

2023-24

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 124 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 26 questions and required approximately 10 minutes to complete.

The survey included questions covering:

- Perceived threats and opportunities
- Demographics
- Largest sources of revenue
- Business models
- 2023-24 business plans

Survey responses were collected September - October 2023.

Executive Summary

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

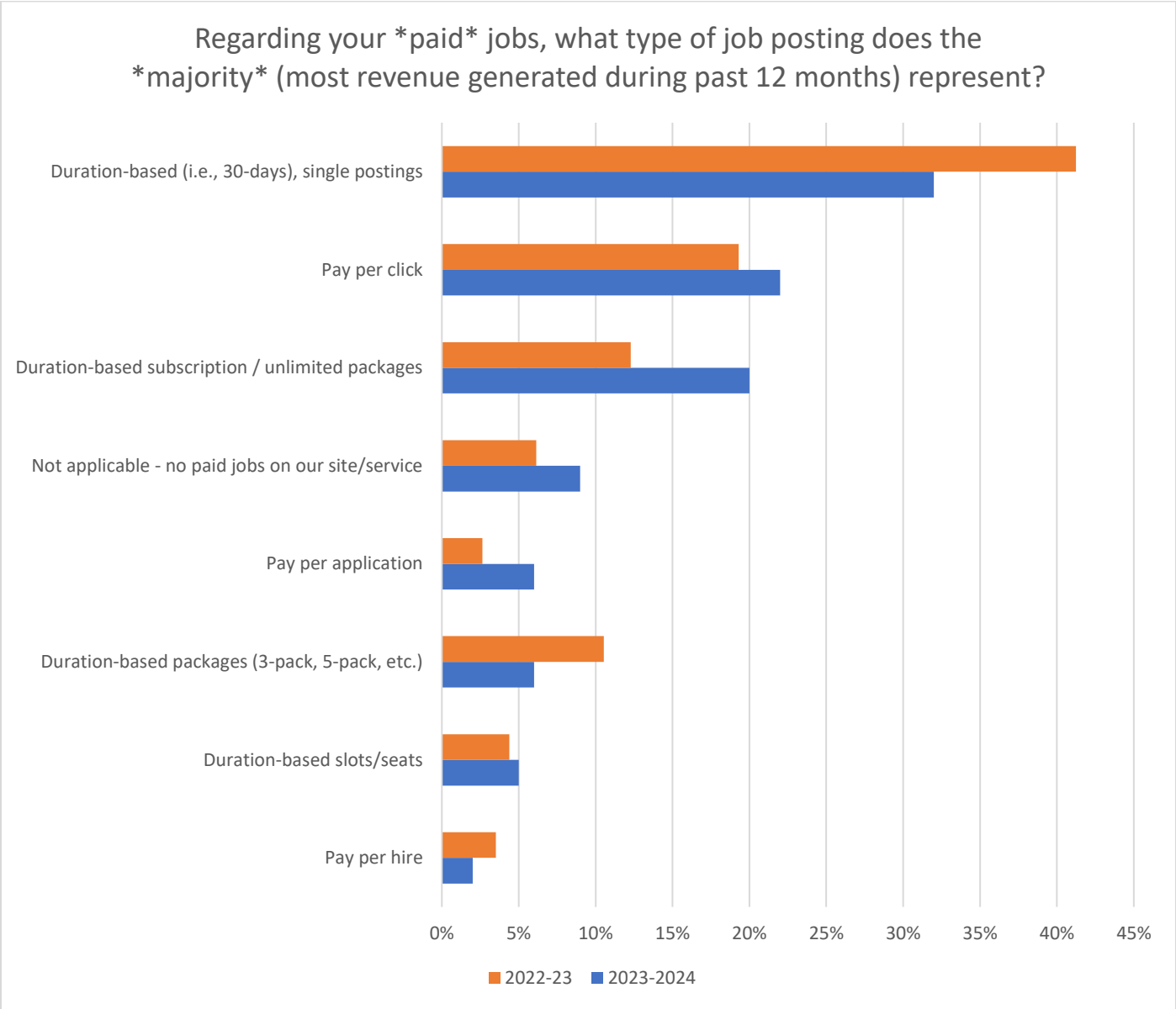
- **Duration-based job postings** comprised 32% of the revenue for respondents, and **duration-based job slots** comprised 5% - both drops from 2022.
- **Pay-per-hire** contributed the most revenue for 2% of the respondents, versus **pay-per-click** providing the most revenue for 22% of the respondents
- The single biggest threat that most respondents saw were **external economic factors**, at 40%.
- The top two actions job boards are planning for the coming year are **increasing SEO efforts** (54%) and **adding new employer products** (53%).
- Respondents are **less optimistic** about the future than in 2022 – 65% are either **very or somewhat optimistic** about their site's opportunities in the next 12 months. Those that are somewhat or very pessimistic rose to 13%.
- **Lack of candidates** continues to be the biggest challenge for respondents (51%).

Key respondent quotes:

- *We see a decrease in the number, of job applications, although our traffic hasn't changed that much*
- *There's a lot of volatility in almost every area you can look at from financial markets to employer hiring to candidate availability to politics*
- *It's important for job boards to counteract advertiser fatigue. There are so many options for them to advertise that they simply go with the easiest option. Generally these are the sourcing channels that are already connected to their ATS*
- *Massive economic slow down in comparison to 2022*
- *We believe we'll continue to see AI enter into more products and lead to growing expectations from clients. However, many of these are not mature, and we're seeing them produce frustration expressed by clients who are trying them*
- *We're just coasting, honestly*
- *We are growing against our main competitor in the local market. More and more clients are switching to our job board which allows us to grow in 2023 in a decreasing market*
- *The economy is the main concern for slowing growth. If it improves, we expect client budgets to return/increase. If not, growth will continue at a slower pace... but I'm optimistic given our position and stability thus far in the pseudo-recession..*
- *There is more than enough business out there. Companies are still hiring and need innovative ways to do that. We just need sales people who can be successful at selling our services*
- *We think job boards should be proud to say we're job boards. A lot of companies shy away from that name but it's something that employers understand and when a job board is done right, it's still the most efficient way to fill jobs*

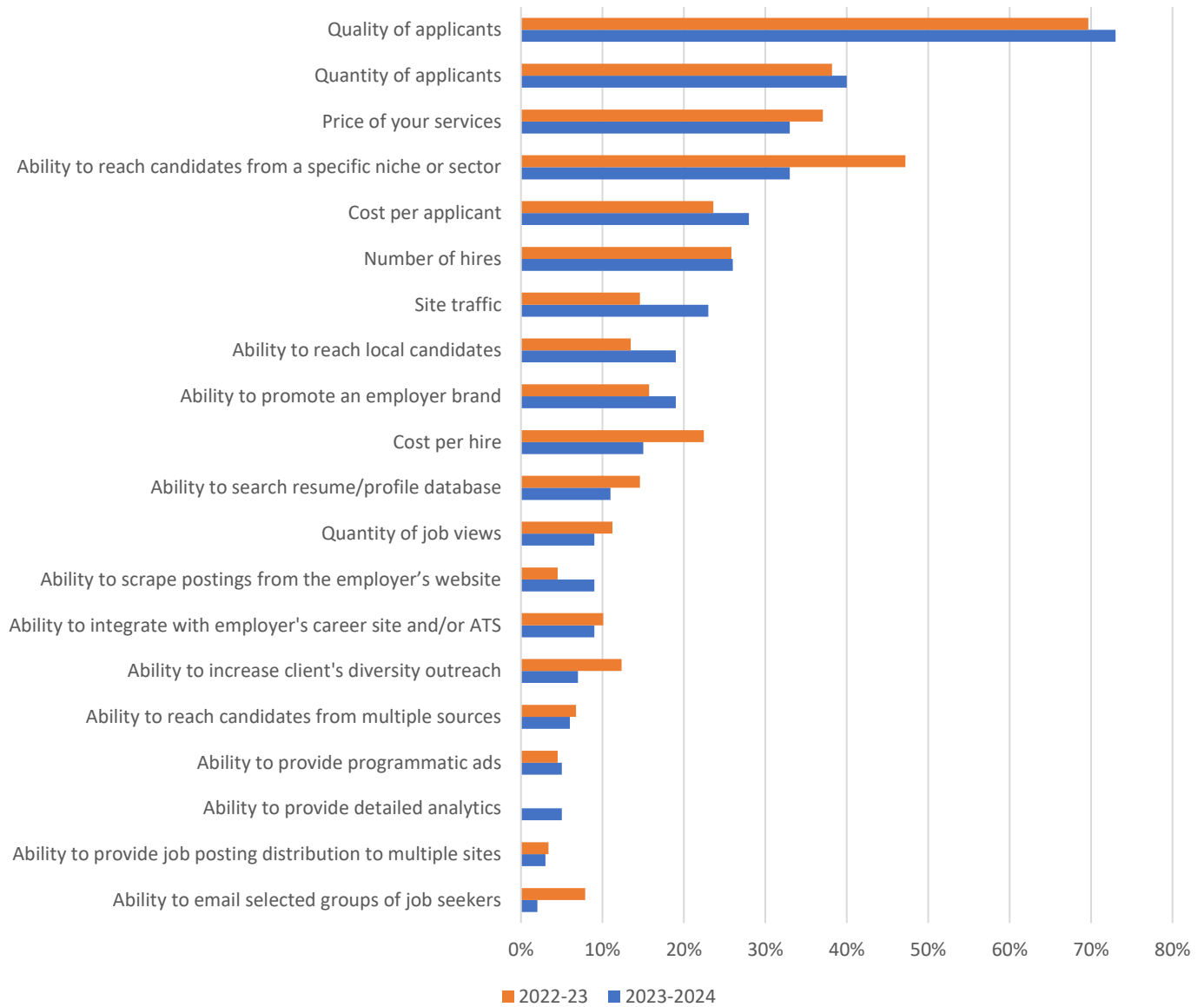
Comparing 2022-23 Survey to 2023-24 Survey results:

We’re starting to see some changes in where the money is made in the job board world, but respondents were worried about slower hiring trends :



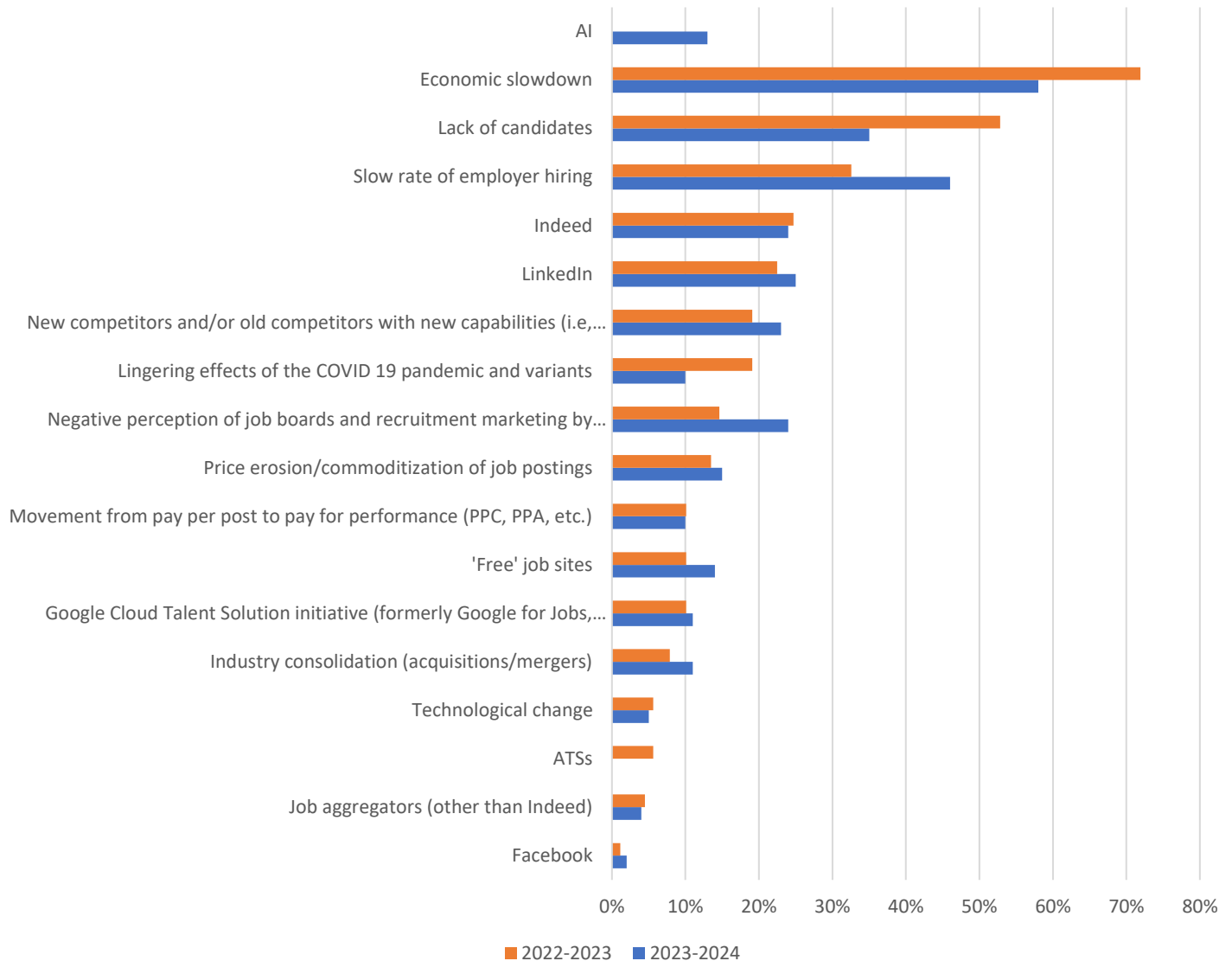
Pay per click, pay per application, and subscriptions gained market share.

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)**



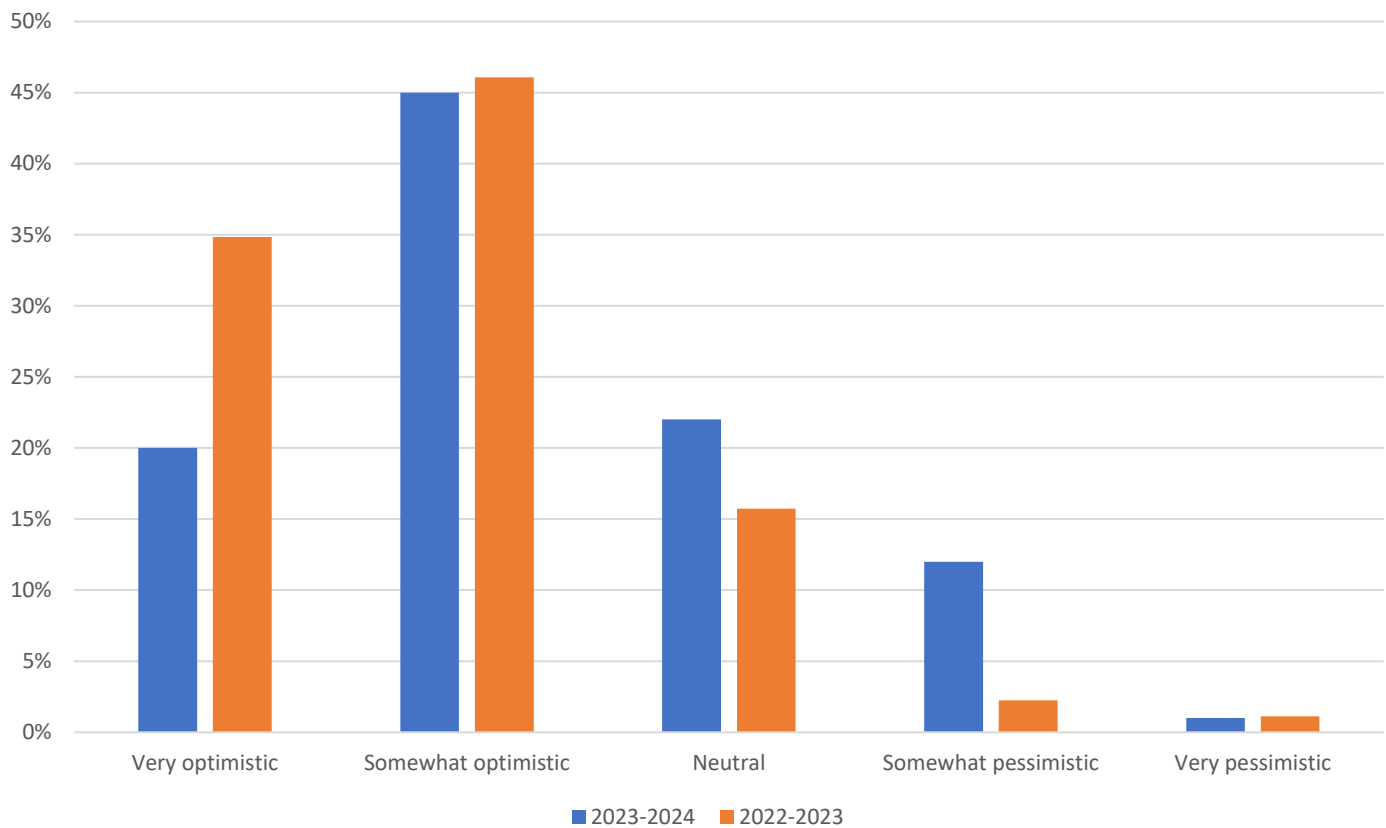
Quality of applicants rises slightly, but ability to reach candidates in a particular niche falls.

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)



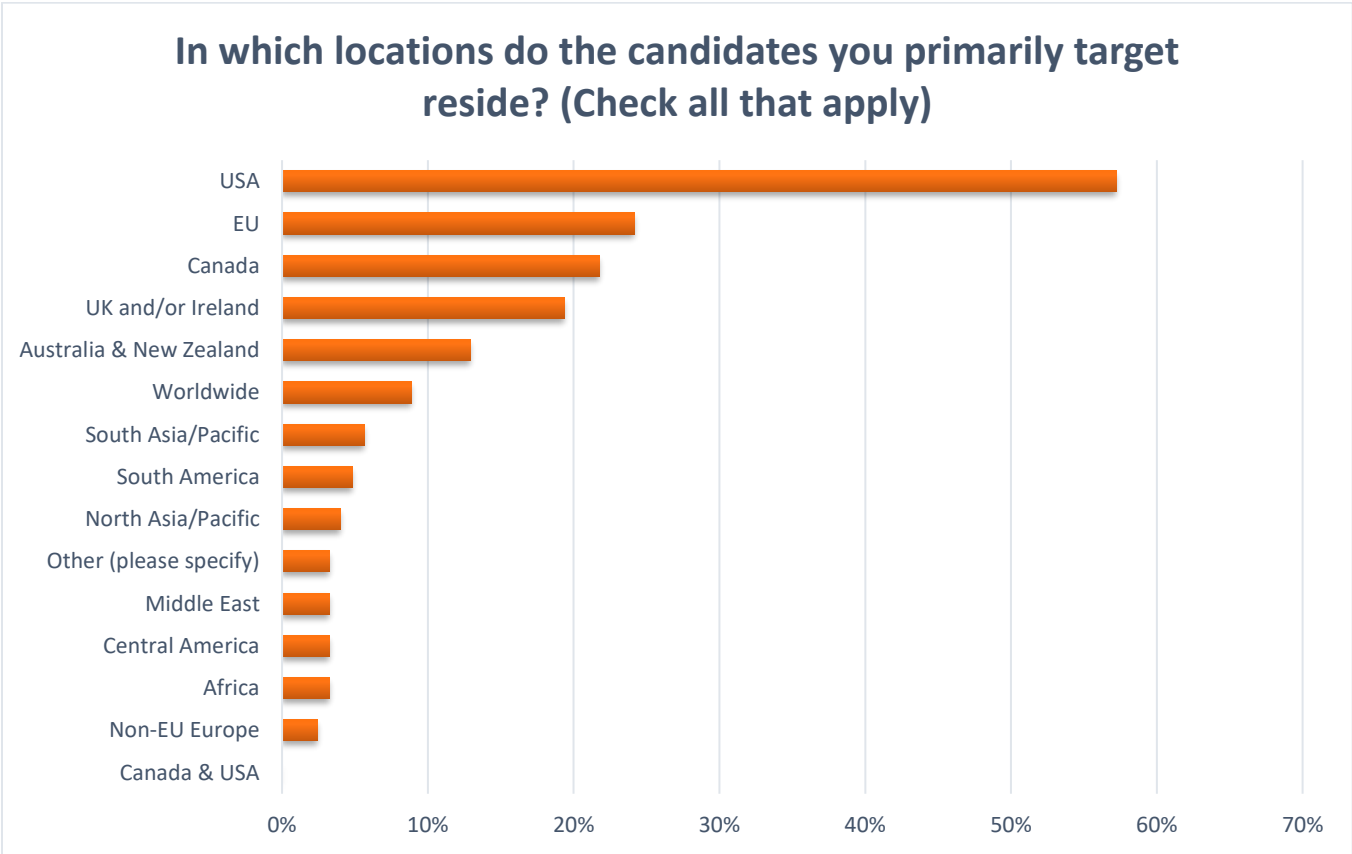
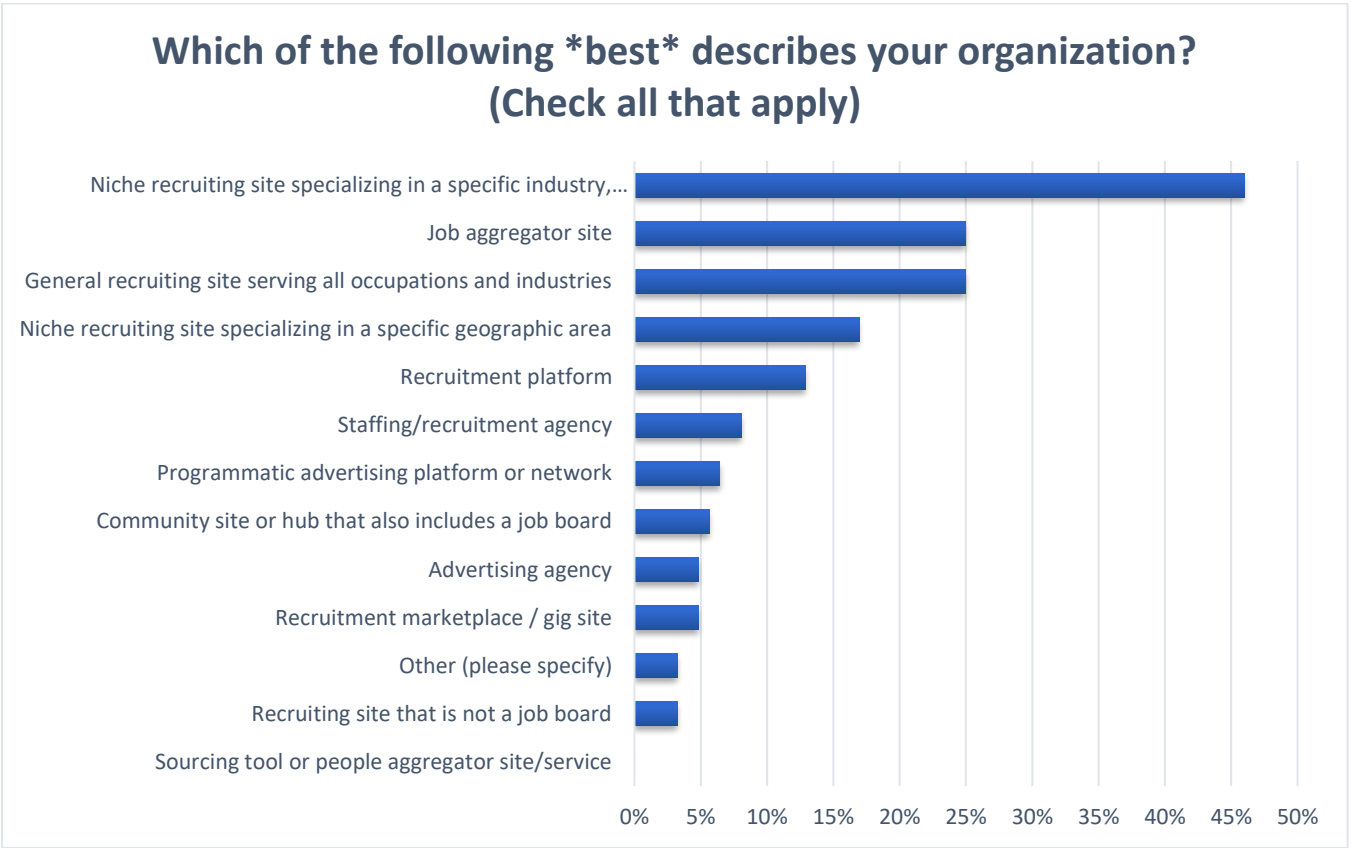
AI pops up as a threat for the first time, and worries about a slow rate of employer hiring grows.

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

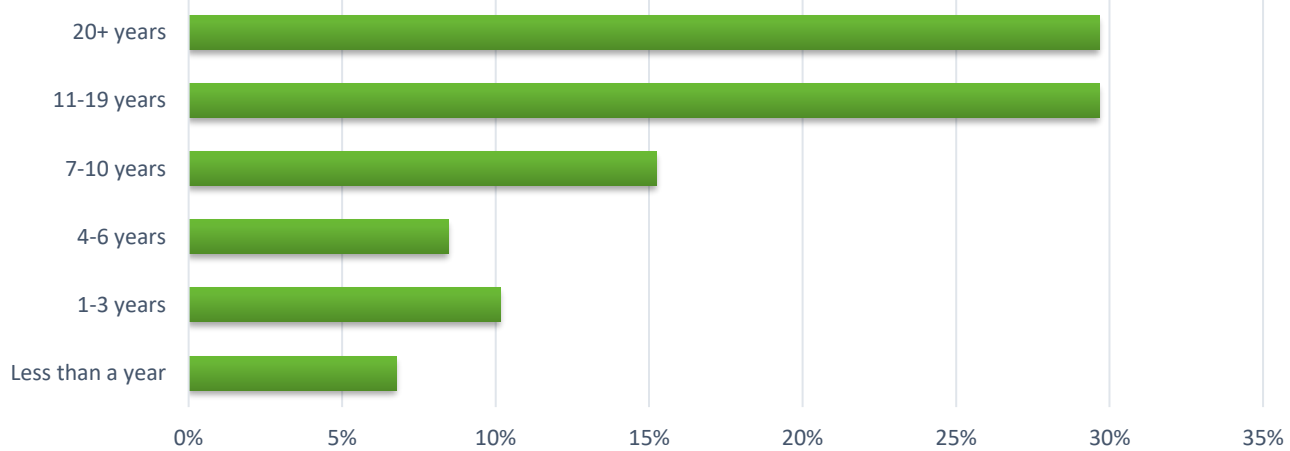


Respondents are a bit more pessimistic this year, although the overall feeling is still optimism.

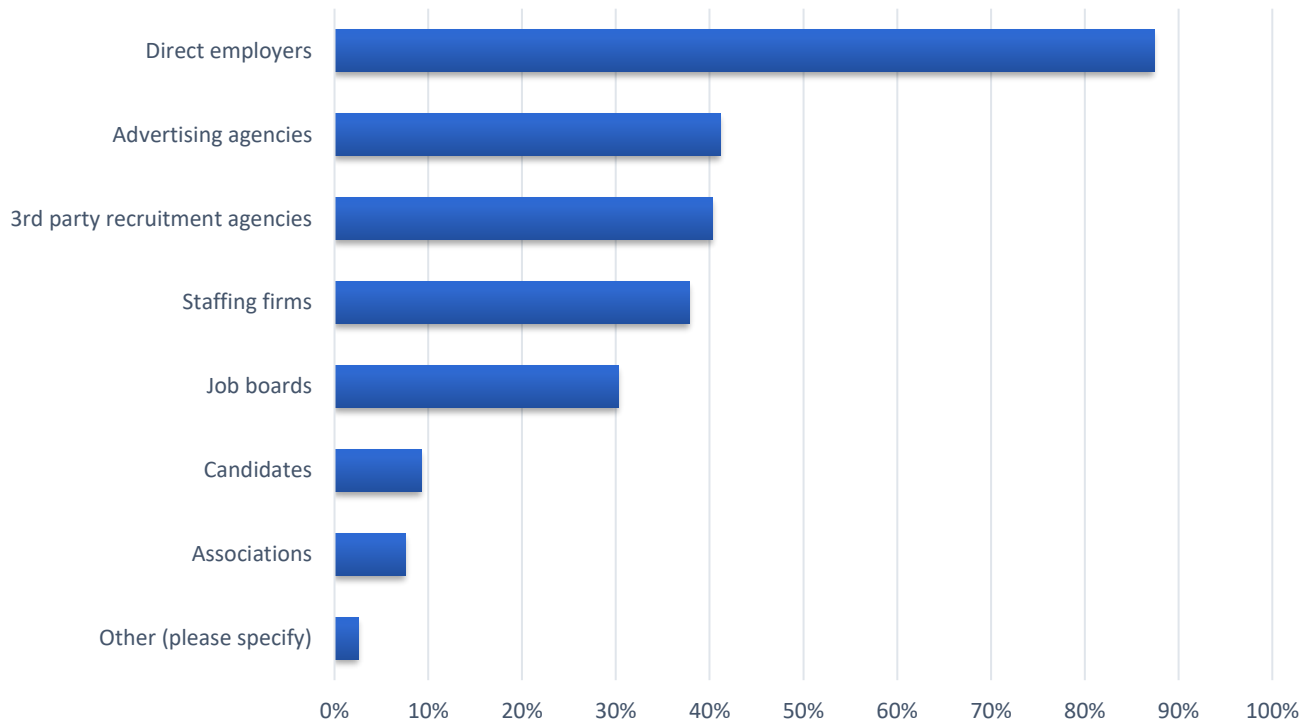
The Complete Survey Results:



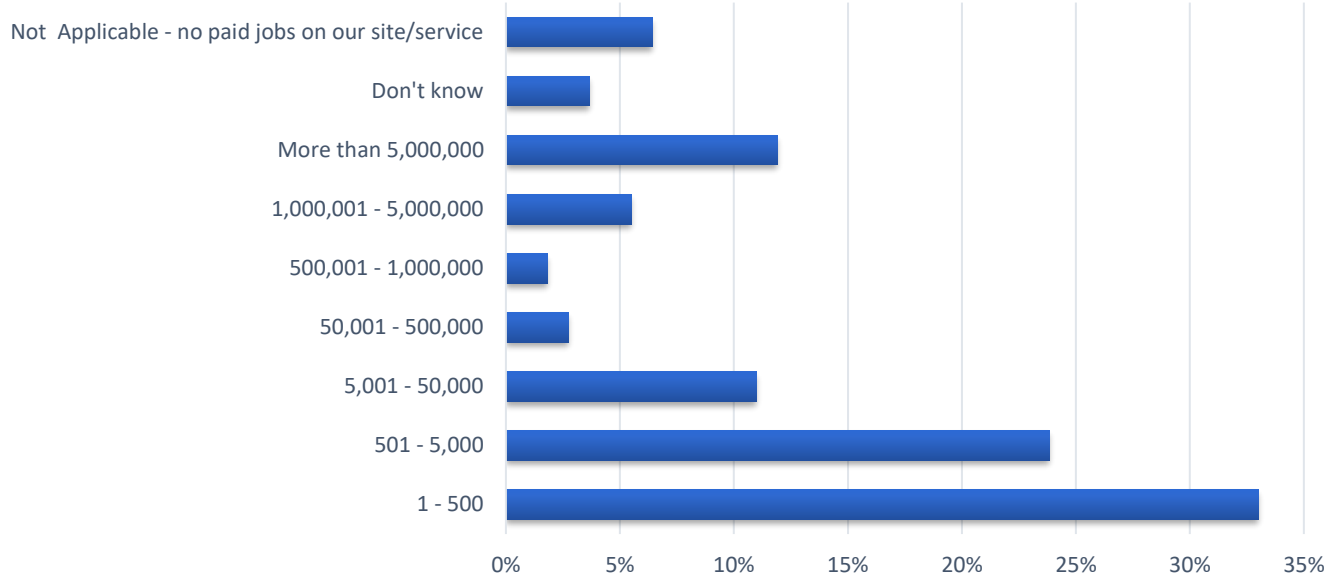
How long has your site/service been operating?



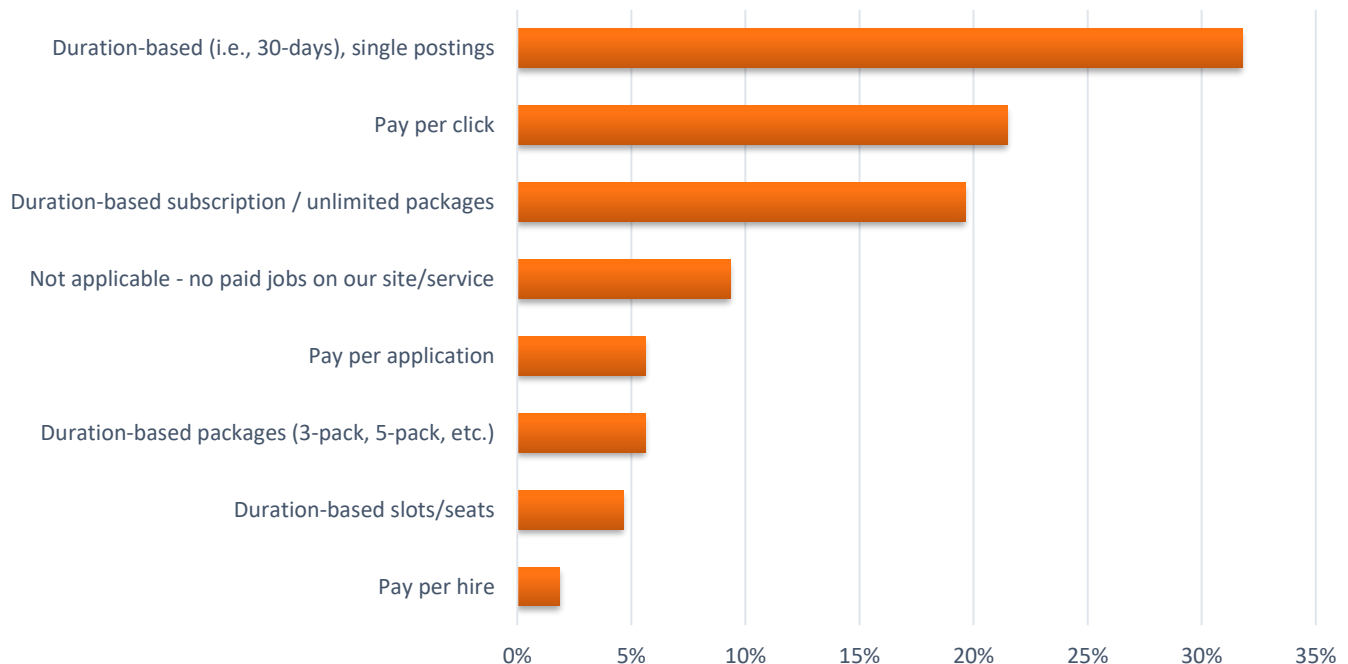
Which of the following types of clients do your business *primarily target* for generating revenue? (Check all that apply)



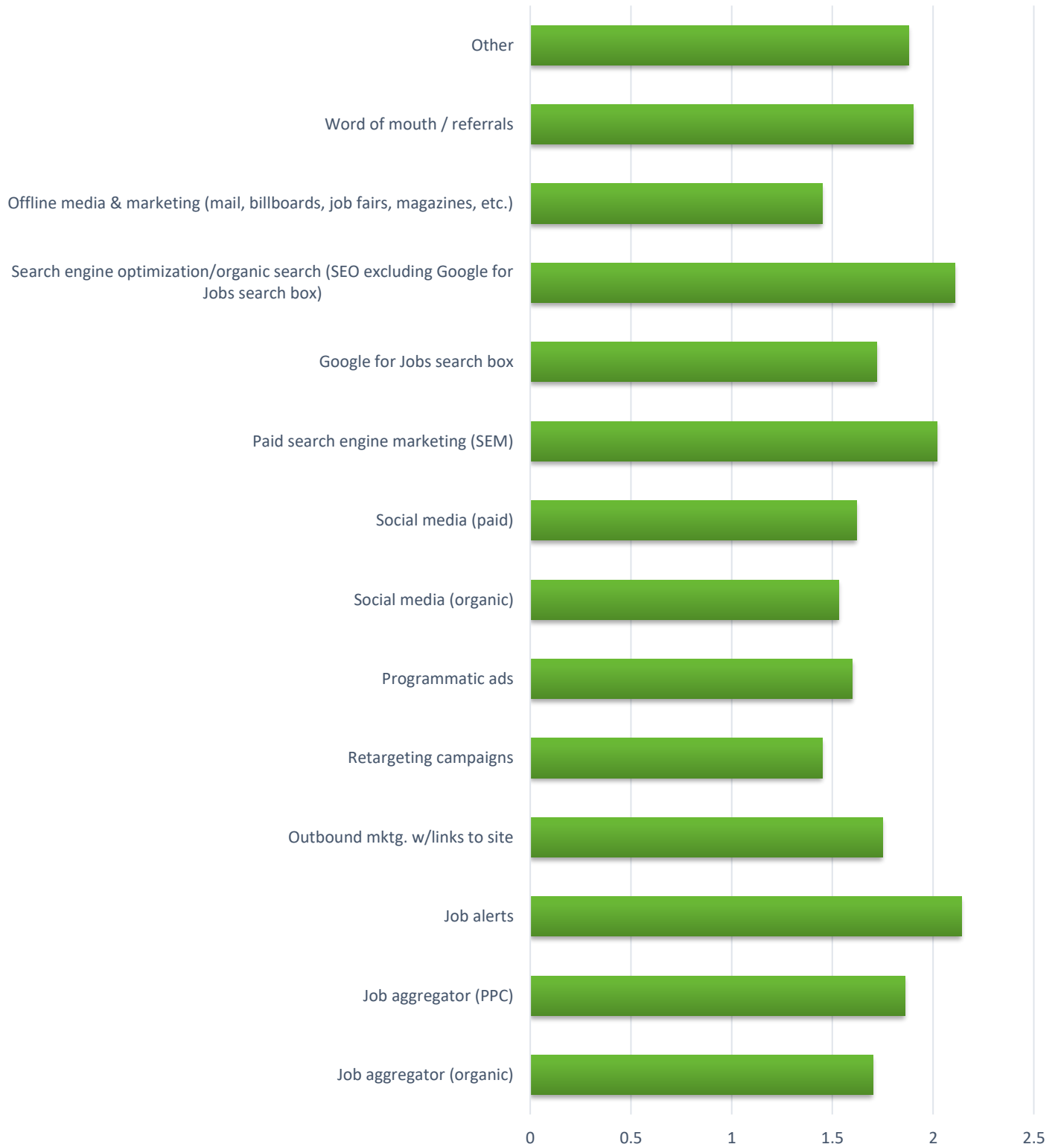
On average, how many new *paid* jobs (pay per post, pay for performance, or both) are posted on your site or service each month?



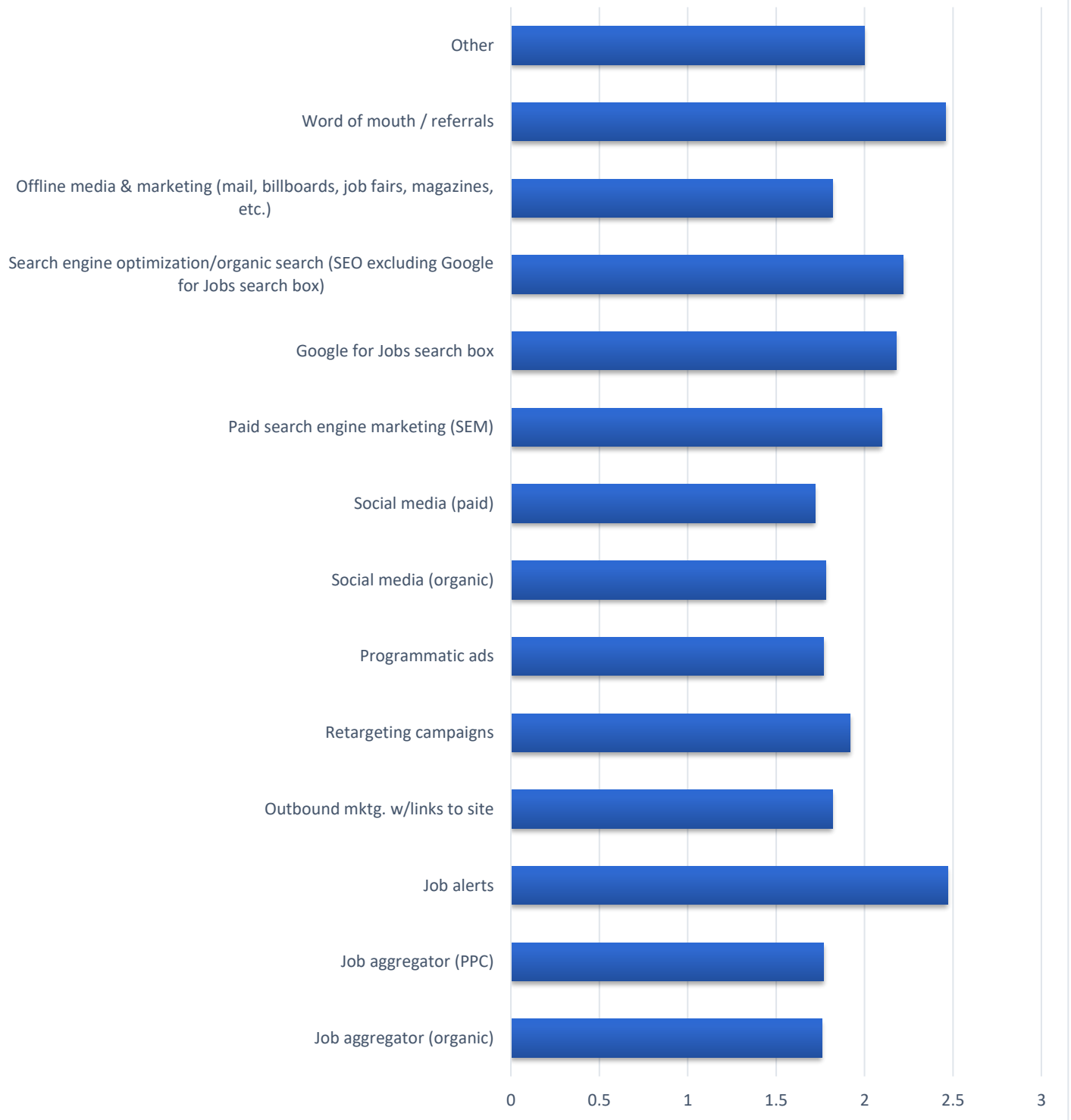
Regarding your *paid* jobs, what type of job posting does the *majority* (most revenue generated during past 12 months) represent?



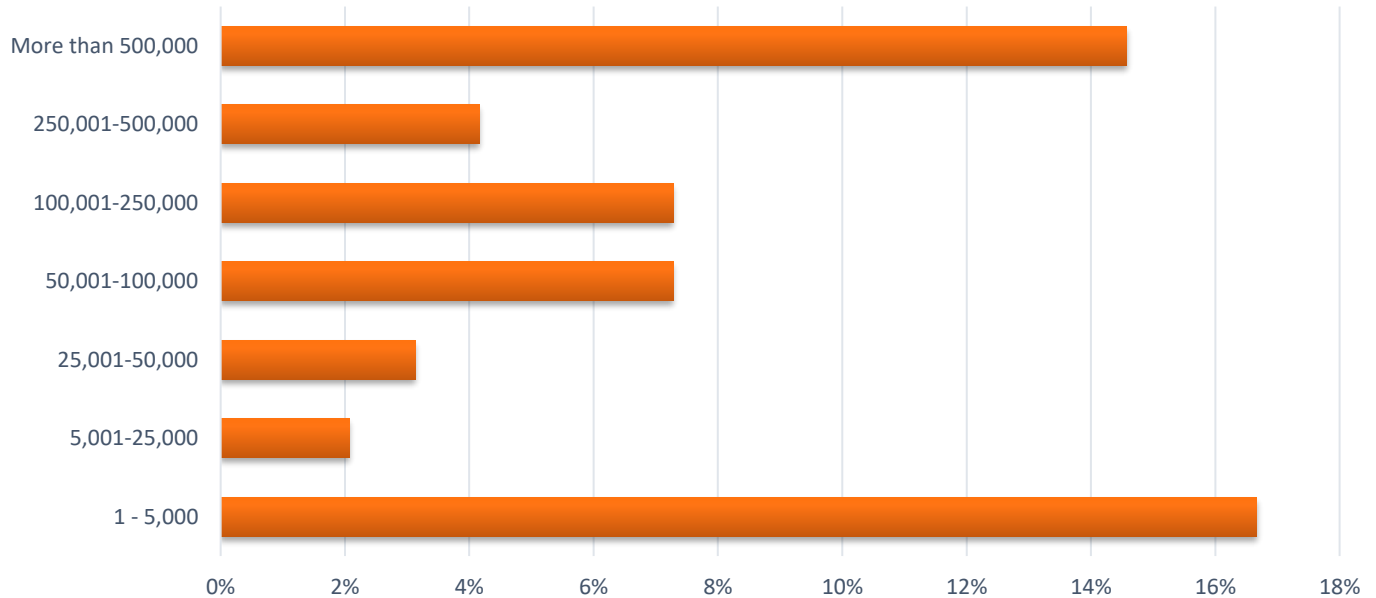
How would you rate the following sources of traffic to your site, based on the ***volume*** of traffic generated?



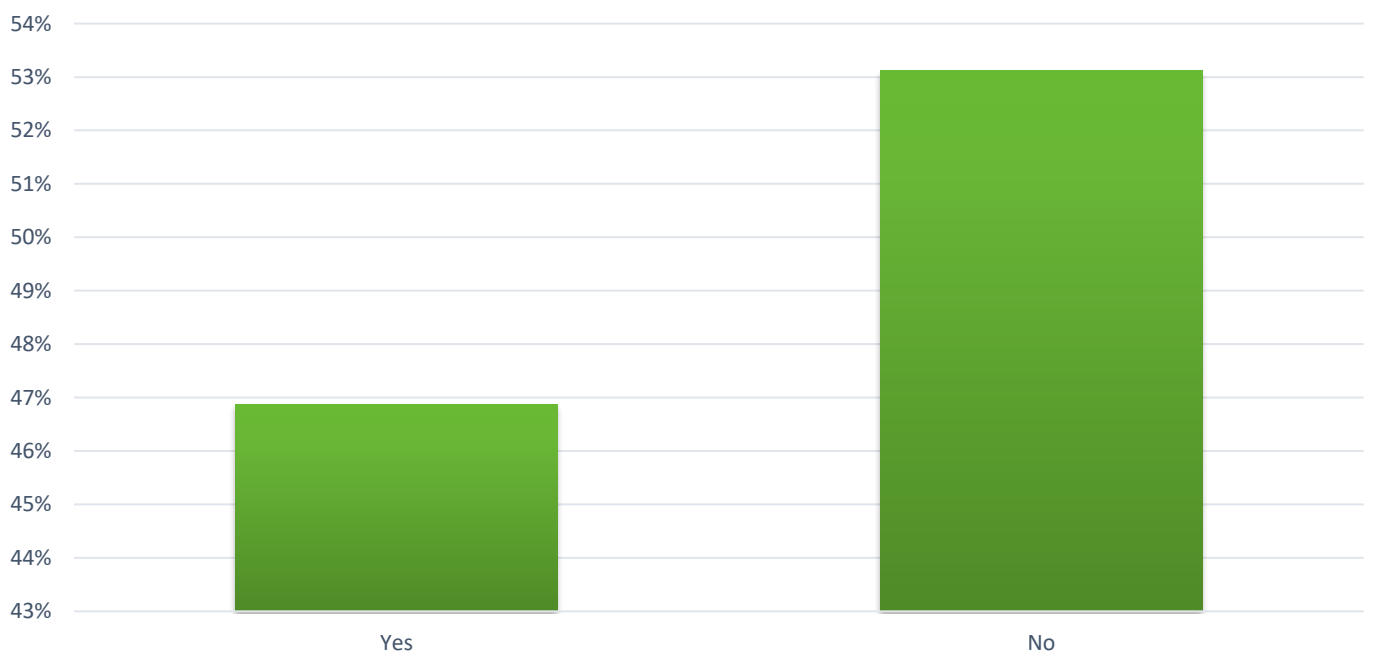
How would you rate the following sources of traffic to your site, based on the *quality* of traffic generated?



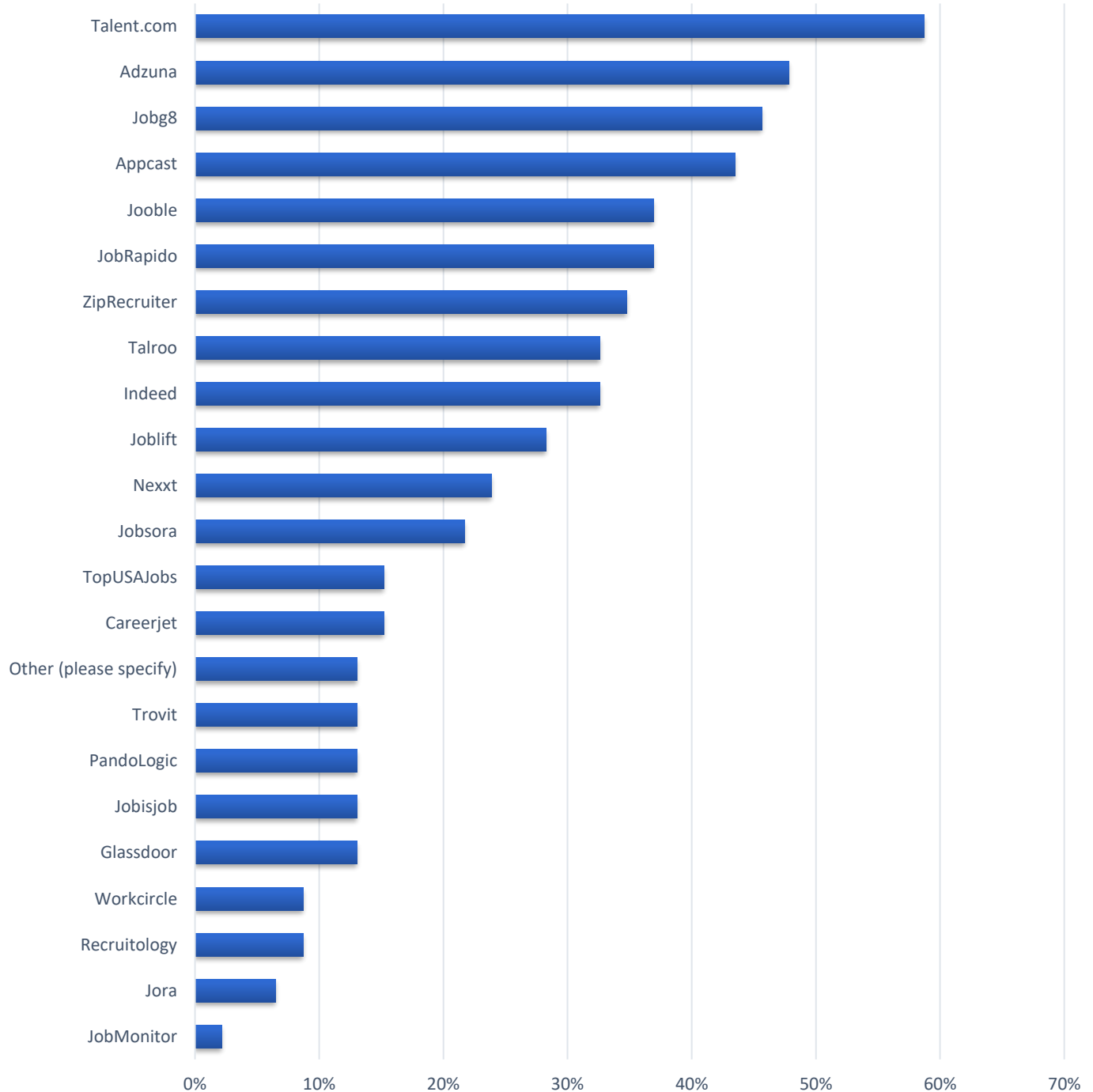
If your service offers a resume or candidate profile database that is accessible by employers, how many resumes or profiles are currently stored in the database?



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



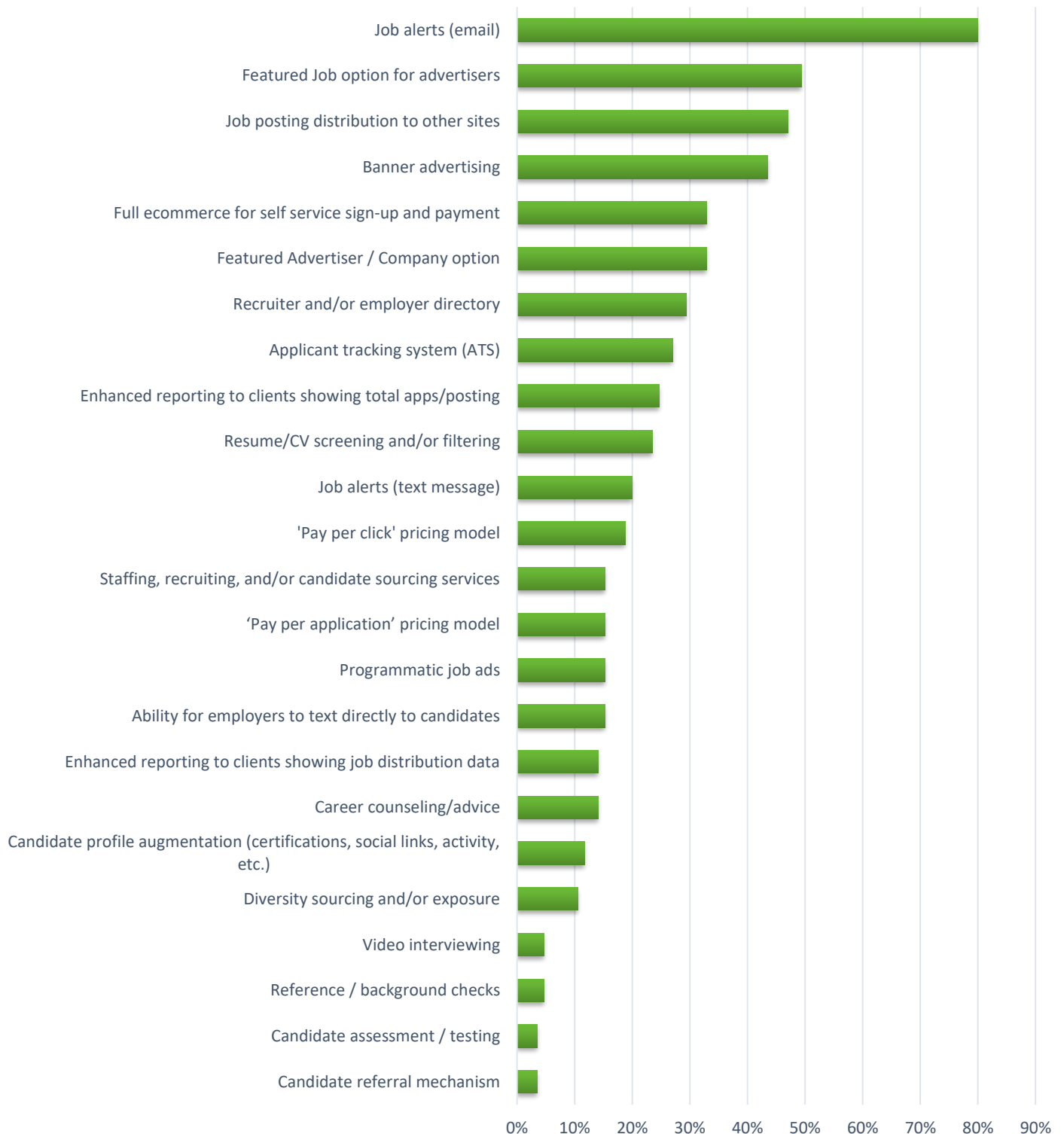
Which of the following aggregators do you use to buy and/or sell traffic? (Check all that apply)



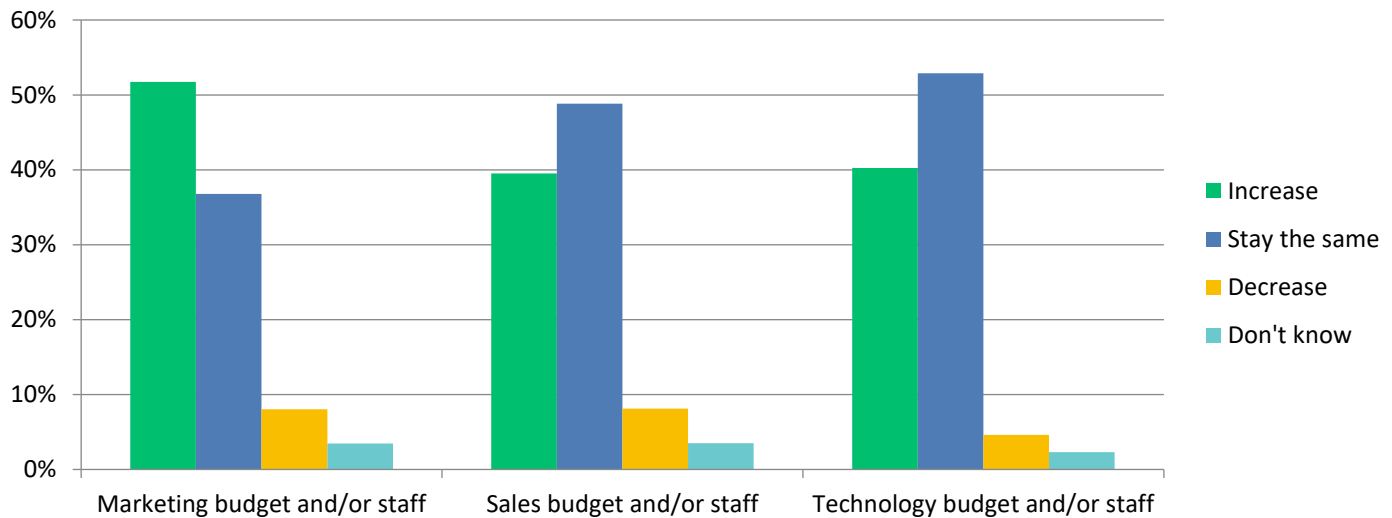
In general, which of the following criteria are *most important* to your clients with regard to using or renewing your recruiting services? (Select the top 3)



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



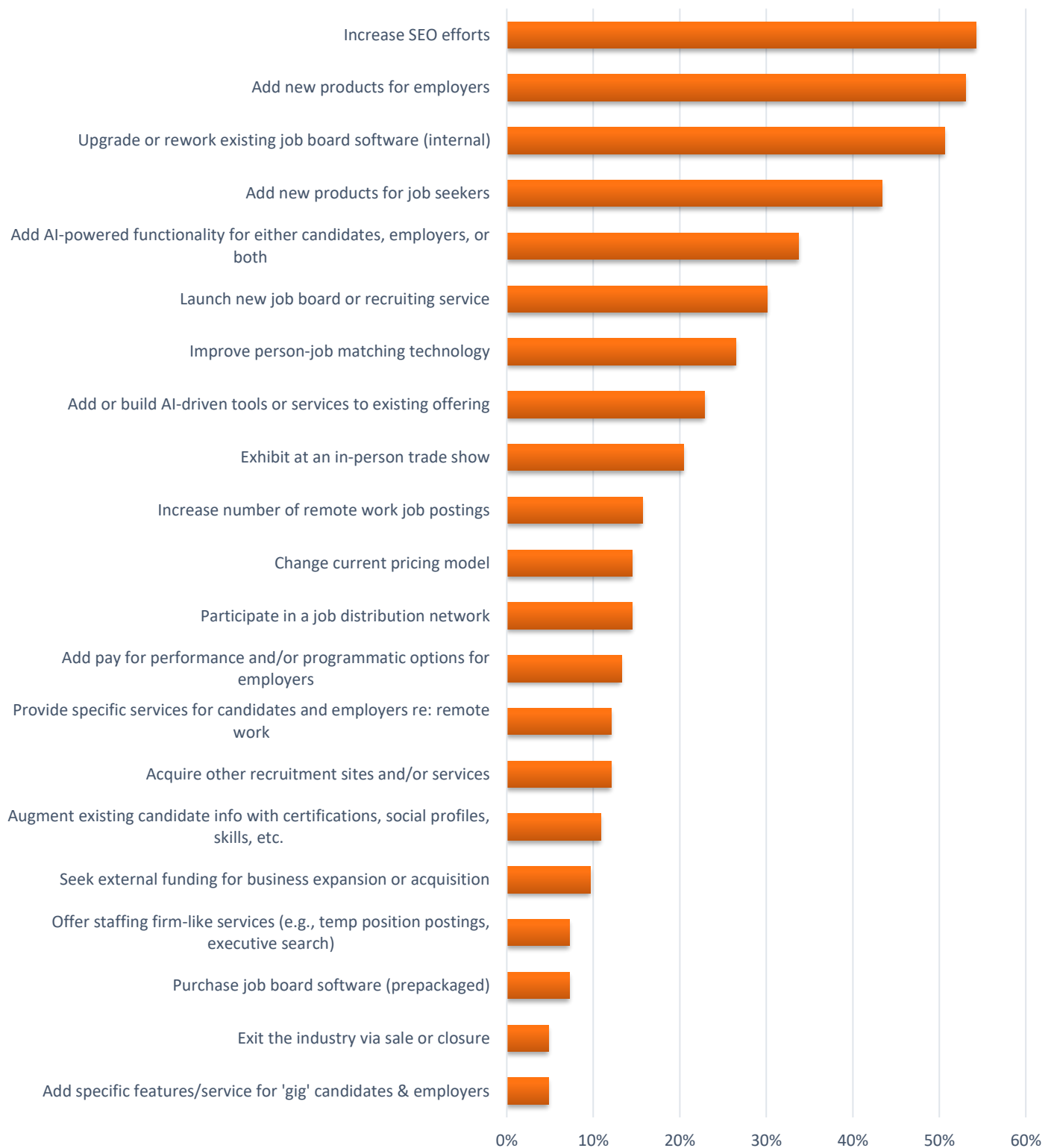
Over the next 12 months, how do you predict the following elements of your business will change?



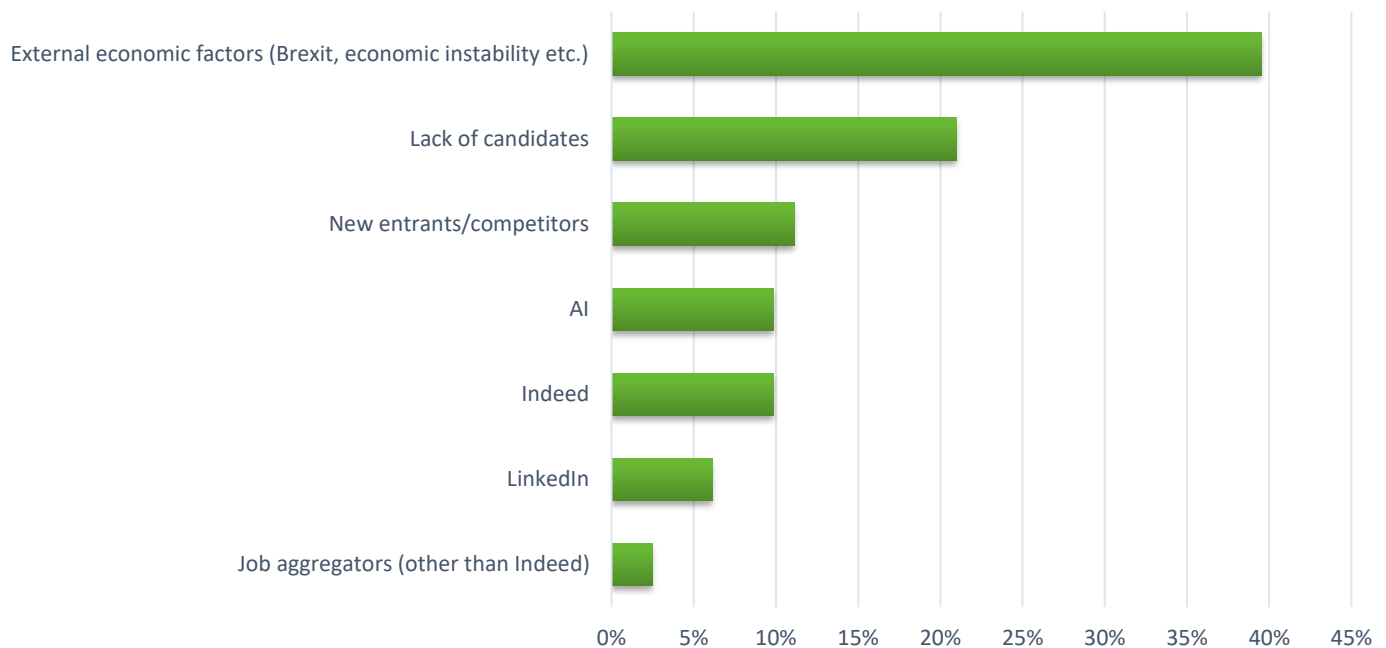
Which of the following do you see as the most significant ***threats*** to your business in the next 12 to 24 months? (Check all that apply)



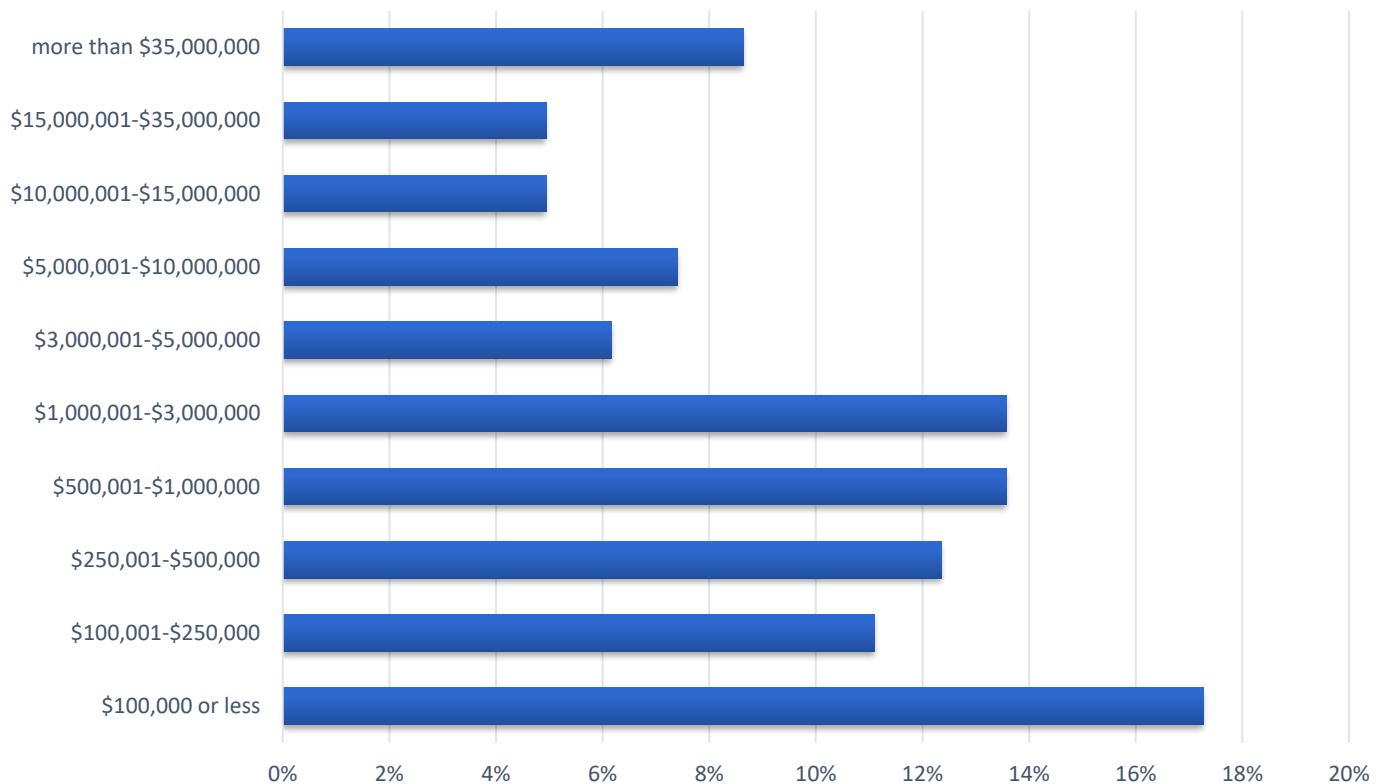
Which of the following actions are you planning in the next 12 months? (Check all that apply)



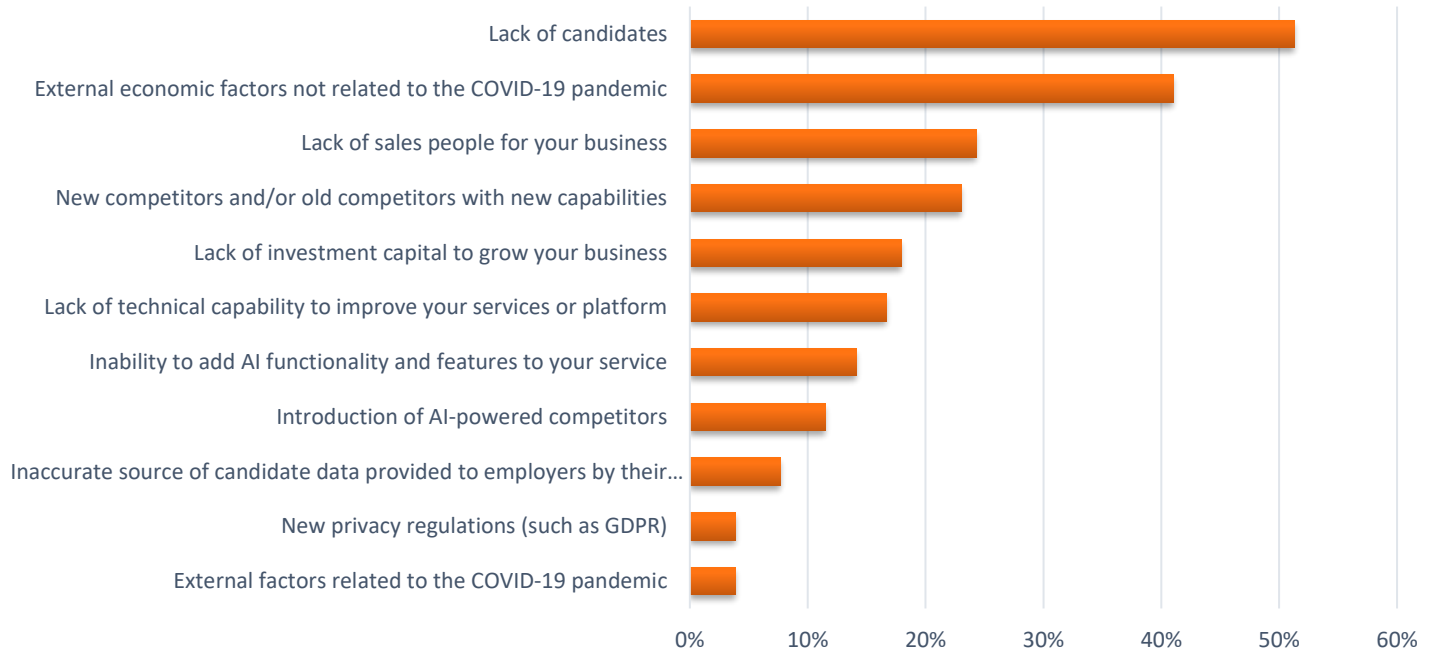
Which of the following do you see as the ***single biggest*** competitive threat to your business in the next 12 months?



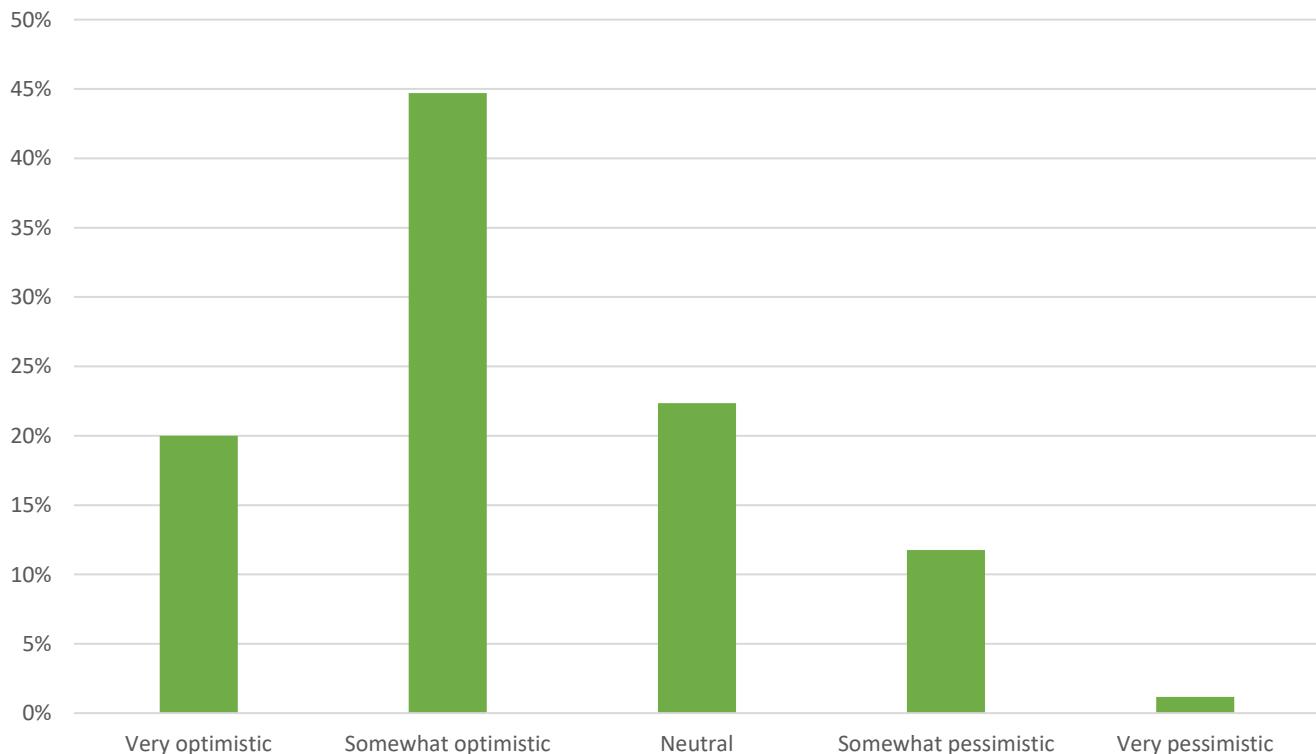
What is your best estimate of revenues for your business in the next 12 months? (in USD)



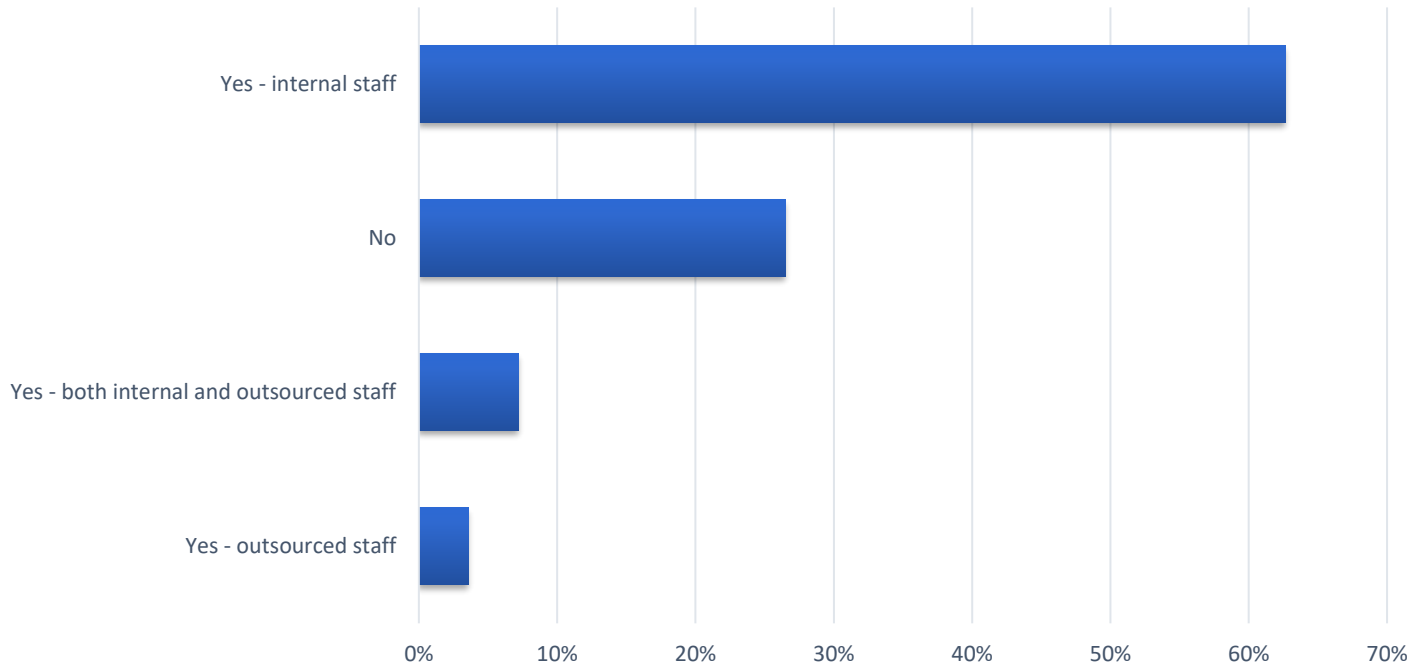
**Which (if any) of the following challenges or impediments will
significantly affect your organization during 2023-24? (check
all that apply)**



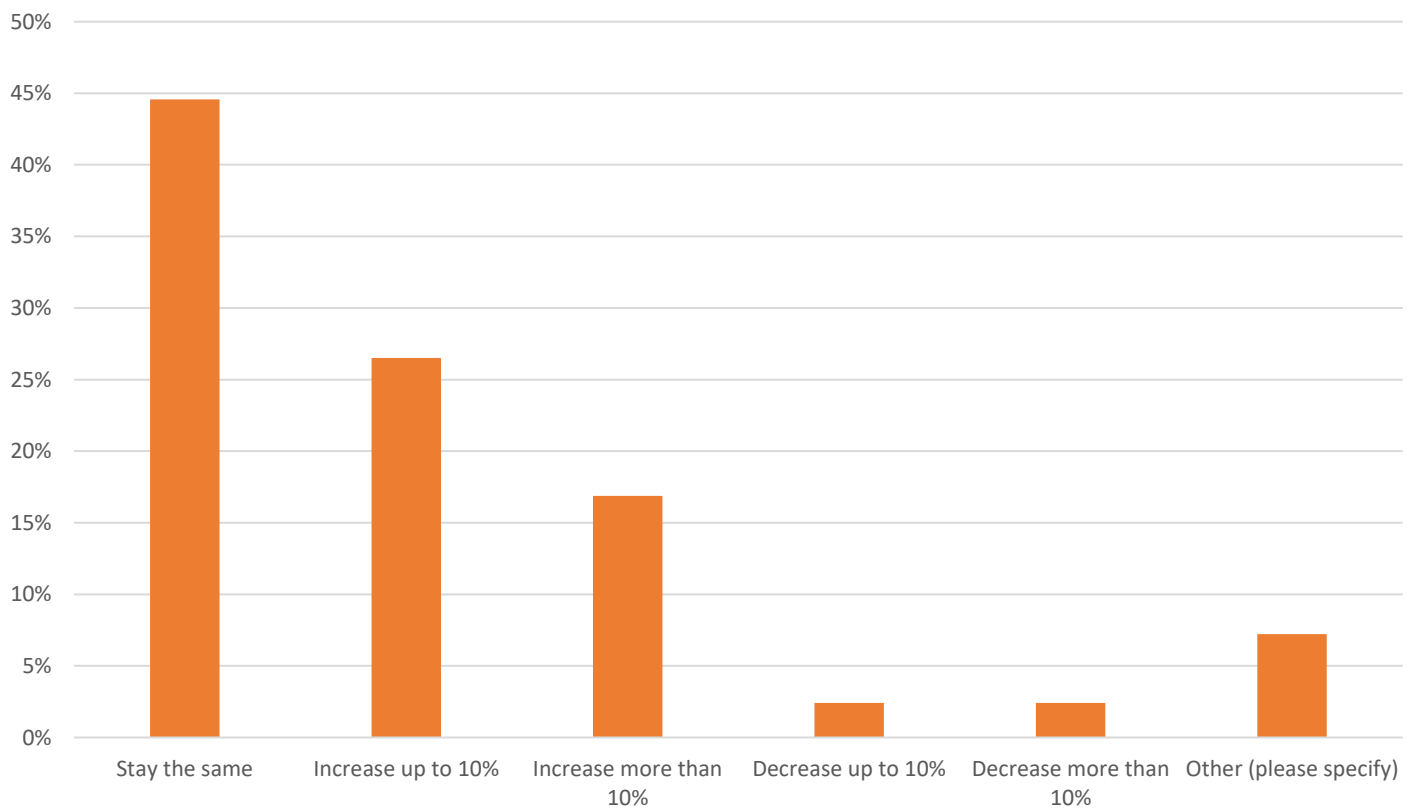
**What are your feelings for your organization's opportunities during
the next 12 months?**



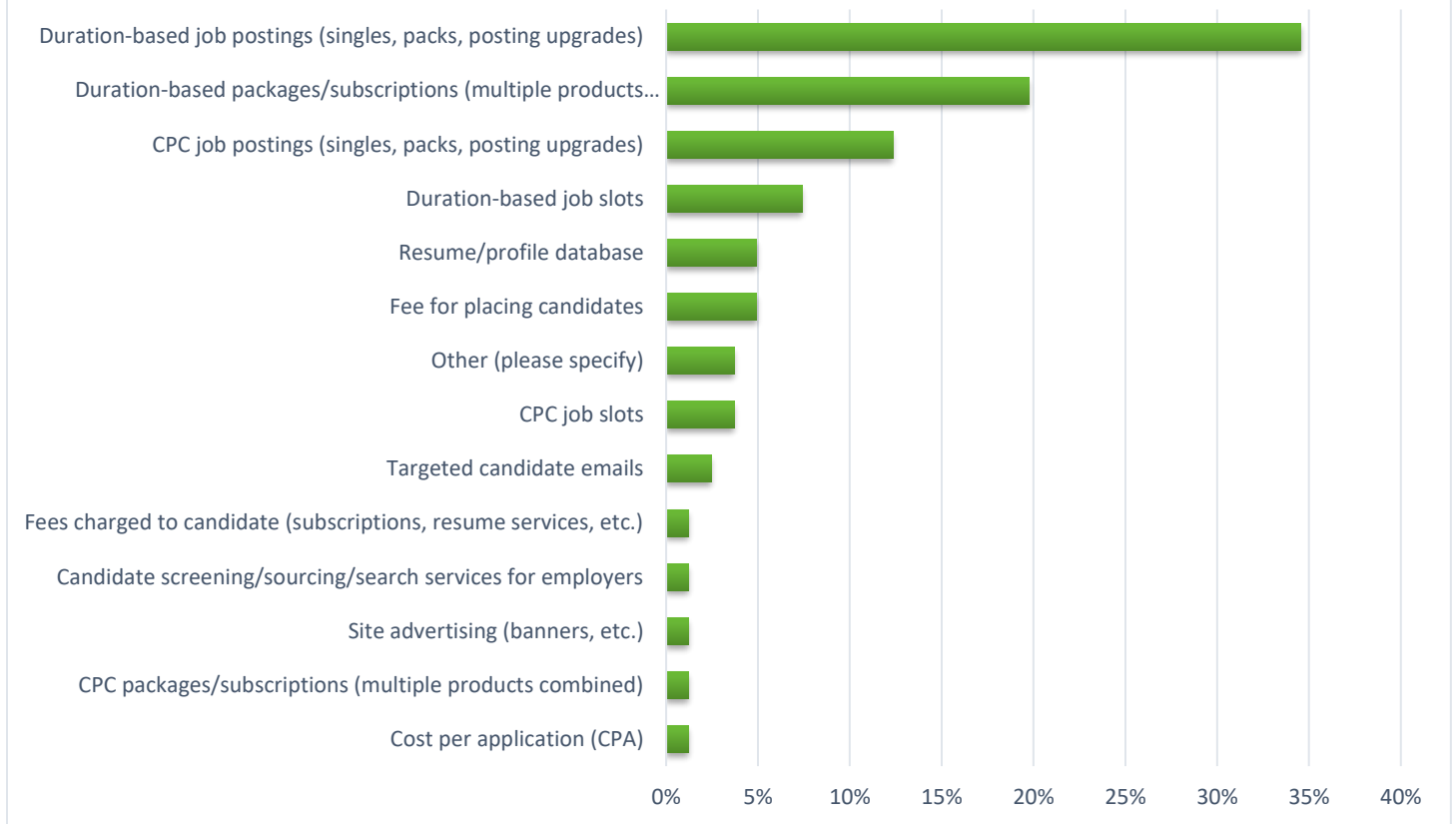
Does your organization have a dedicated sales staff?



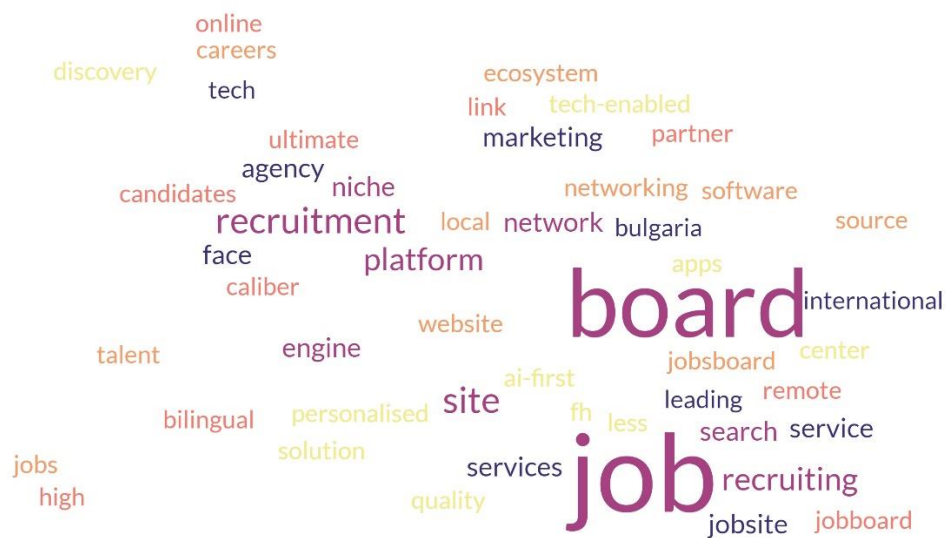
For the coming 12 months, which of the following best describes your overall rate structure for your products and services?



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



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





About JobBoardDoctor:

JobBoardDoctor 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 JobBoardDoctor 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 750+ 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, podcasts, 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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