

Job Board Trends: Global Spring 2013

April 2013



Survey Structure:

The Job Board Trends Spring 2013 survey of job boards was conducted to better understand current trends in the job board industry. Particular focus was placed on utilization of aggregators, mobile access, and growth trends in the industry.

There were a total of 319 responses from job boards around the world. The online survey was conducted during February and March, 2013. (Note: The following represents comparisons of three separate surveys conducted of job boards in the United Kingdom, Europe, and the rest of the world).

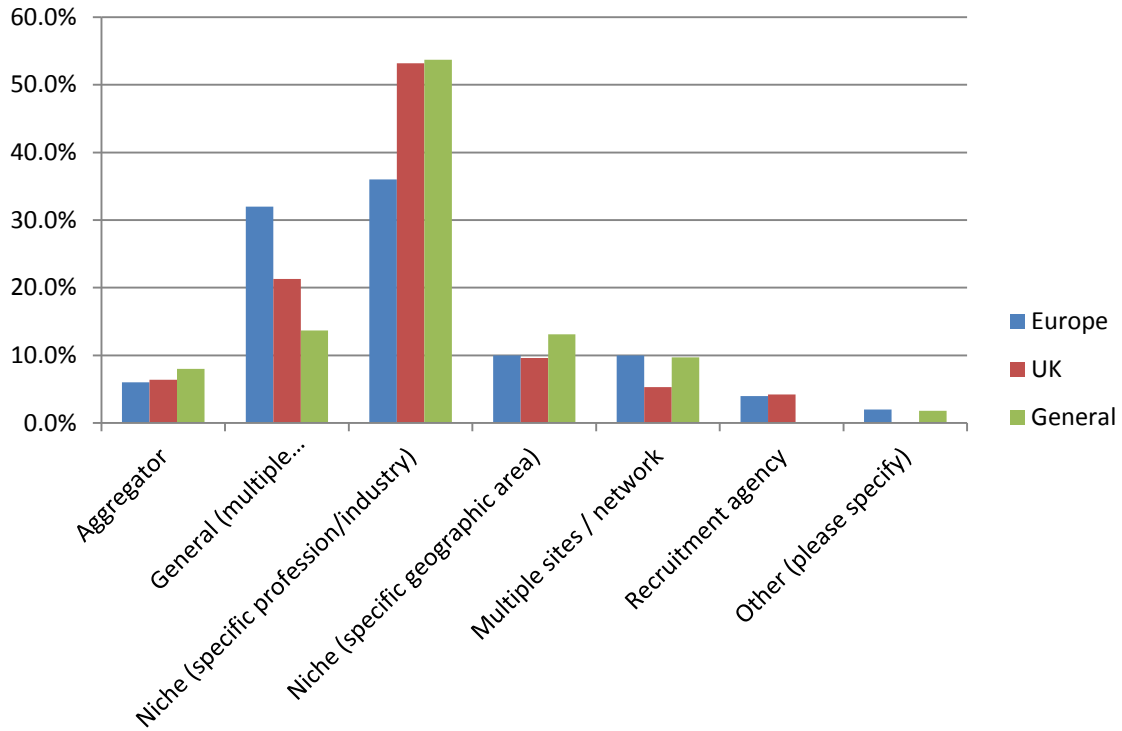
Executive Summary

Job Board Doctor has been conducting surveys of the job board industry since 2009. This survey represents the largest and most comprehensive survey to date, comprising responses from 319 owners, operators, and employees of job boards throughout the world.

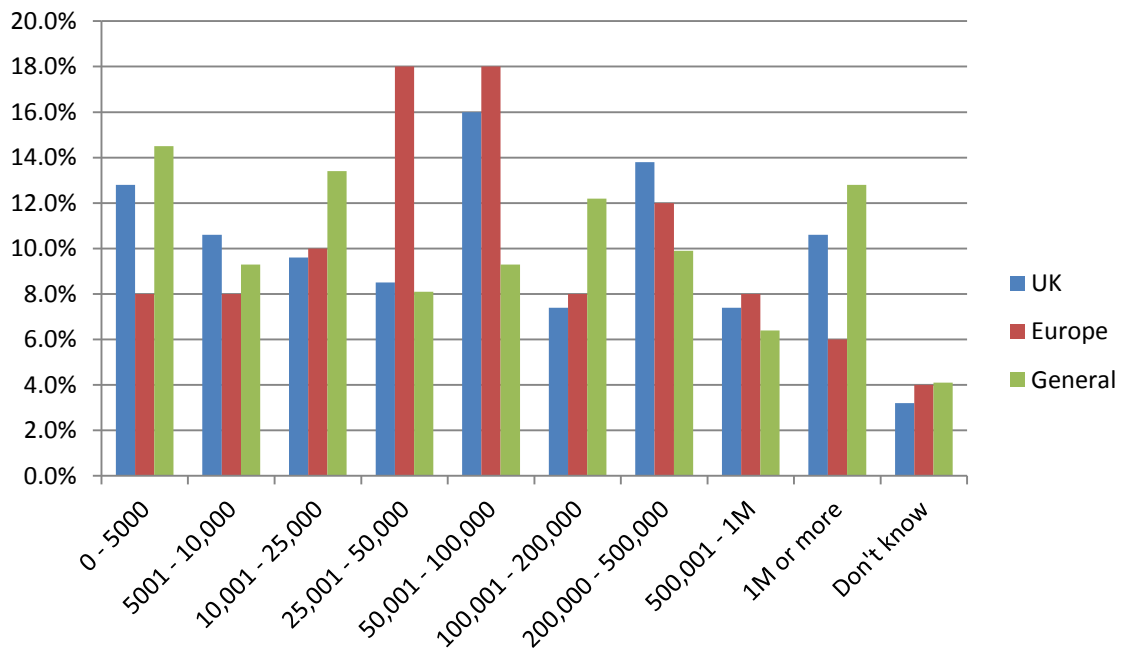
Key findings from this year's survey:

- **Niche sites** dominate the survey responses in all regions
- Significantly more **new jobs** are posted on UK job boards than on sites in other regions
- Over 70% of job boards surveyed use **aggregators** in all regions
- Less than half of job boards conduct **client satisfaction surveys** in all regions
- **Quality** of applicants, **quantity** of applicants, and **price** are the top 3 factors for client renewal in all regions
- There is significant variation from region to region in the percentage of site traffic derived from **mobile devices**
- A majority of respondents are **optimistic** about the future of their job boards

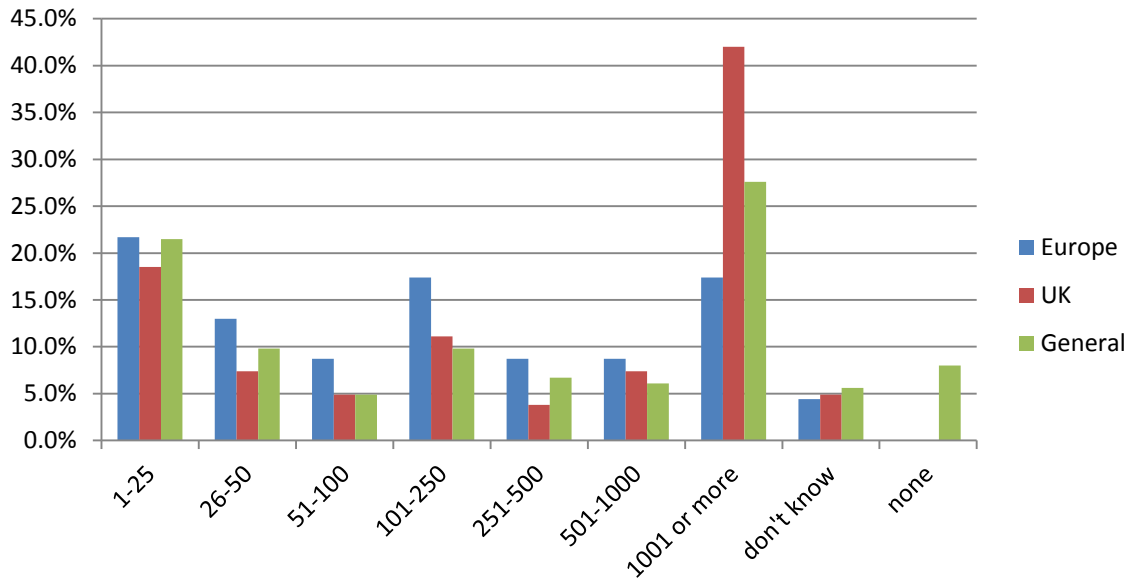
How would you characterize your job board's focus?



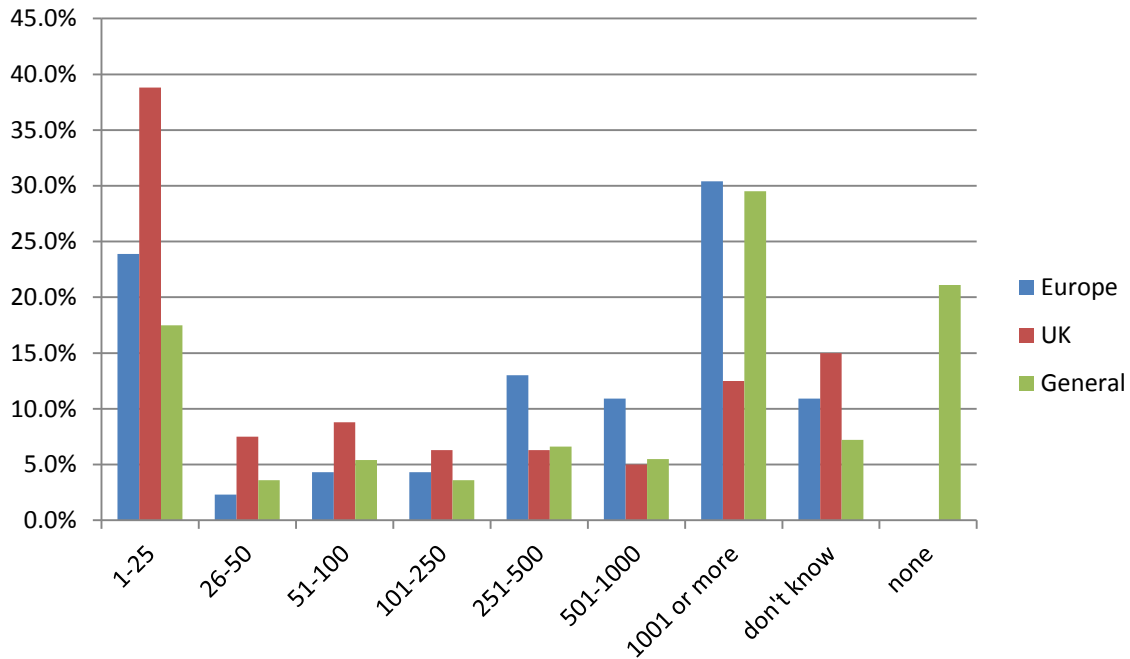
On average, how many unique visitors does your site have per month?



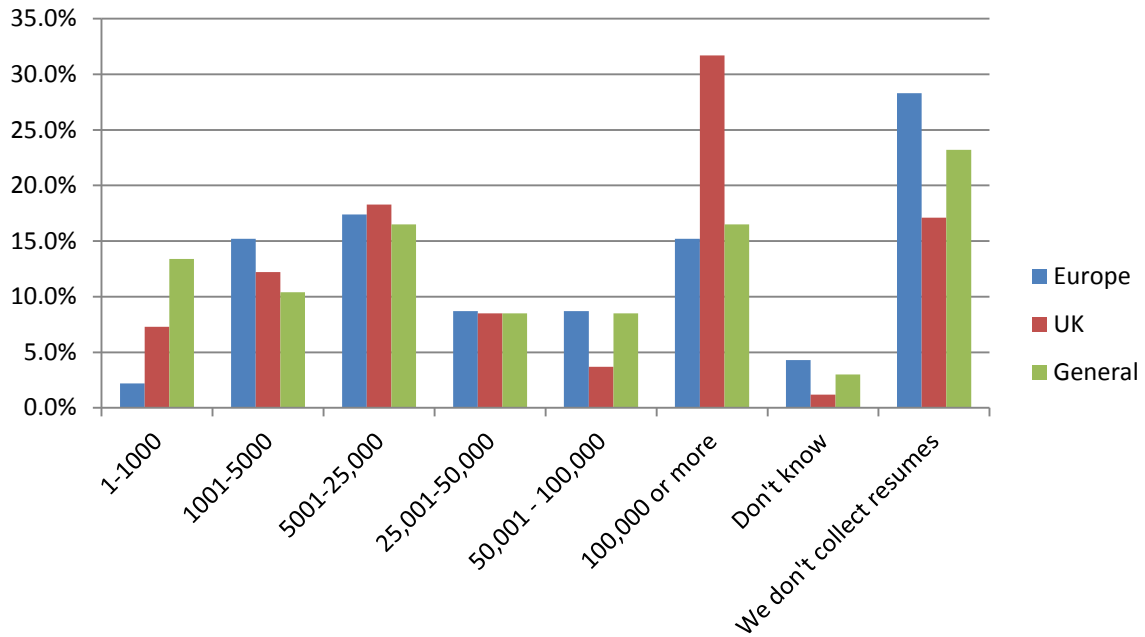
On average, how many new *paid* jobs are posted on your site each month?



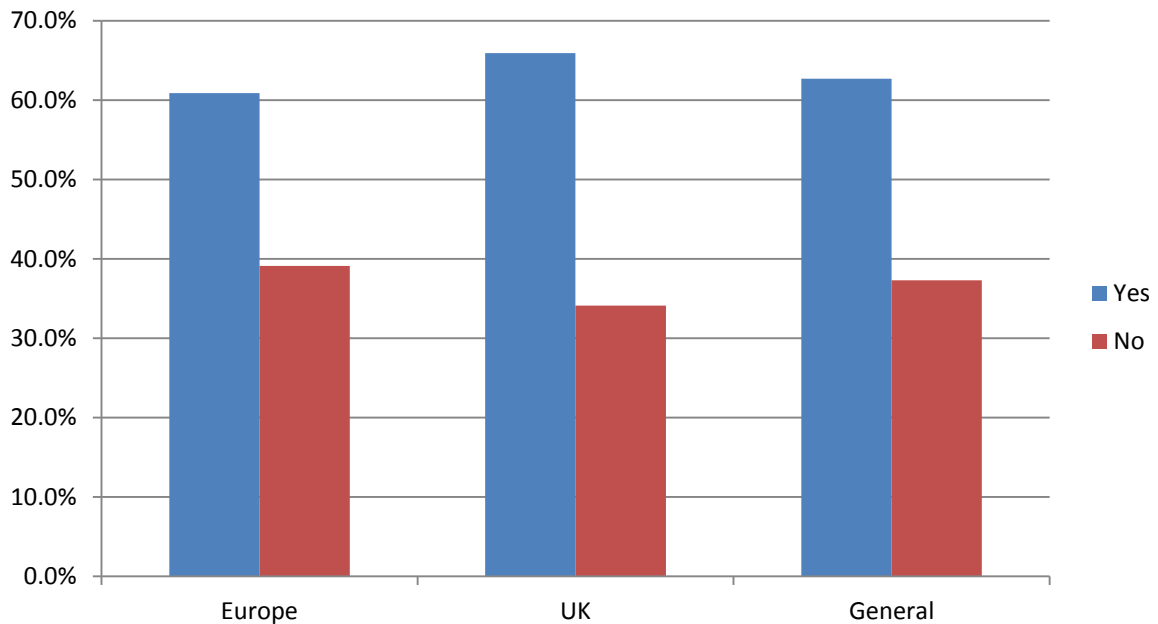
On average, how many new *free and/or scraped* jobs are posted on your site each month?



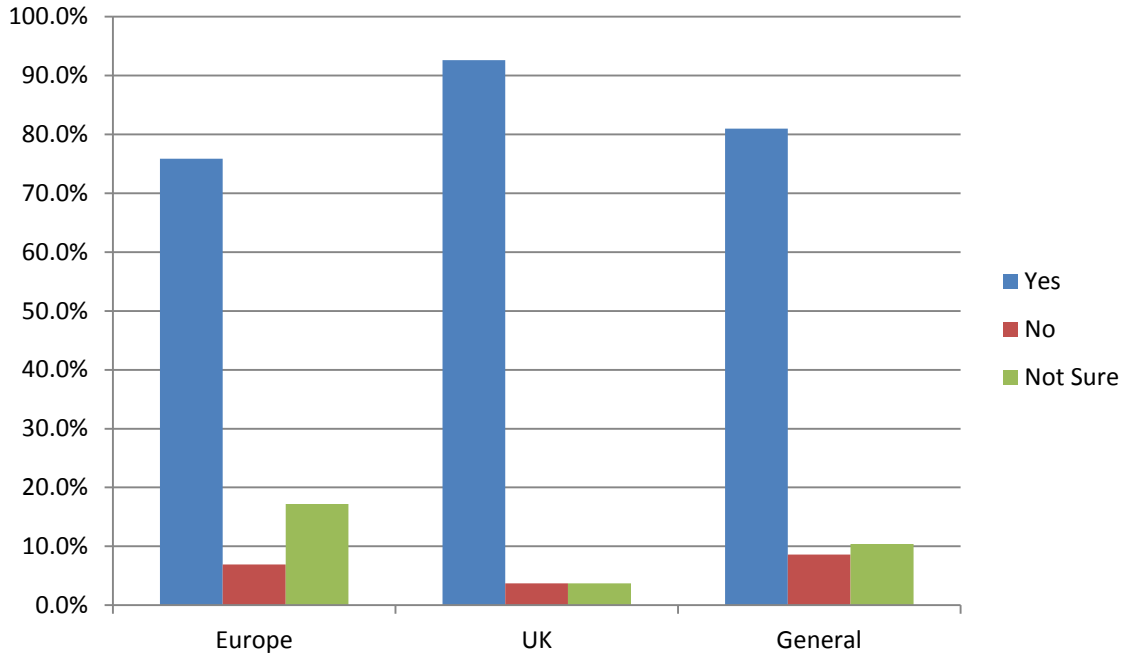
Approximately how many current resumes (accessible by employers) do you have in your resume database?



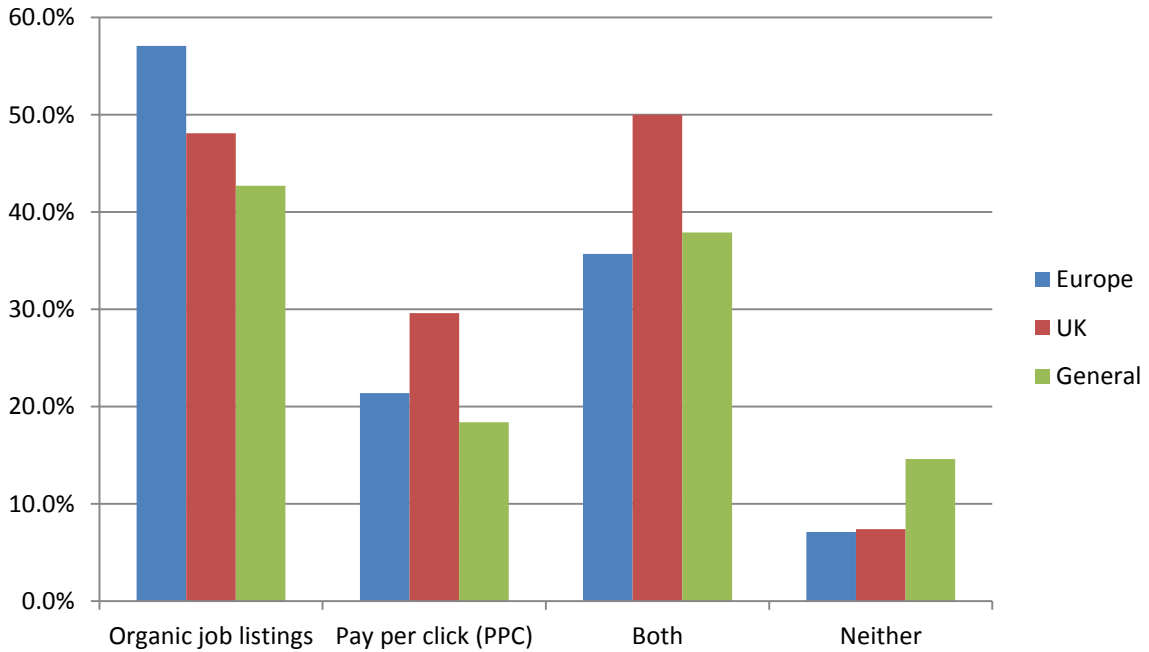
Do you currently use an aggregator to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?



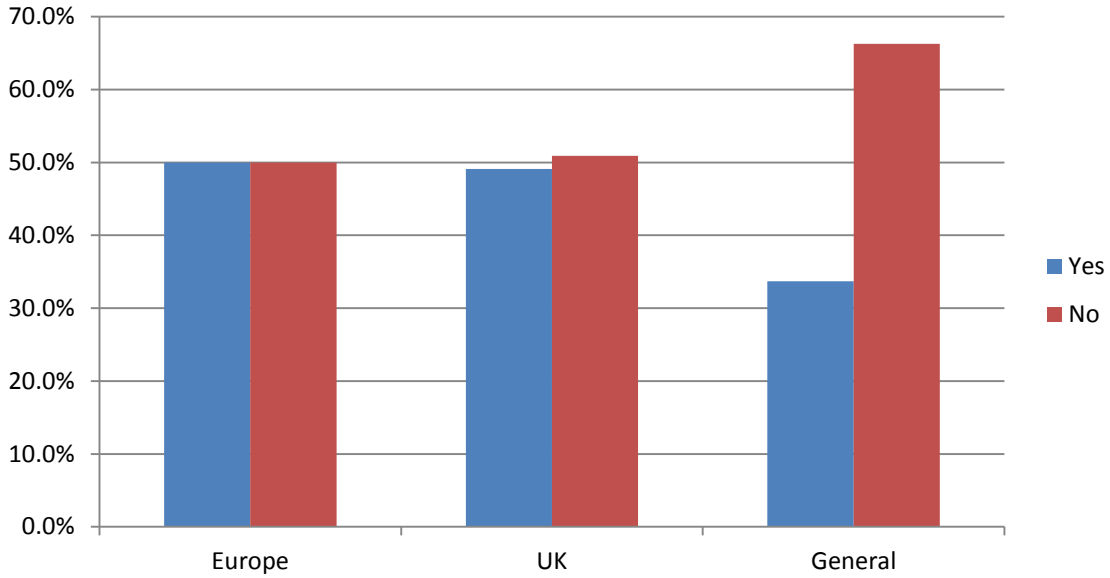
Do you plan to continue using an aggregator for the next 12 to 24 months?



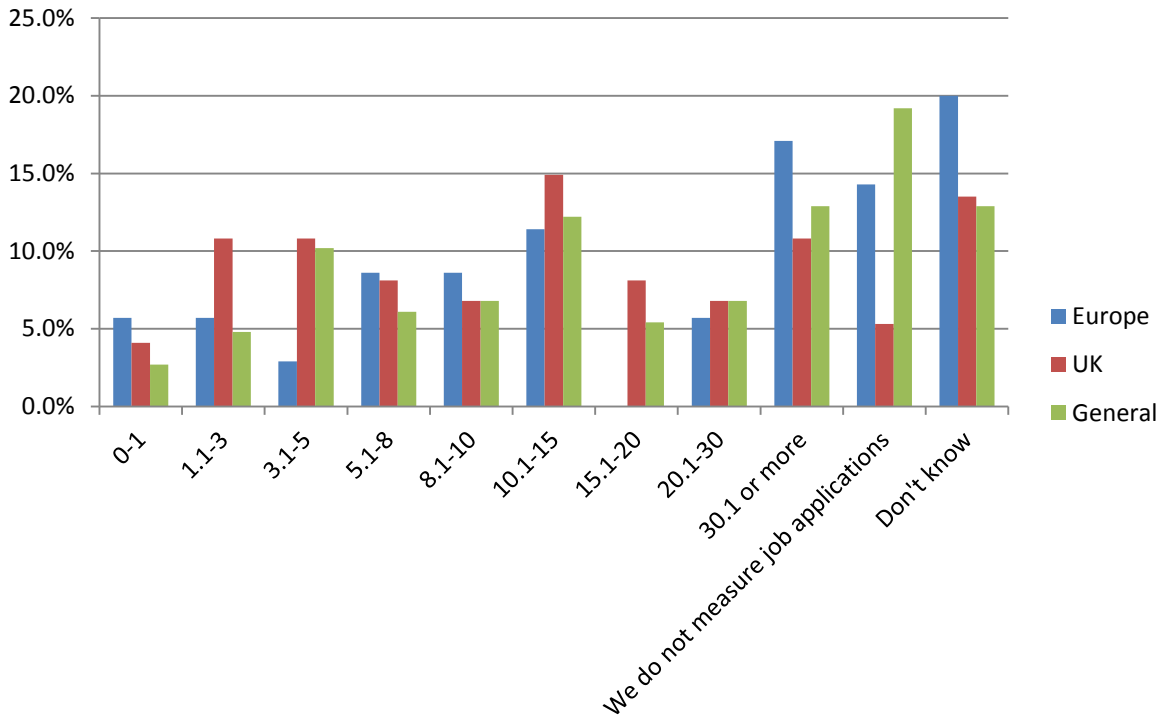
Which of the following aggregator services do you use to increase your traffic?



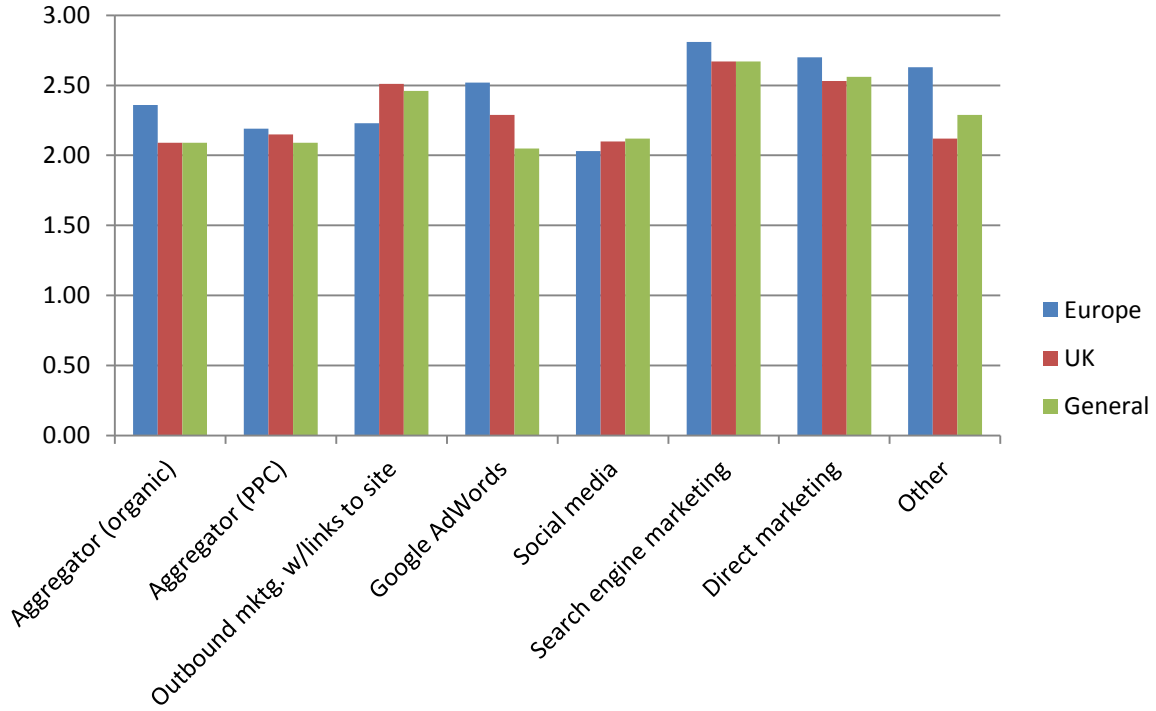
Do you measure the conversion of aggregator traffic into job applications for your clients?



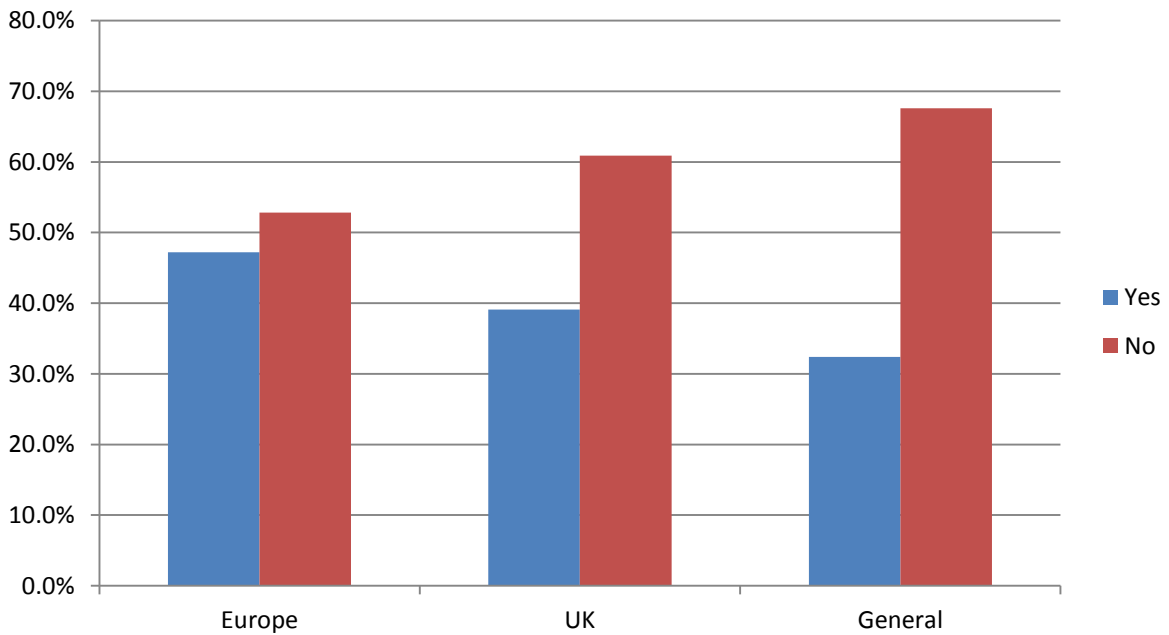
On average, how many job applications per posting (including ATS clicks) do you deliver?



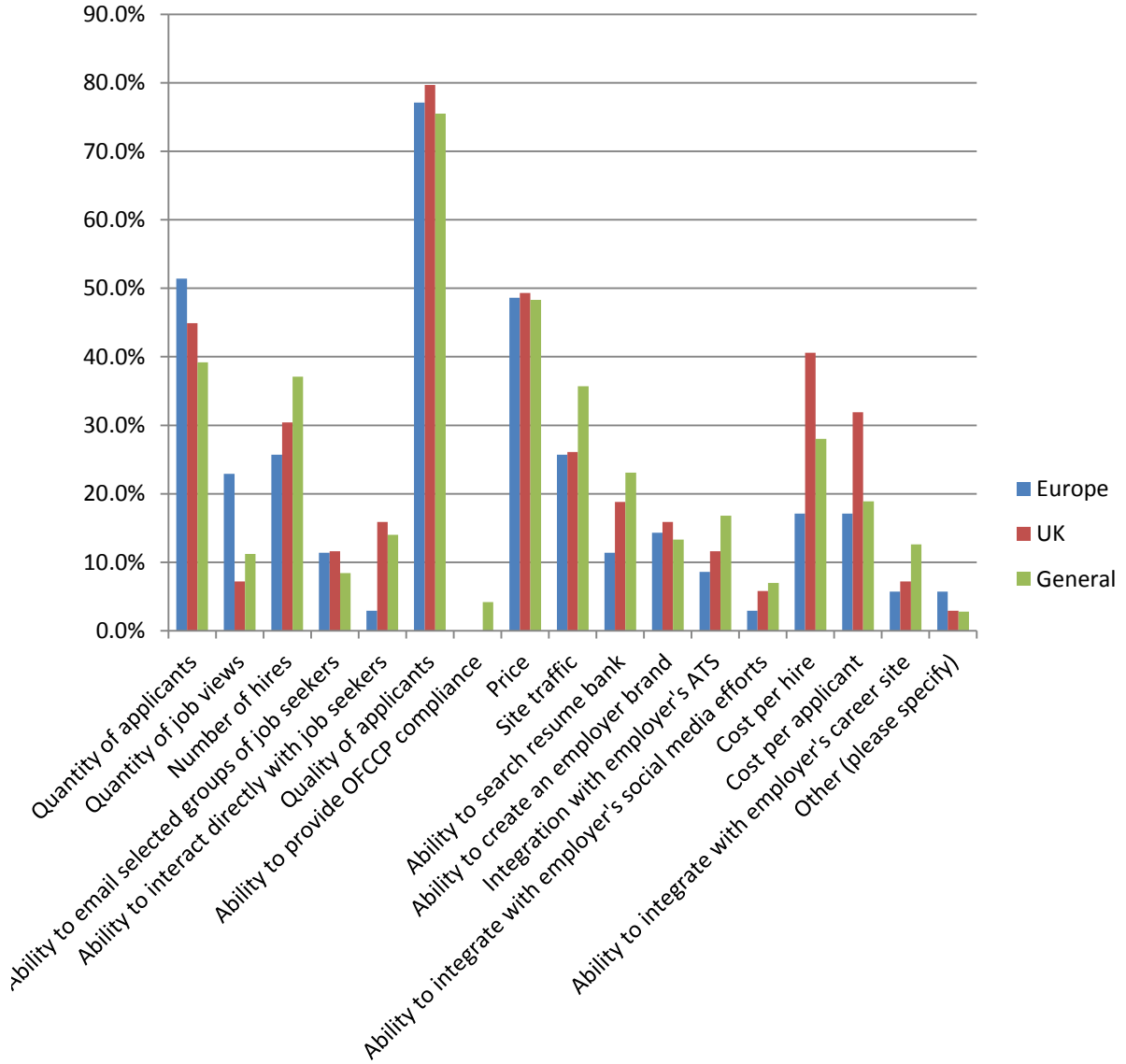
How would you rate the following sources of traffic to your site, based on the conversion of traffic into applications for your client?



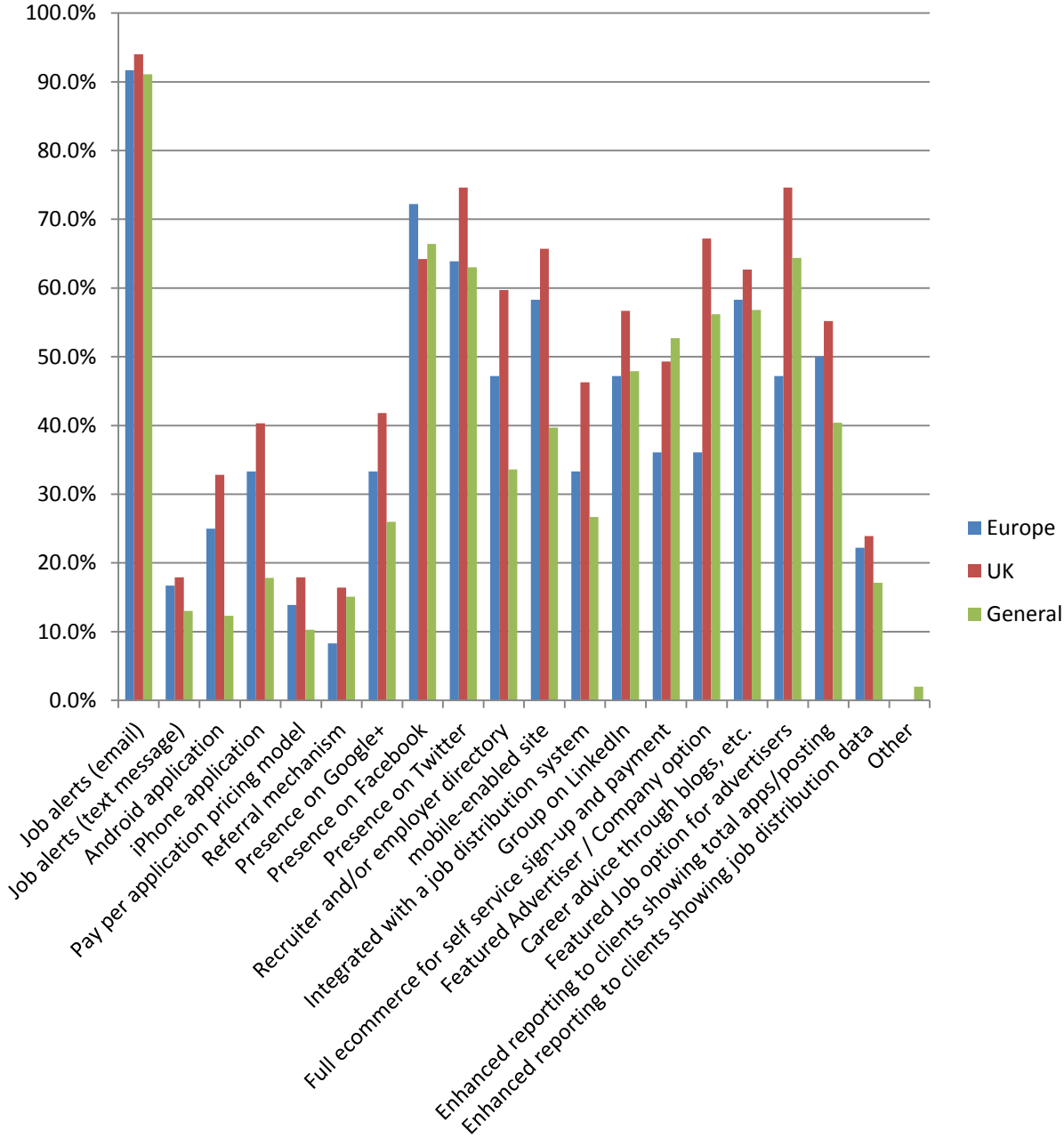
Do you utilize client satisfaction surveys?



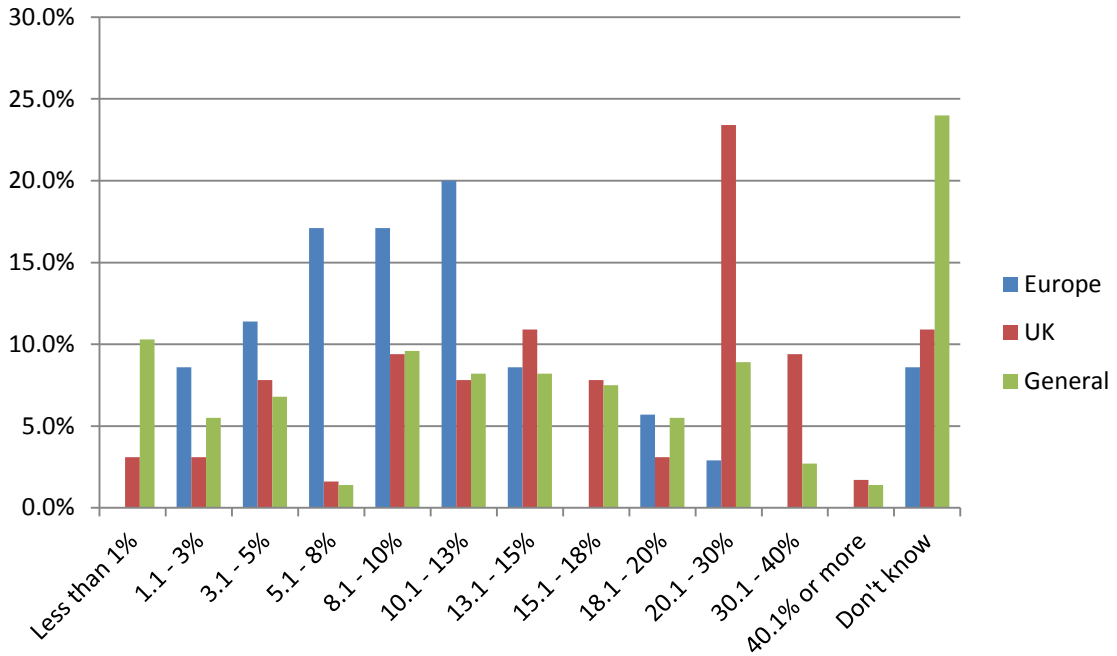
In general, which of the following criteria are most important to your clients with regard to using or renewing your job board's services?



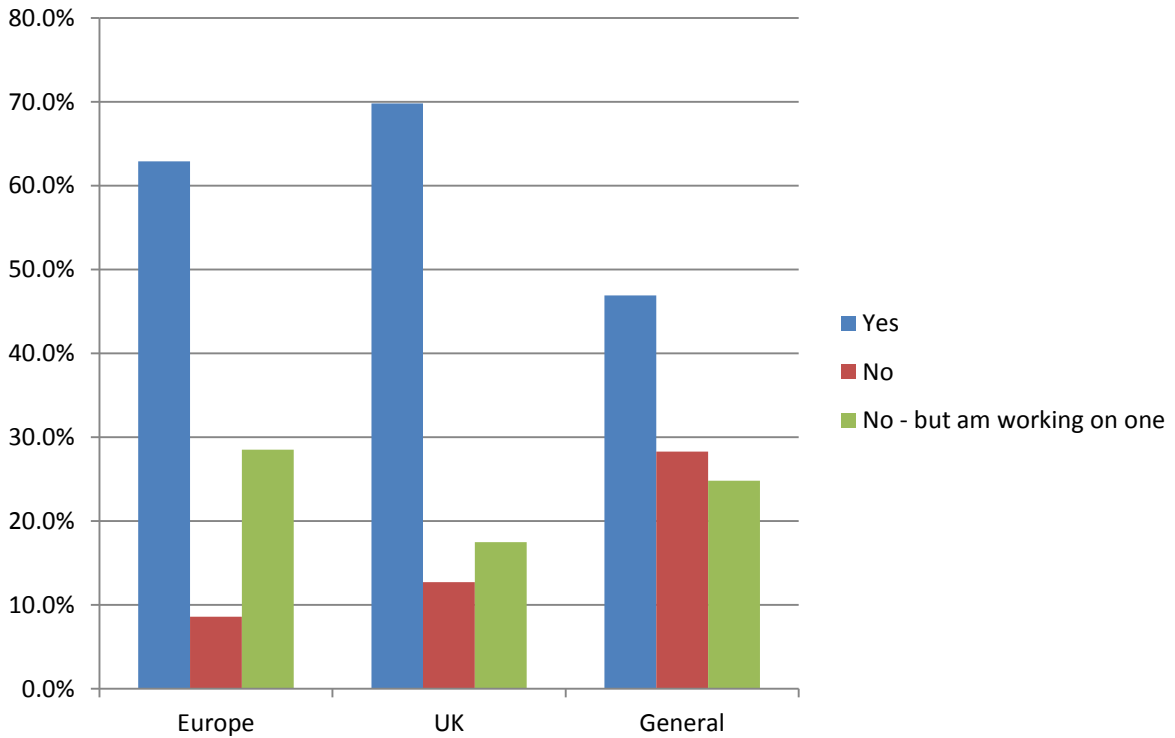
Which of the following of the services do you offer to your clients and candidates?



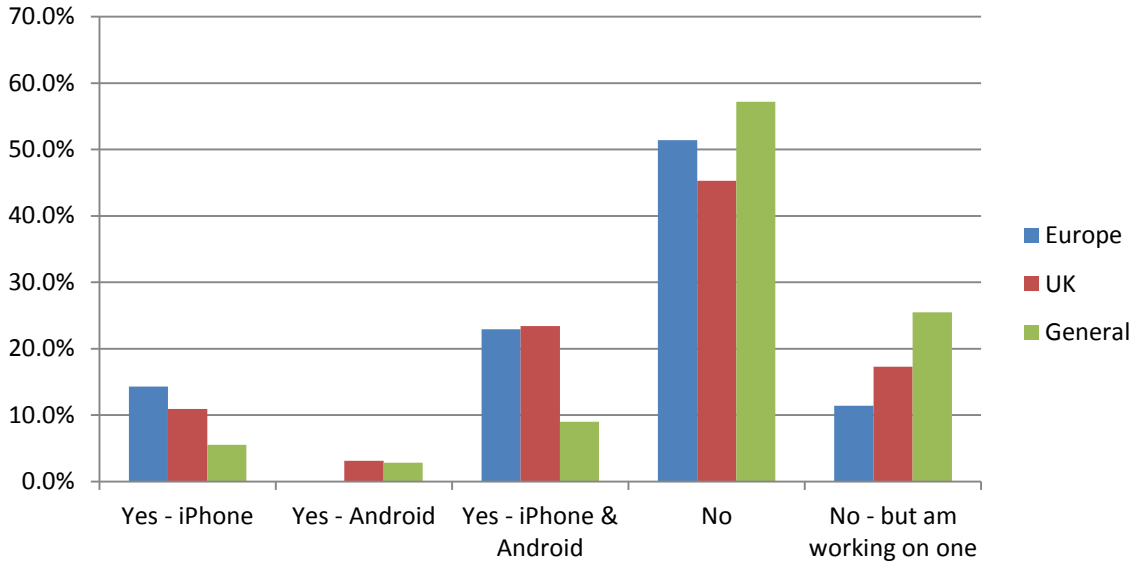
What percent of your site(s) traffic comes from mobile?



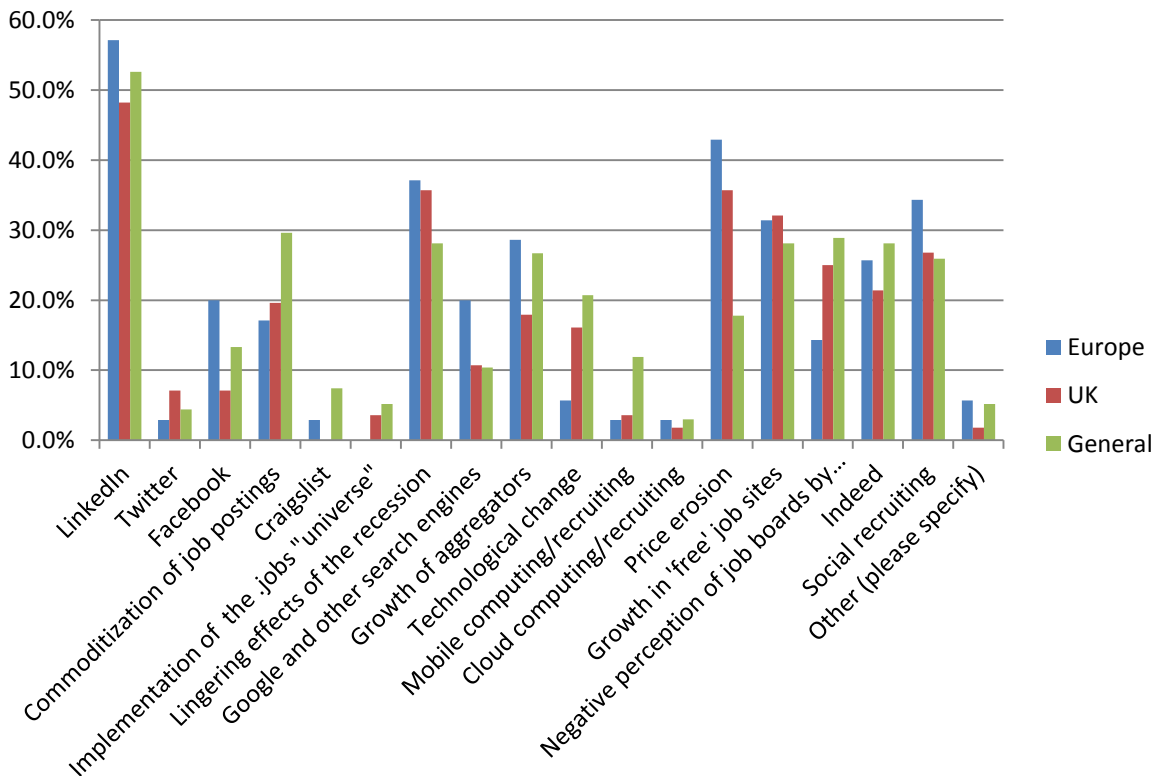
Do you have a mobile-friendly version of your site?



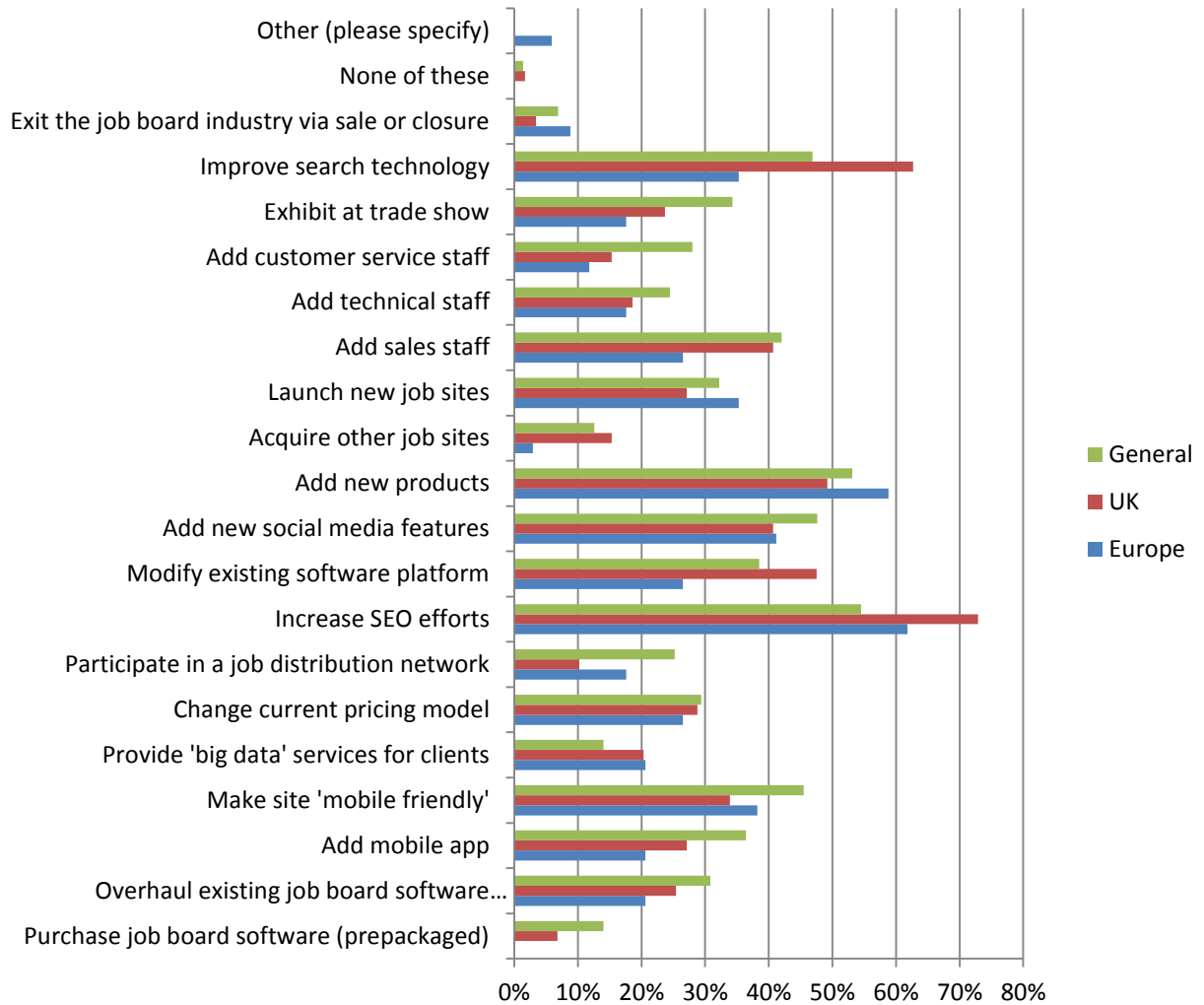
Do you have a mobile app (iPhone or Android) for your job board?



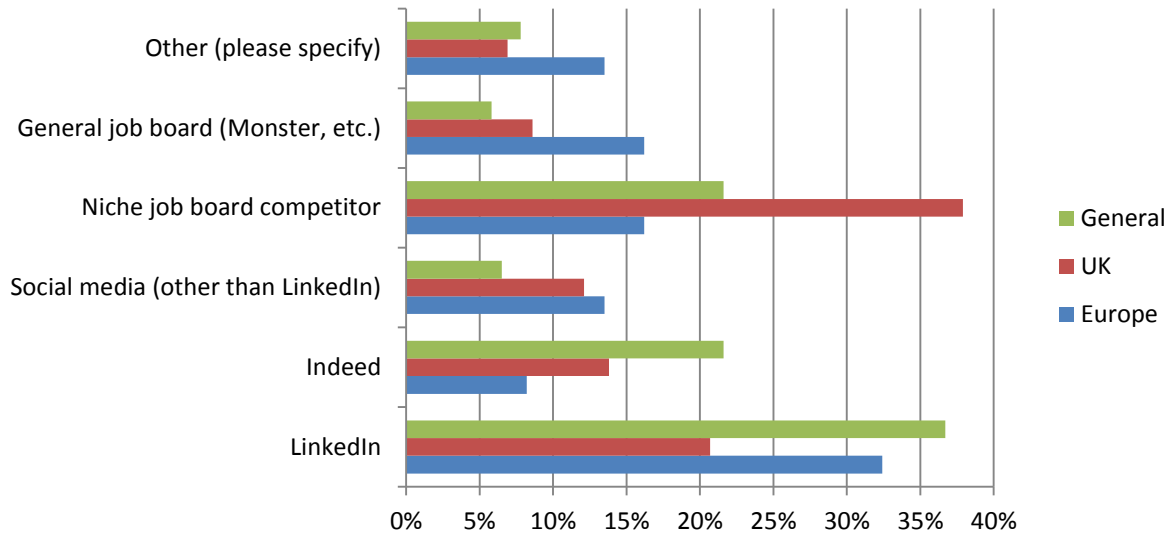
Which of the following do you see as the most significant threats to your job board company in the coming 12 to 24 months?



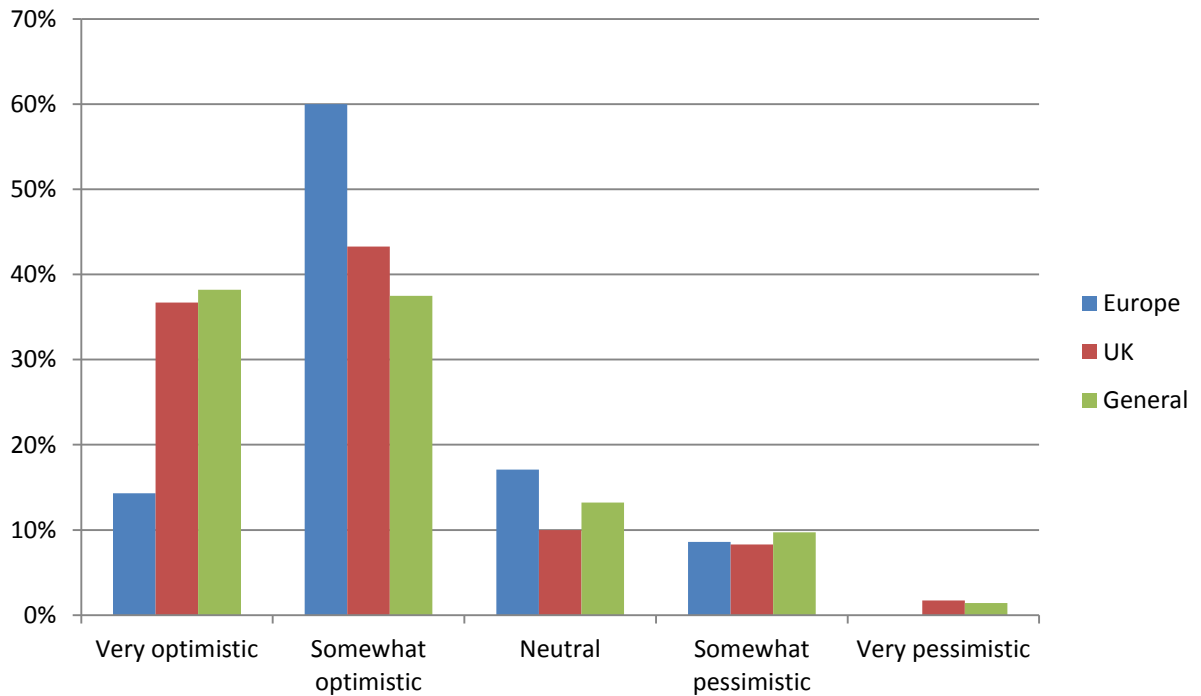
Which of the following actions are you planning in the next 12 months?



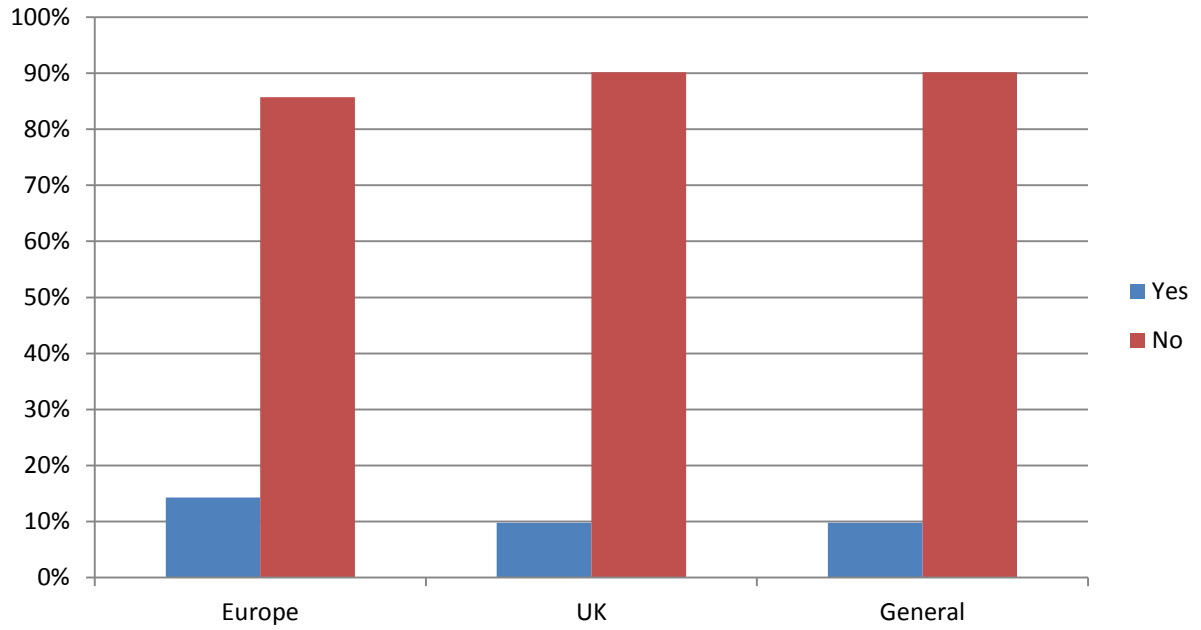
Which of the following do you see as the *single biggest* competitive threat to your business in the next 12 months?



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



Are you actively trying to sell your job board(s)?





Job Board Doctor

About Job Board Doctor:

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

- Short and long-range planning
- Strategy
- Product development and launch
- Sales and marketing
- SEO
- Social media
- Content creation
- Site and user interface analysis

Jeff Dickey-Chasins is the Job Board Doctor, 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 hundreds of job boards and recruiting sites over the past 20 years.

You can learn more about Job Board Doctor here: <http://www.jobboarddoctor.com>