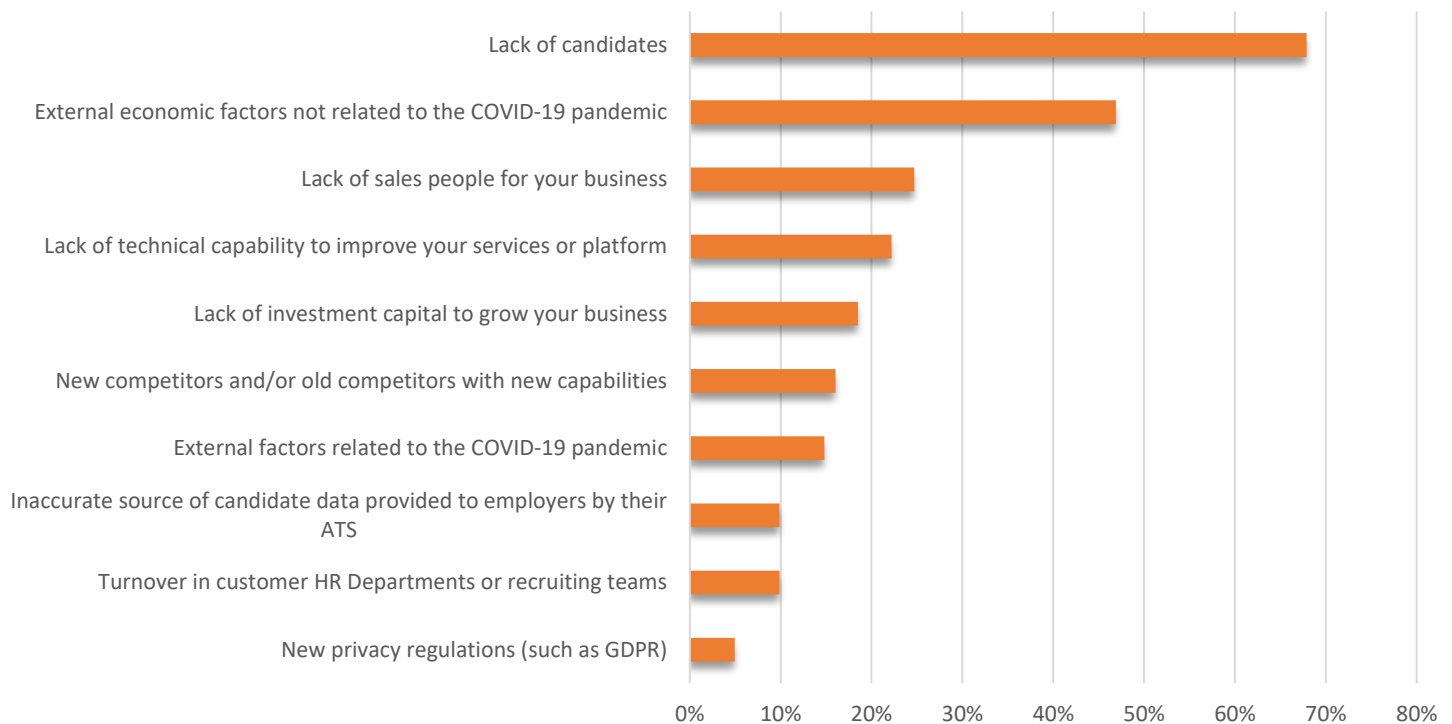
Which of the following do you see as the *single biggest* competitive threat to your business in the next 12 months?



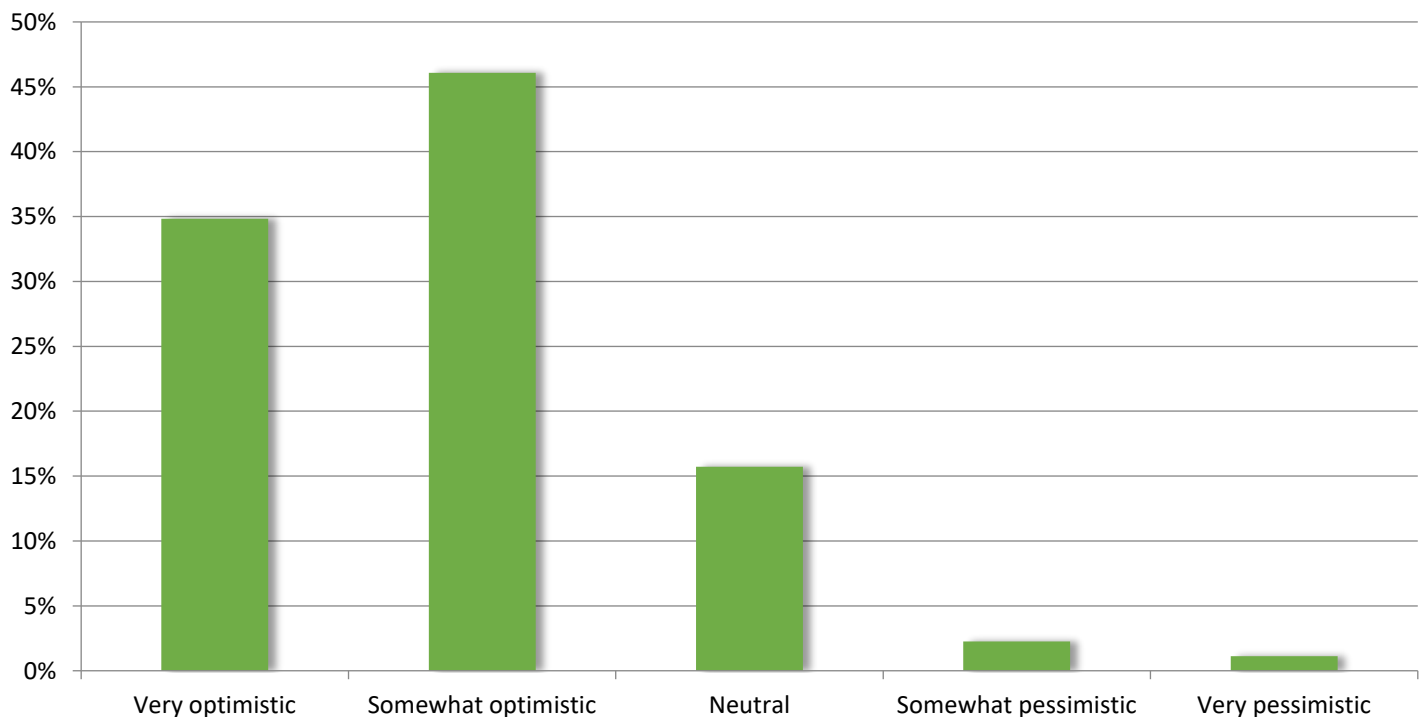
What is your best estimate of revenues for your business in the next 12 months? (in USD)



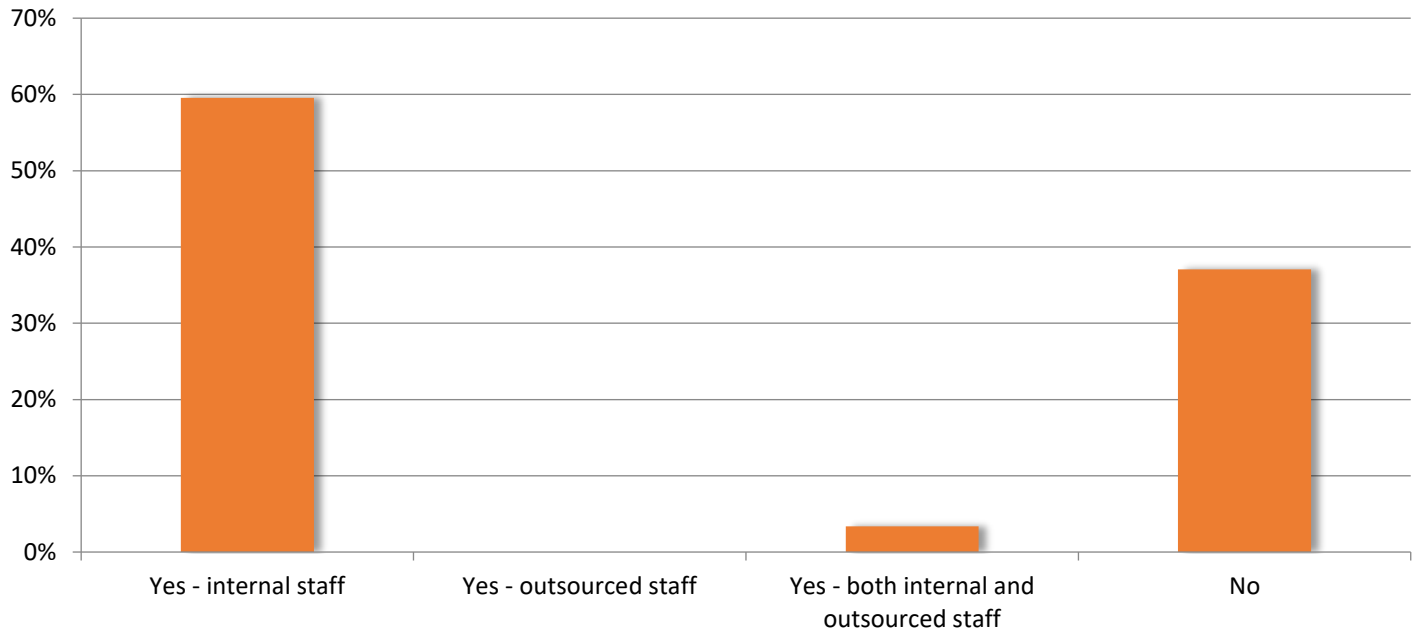
Which (if any) of the following challenges or impediments will *significantly* affect your organization during 2022-23? (check all that apply)



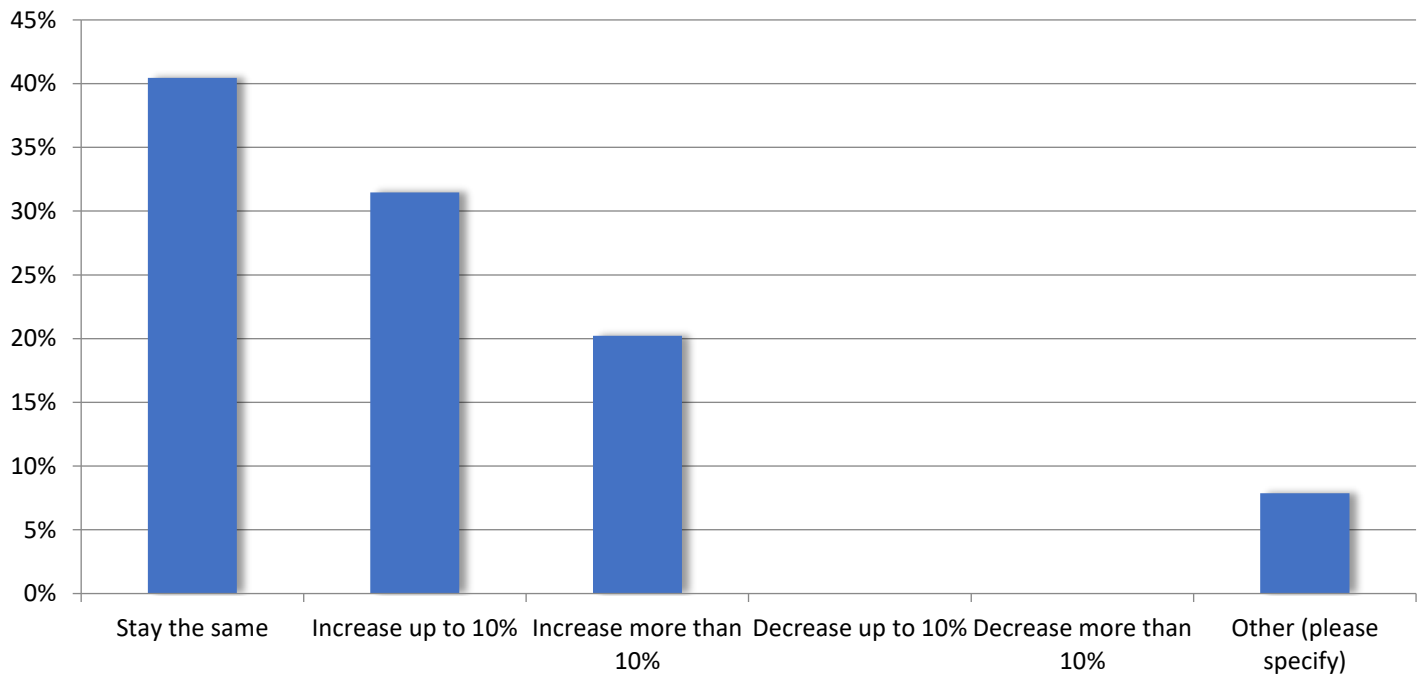
What are your feelings for your organization's opportunities during the next 12 months?



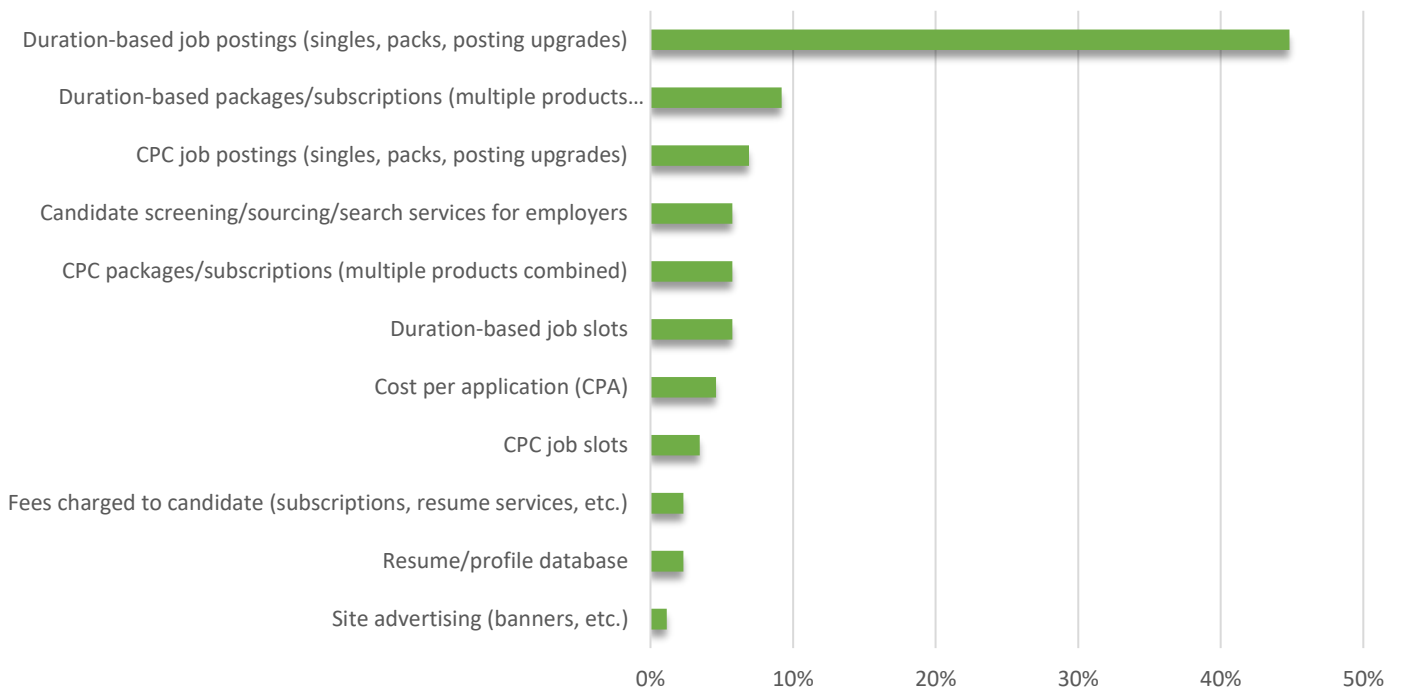
Does your organization have a dedicated sales staff?



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



Which of the following has been your single *largest* source of revenue in the past 12 months?



When marketing your organization to candidates and/or employers, what word or phrase do you use to describe yourself?





About Job Board Doctor:

Job Board Doctor provides **business consulting services** for job boards and recruiting sites, as well as related businesses. It provides **strategic and tactical help** in the following areas:

- Strategic planning & direction
- Mergers and acquisitions
- Product development and launch
- Site branding & positioning
- Marketing & sales
- Business valuation
- 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 650+ 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

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