

Job Board Trends: Europe Spring 2013

April 2013



**Job Board
Doctor**

Survey Structure:

The Job Board Trends Spring 2013 survey of job boards in Europe 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 50 responses from job boards across Europe. The online survey was conducted during February and March, 2013. (Note: A separate survey was conducted of job boards in the United Kingdom; those results were tallied separately).

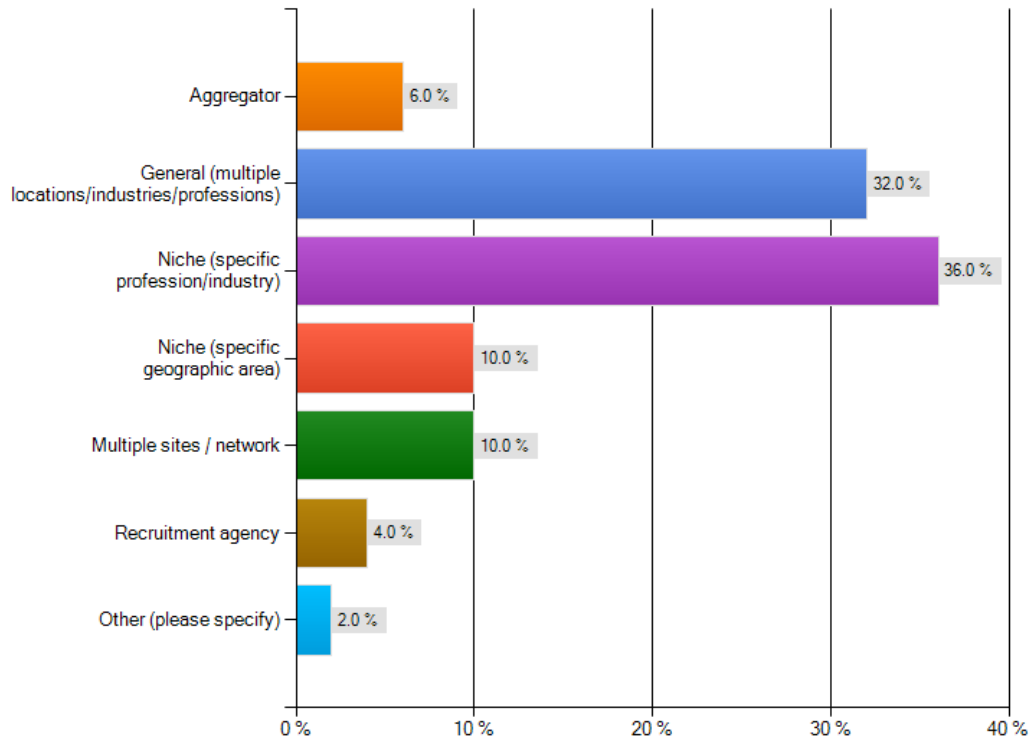
Executive Summary

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 50 owners, operators, and employees of job boards in all areas of Europe (excluding the United Kingdom).

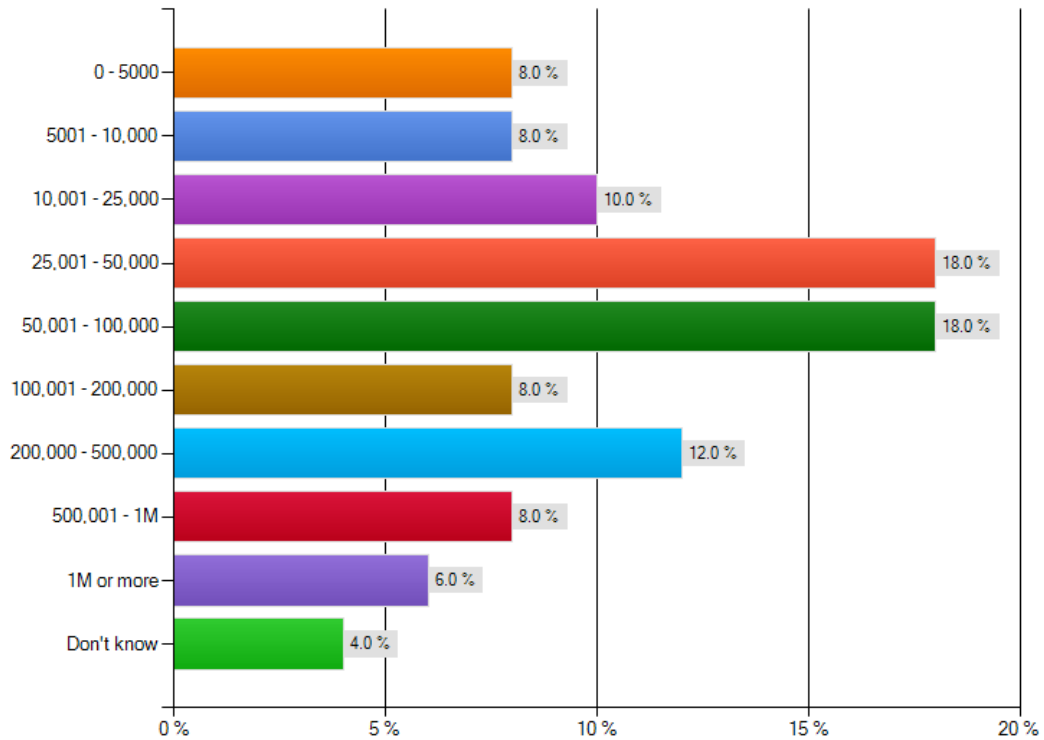
Key findings from this year's survey:

- Almost one-third of job boards surveyed do not collect job seeker resumes
- 34% either don't track or don't know how many applications per job their site produces for employers
- Job boards are seeing best results in traffic acquisition from search engine marketing and direct marketing
- Over one-third of the boards are getting 10% or more of their site traffic from mobile devices
- 63% of job boards surveyed have a mobile-friendly site
- LinkedIn is seen as the most serious threat to existing job boards

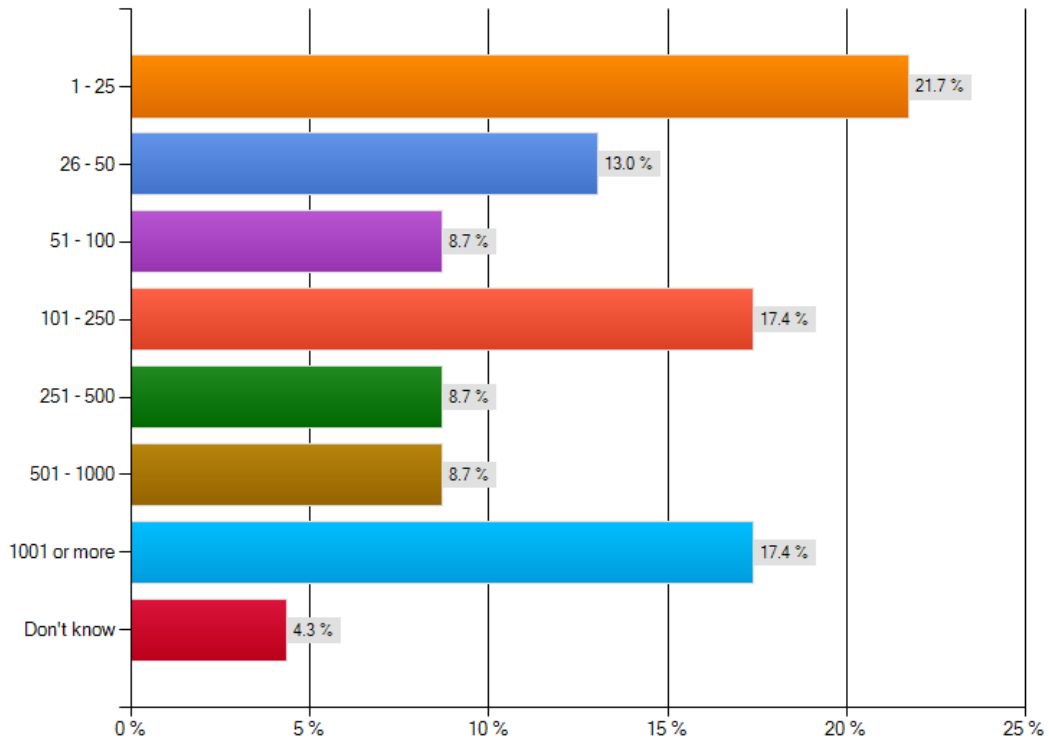
How would you characterize your job board's focus?



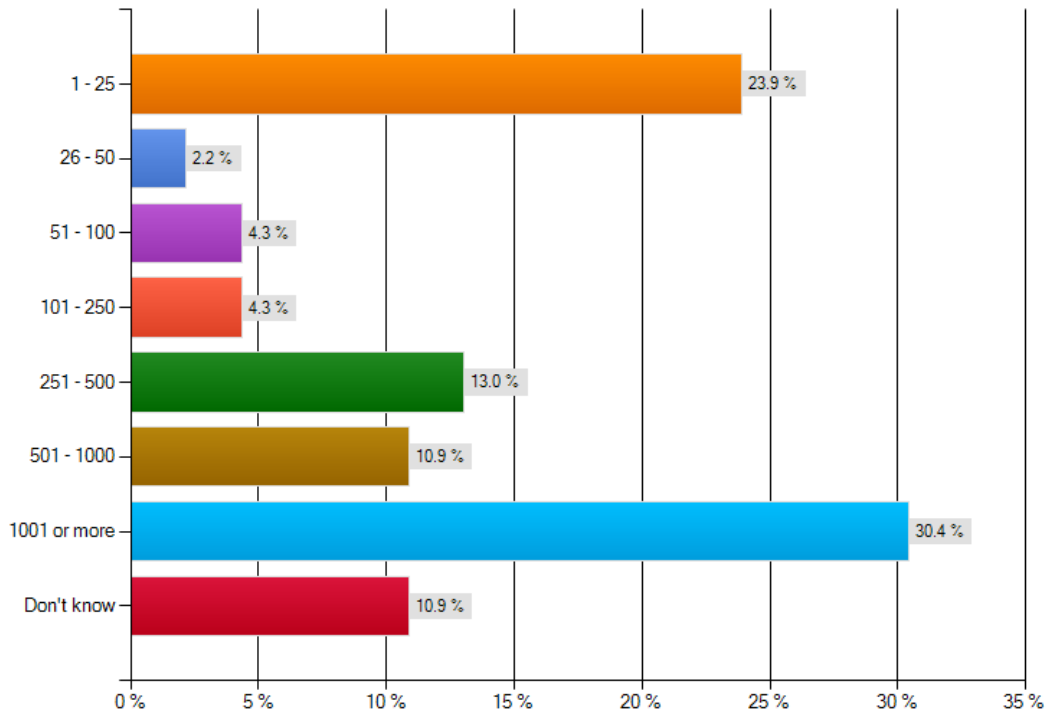
On average, how many unique visitors does your site have per month?



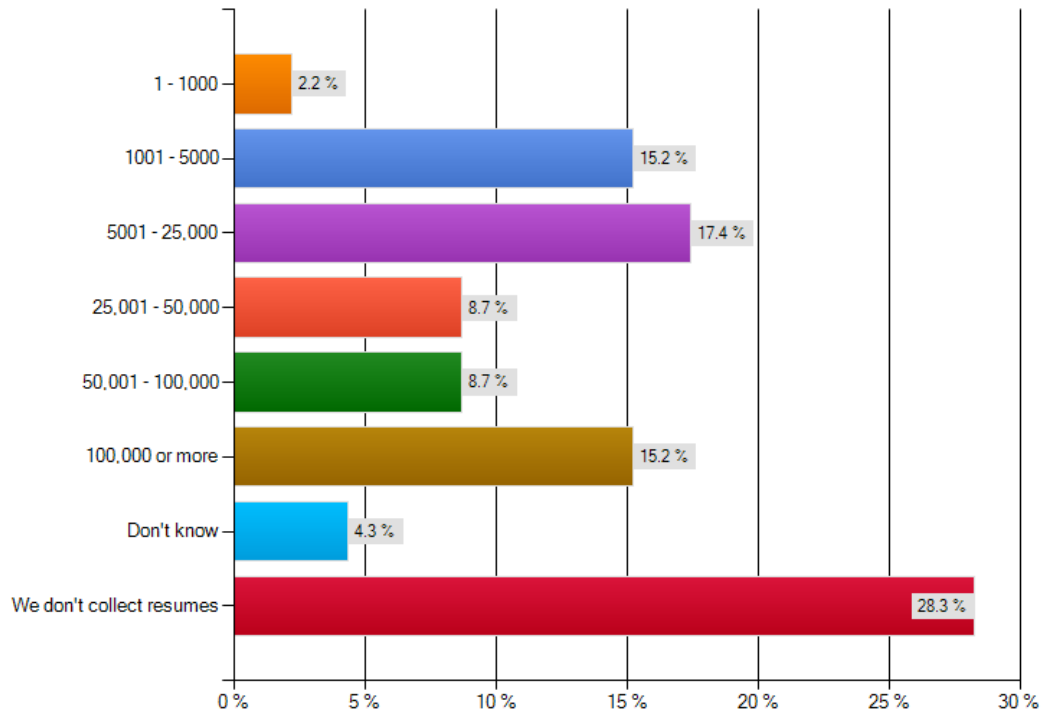
On average, how many new *paid* jobs are posted on your site each month?



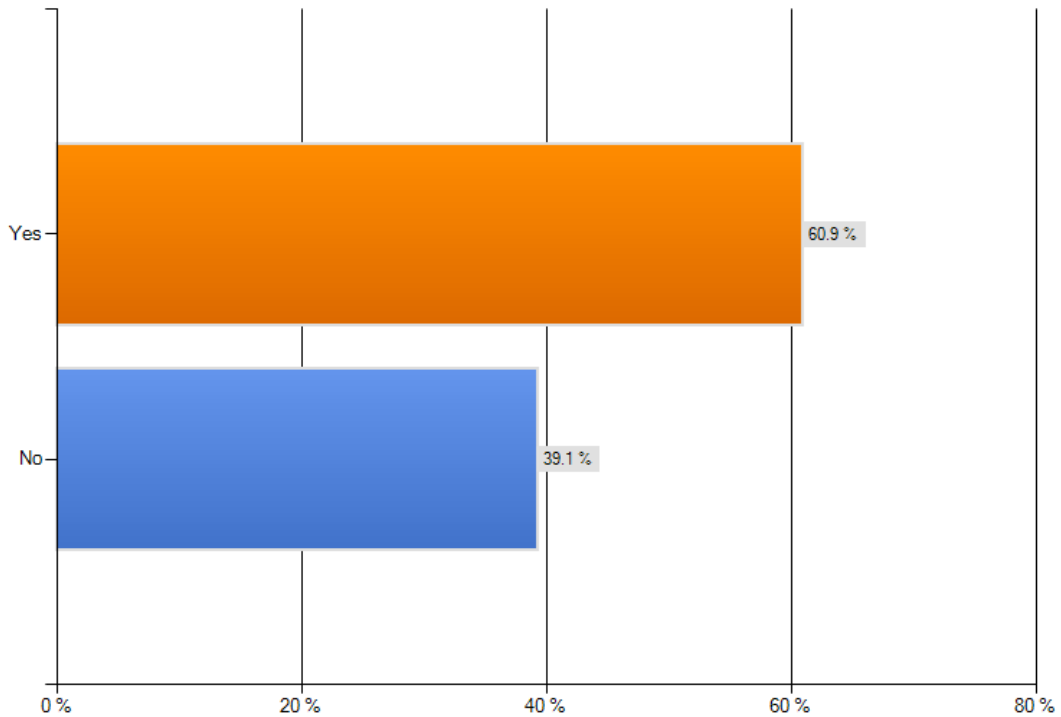
On average, how many new *free and/or scraped* jobs are posted on your site each month?



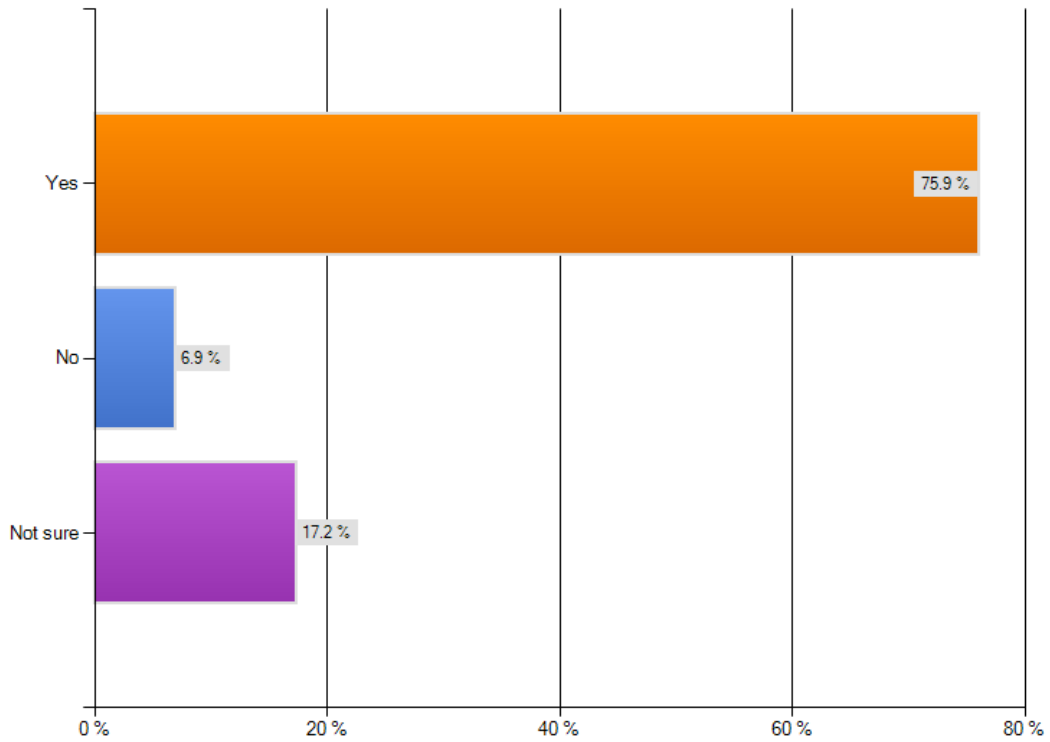
Approximately how many current resumes (accessible by employers) do you have in your resume database?



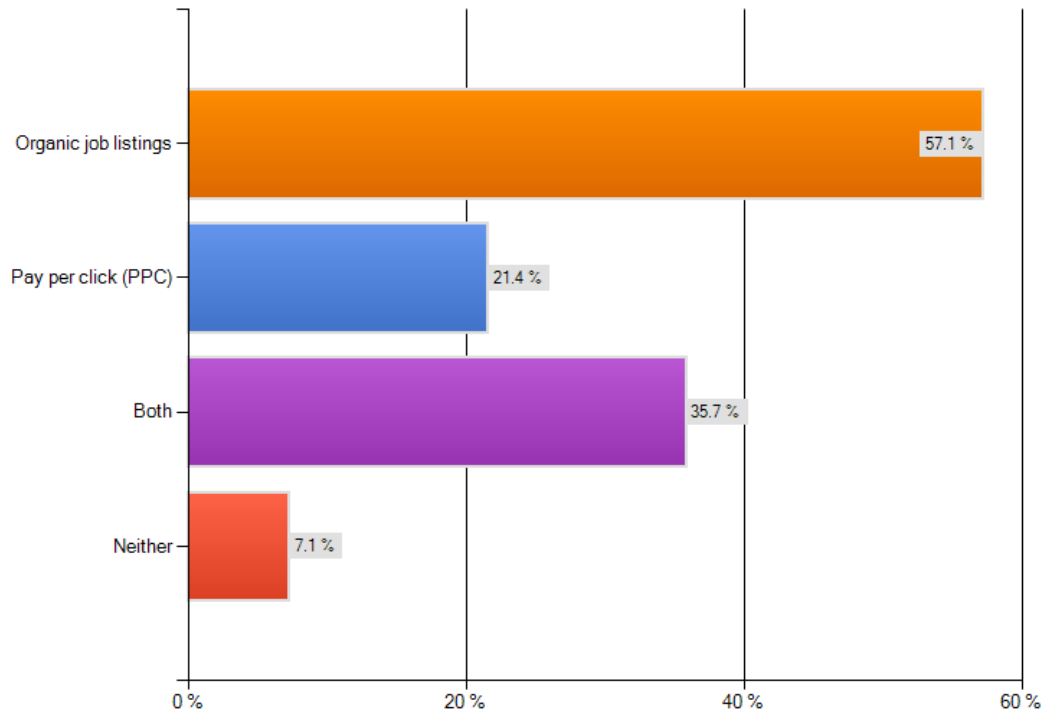
Do you currently use an aggregator (such as Indeed, JobRapido, etc.) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?



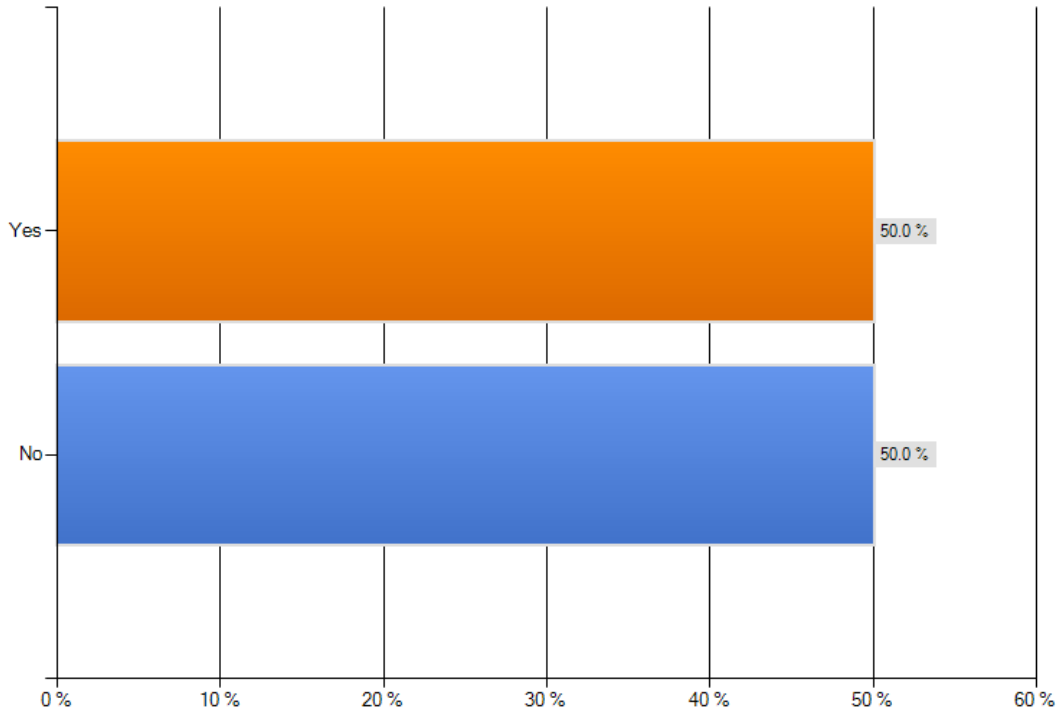
Do you plan to continue using an aggregator for the next 12 to 24 months?



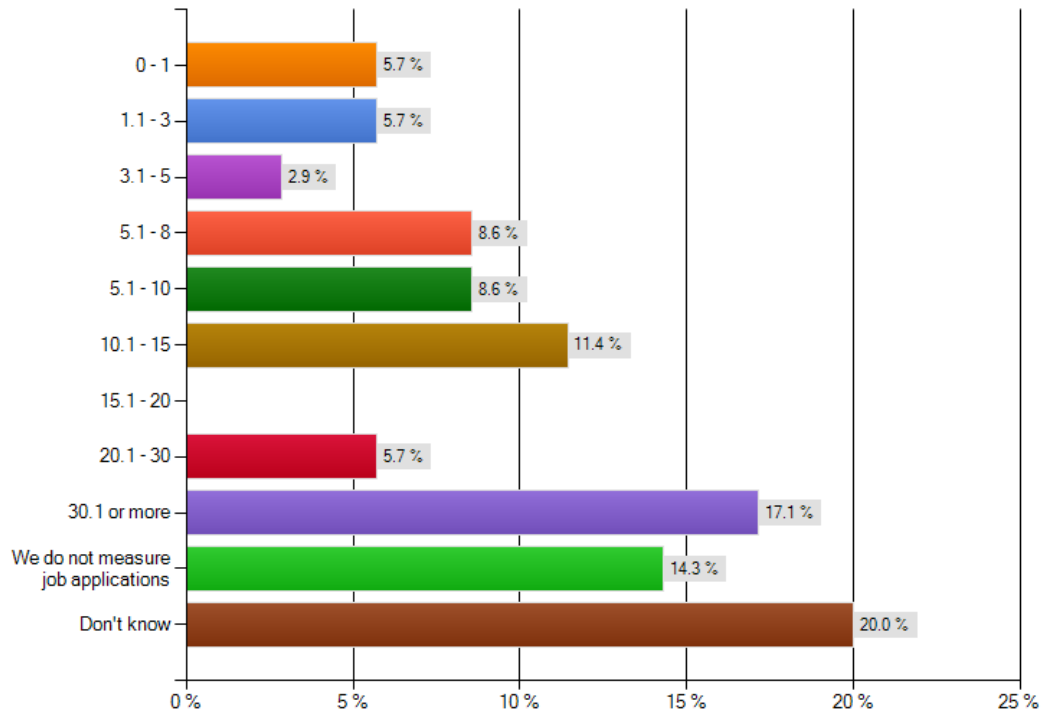
Which of the following aggregator services do you use to increase your traffic? (check all that apply)



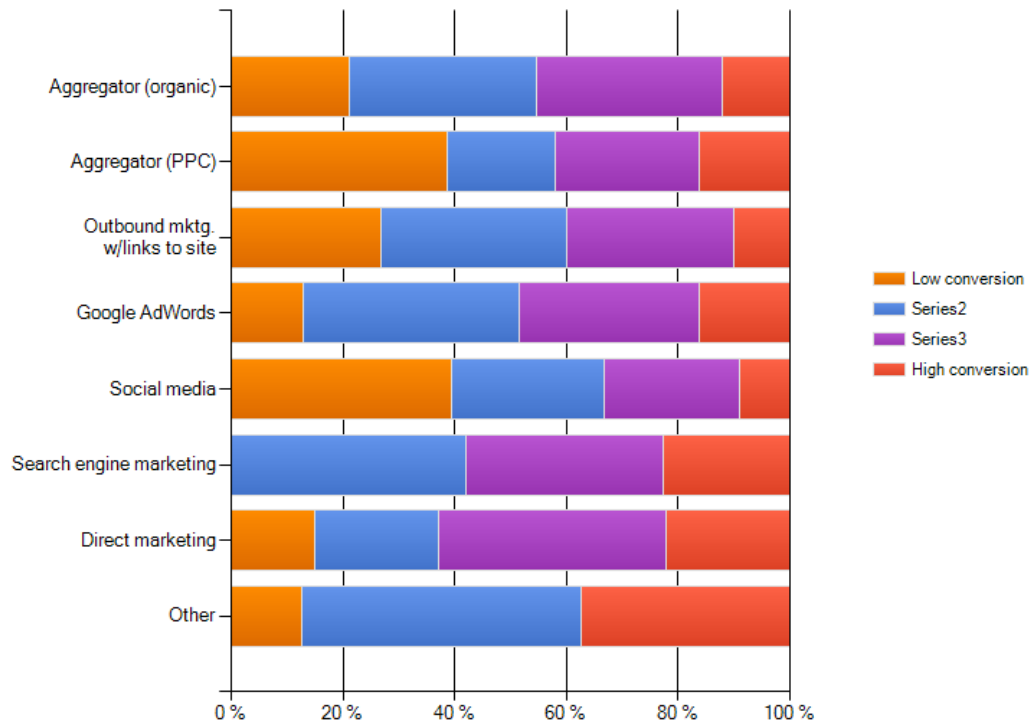
Do you measure the conversion of aggregator traffic into job applications for your clients?



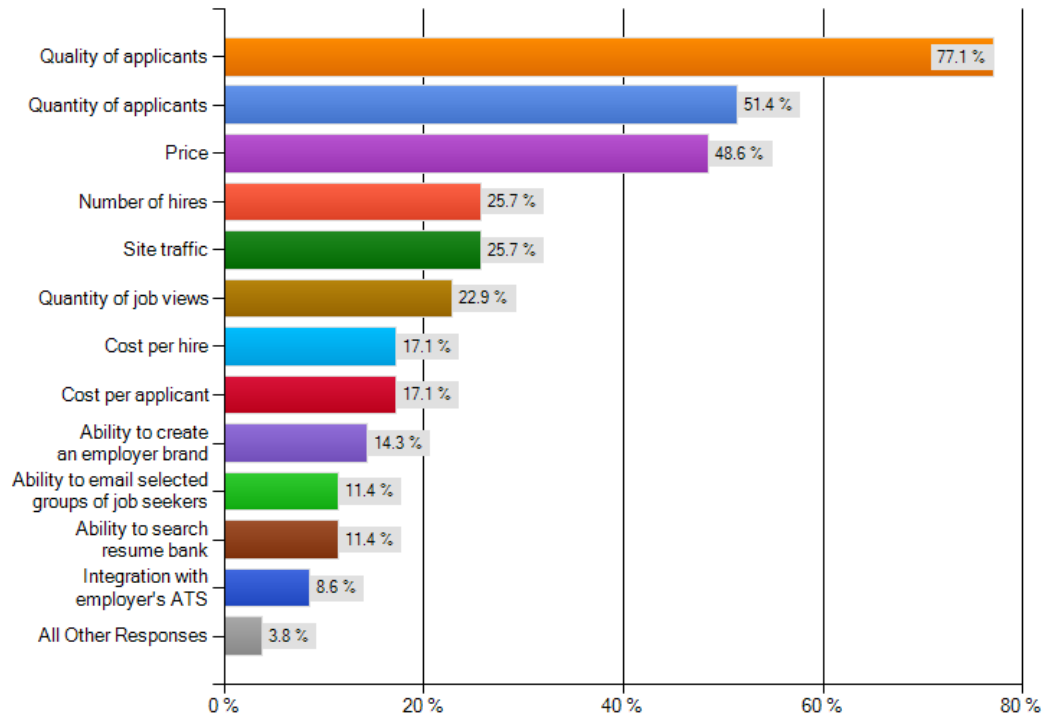
On average, how many job applications per posting (including ATS clicks) do you deliver?



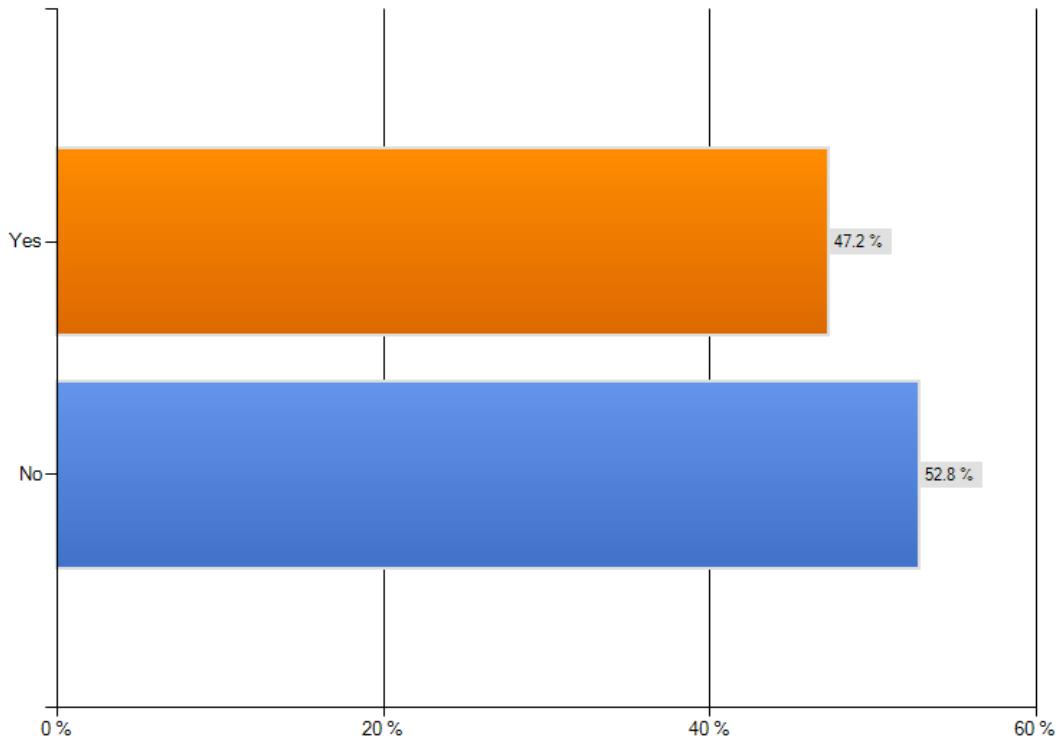
How would you rate the following sources of traffic to your site, based on the conversion of traffic into applications for your client?



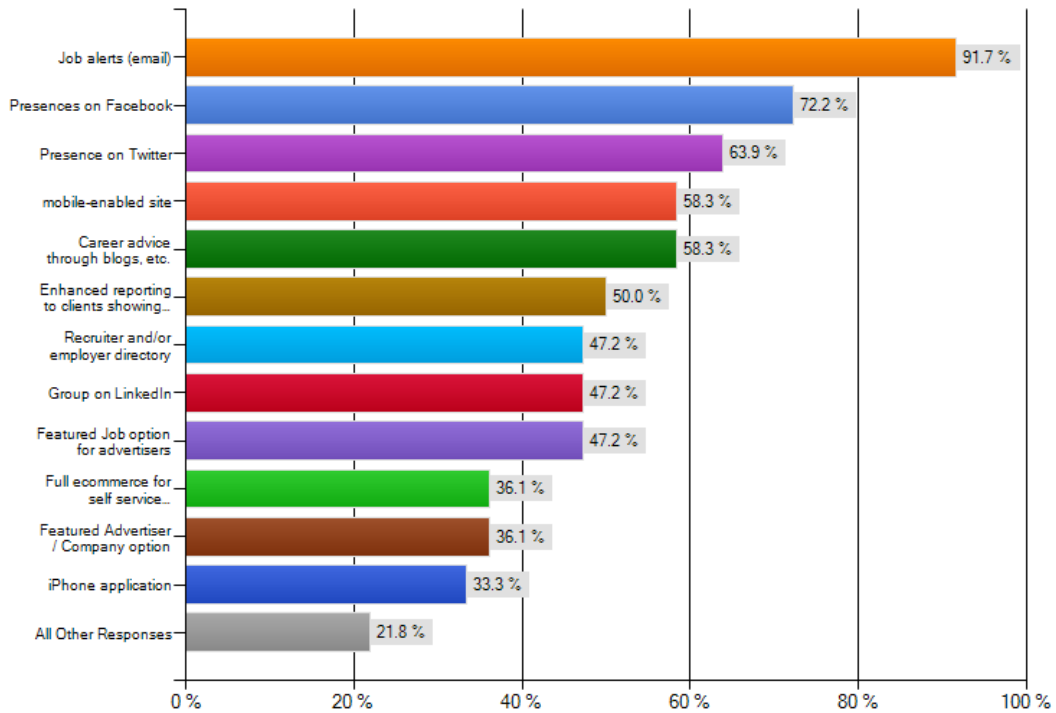
In general, which of the following criteria are most important to your clients with regard to using or renewing your job board's services? (Select the top 3)



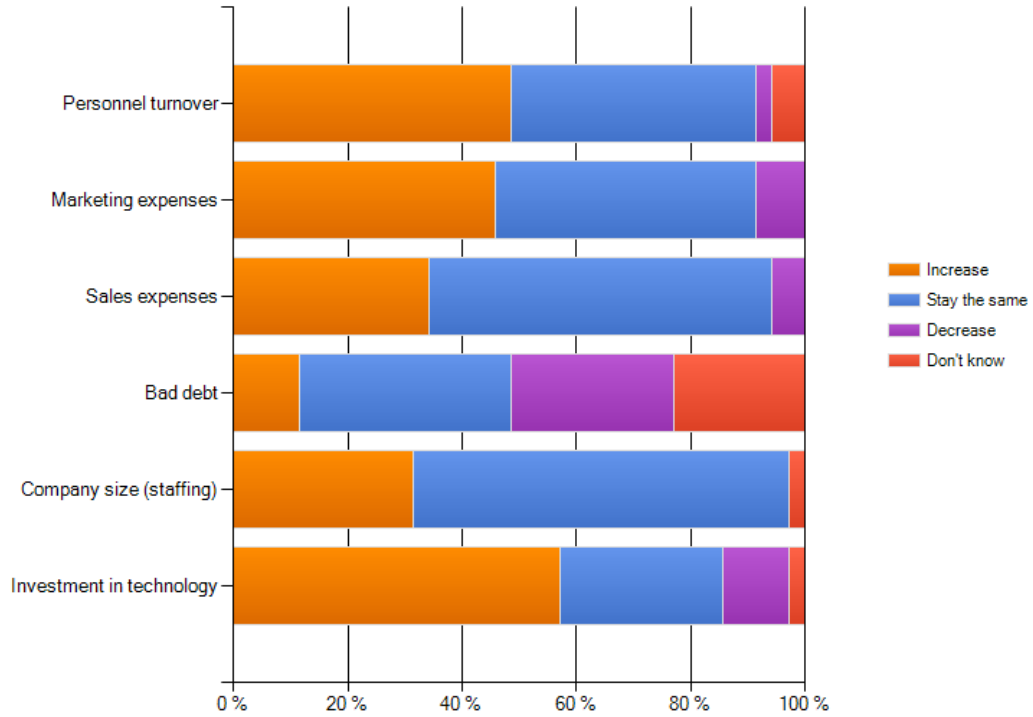
Do you utilize client satisfaction surveys?



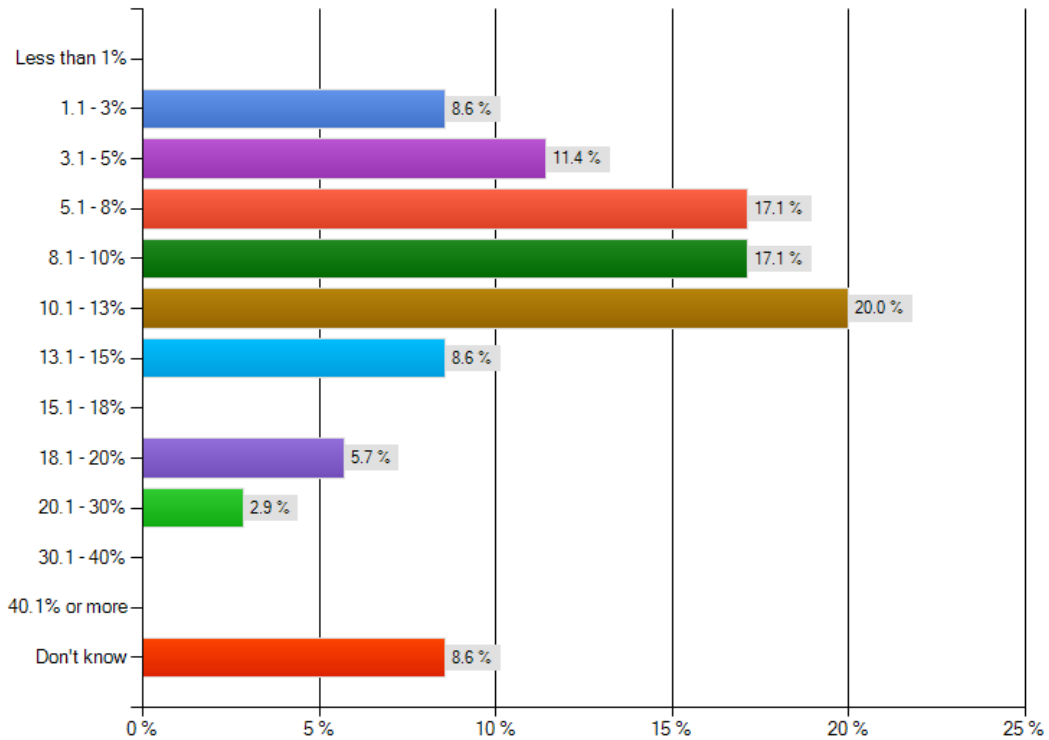
Which of the following of the services do you offer to your clients and candidates? (Check all that apply)



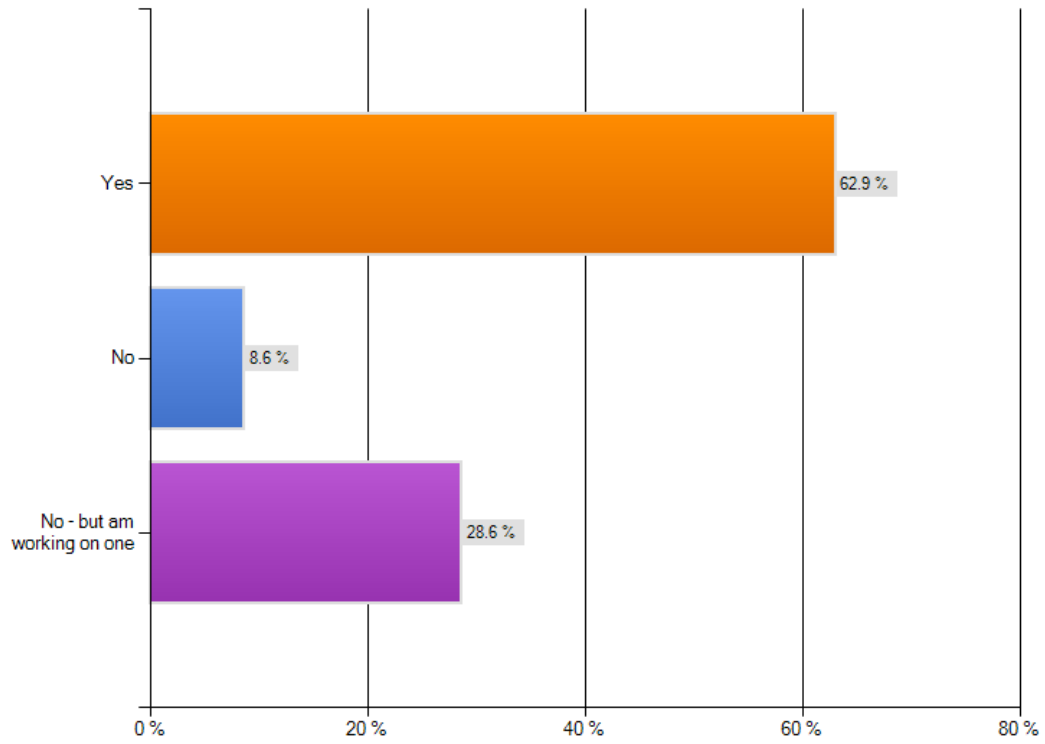
Over the next 12 months, how do you predict the following elements of your job board company to change?



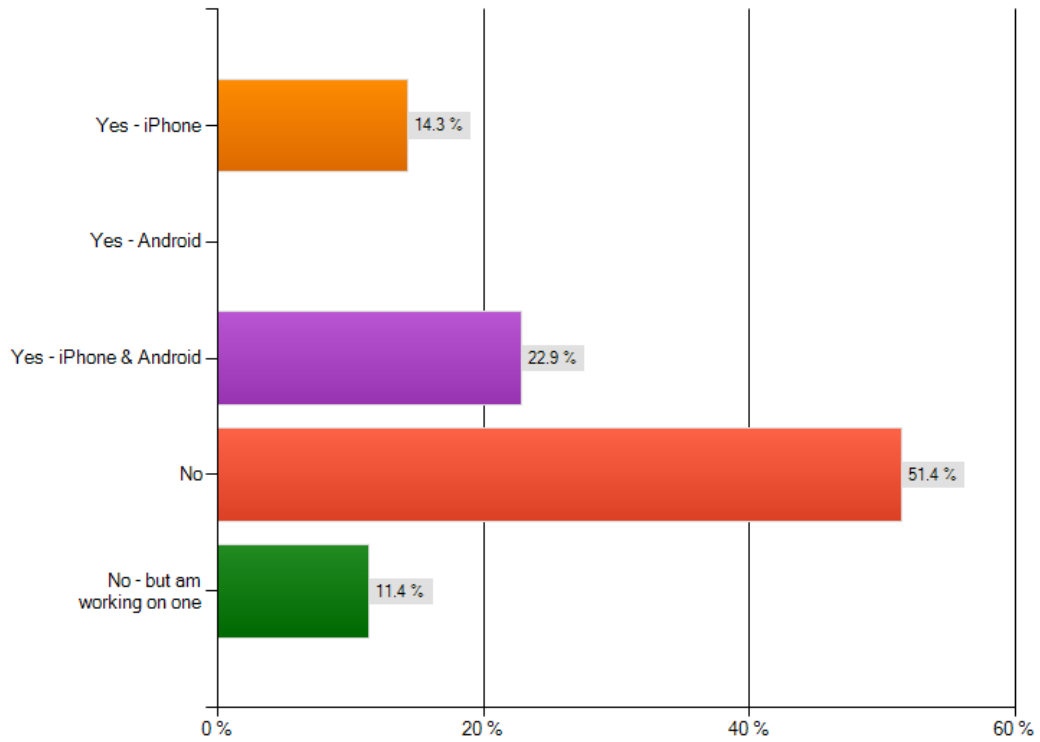
What percent of your site(s) traffic comes from mobile?



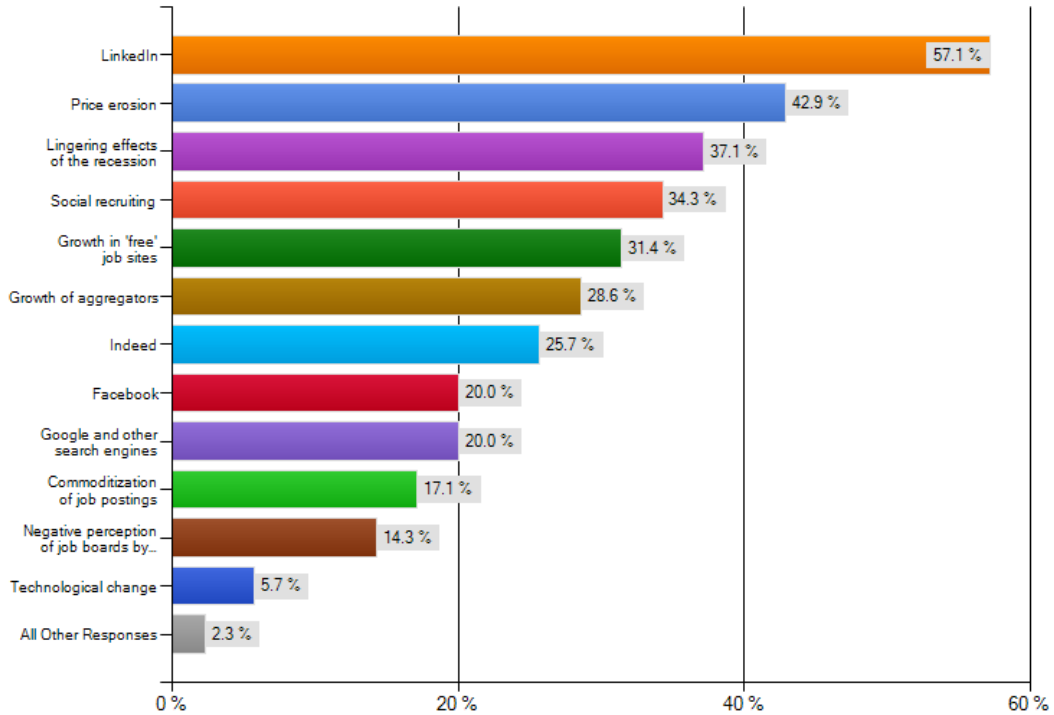
Do you have a mobile-friendly version of your site?



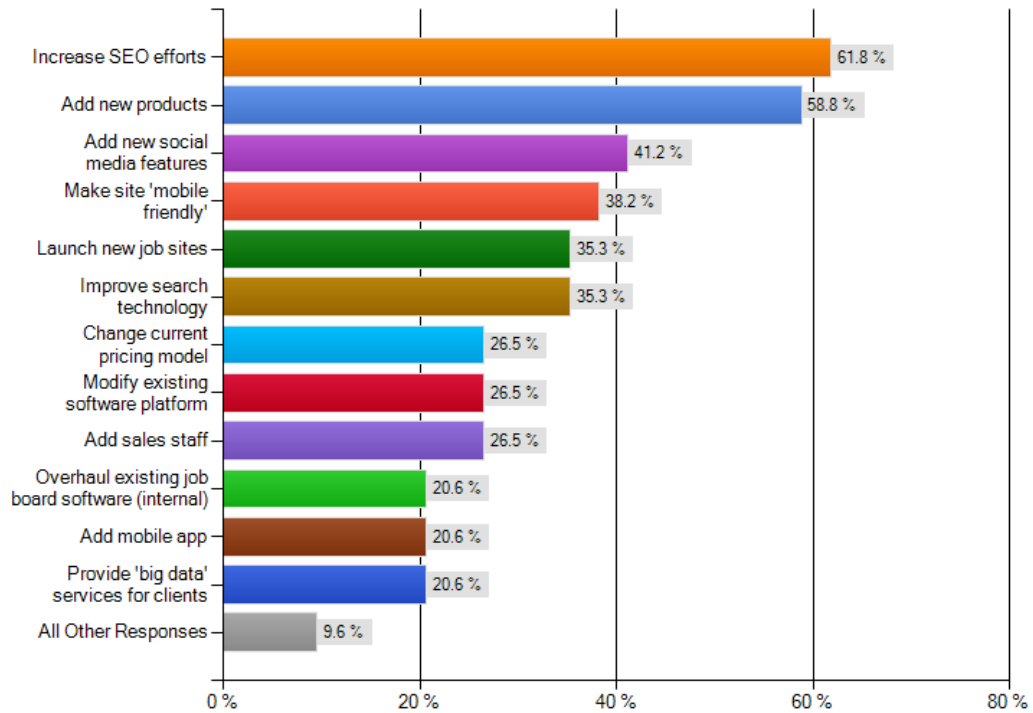
Do you have a mobile app (iPhone or Android) for your job board?



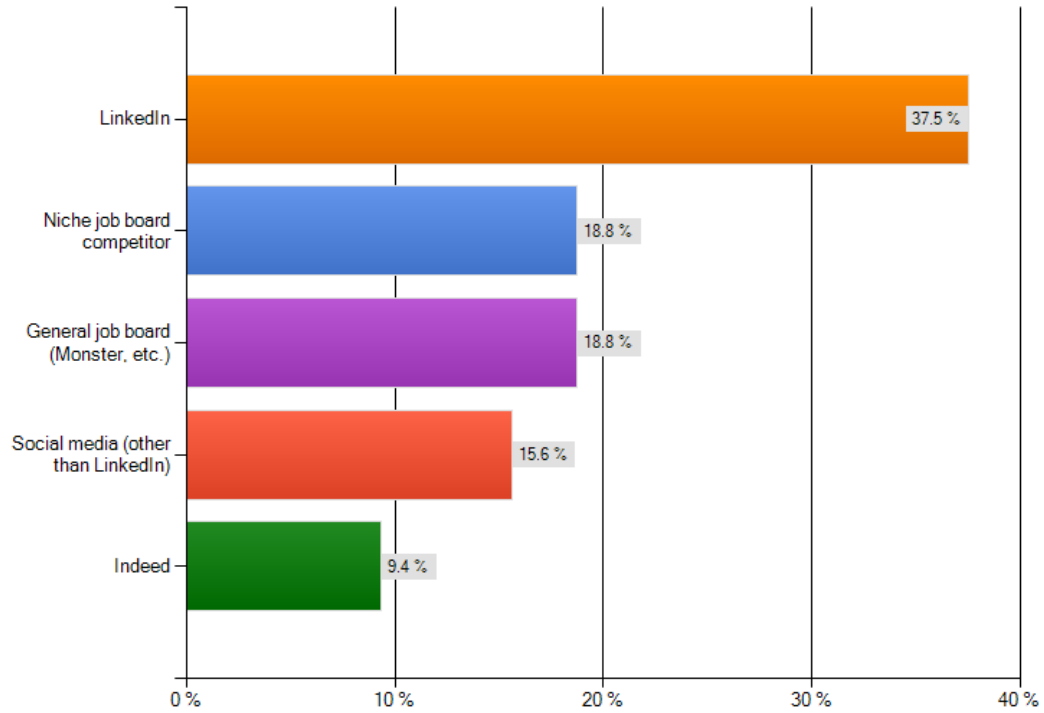
Which of the following do you see as the most significant threats to your job board company in the coming 12 to 24 months? (Check all that apply)



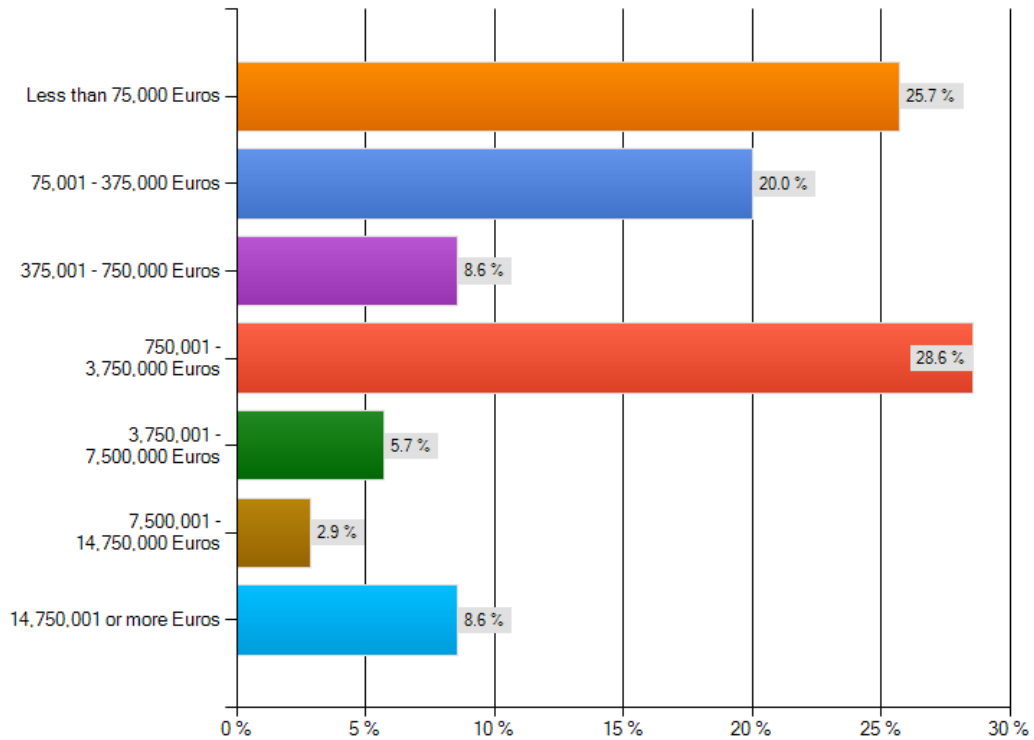
Which of the following actions are you planning in the next 12 months? (Check all that apply)



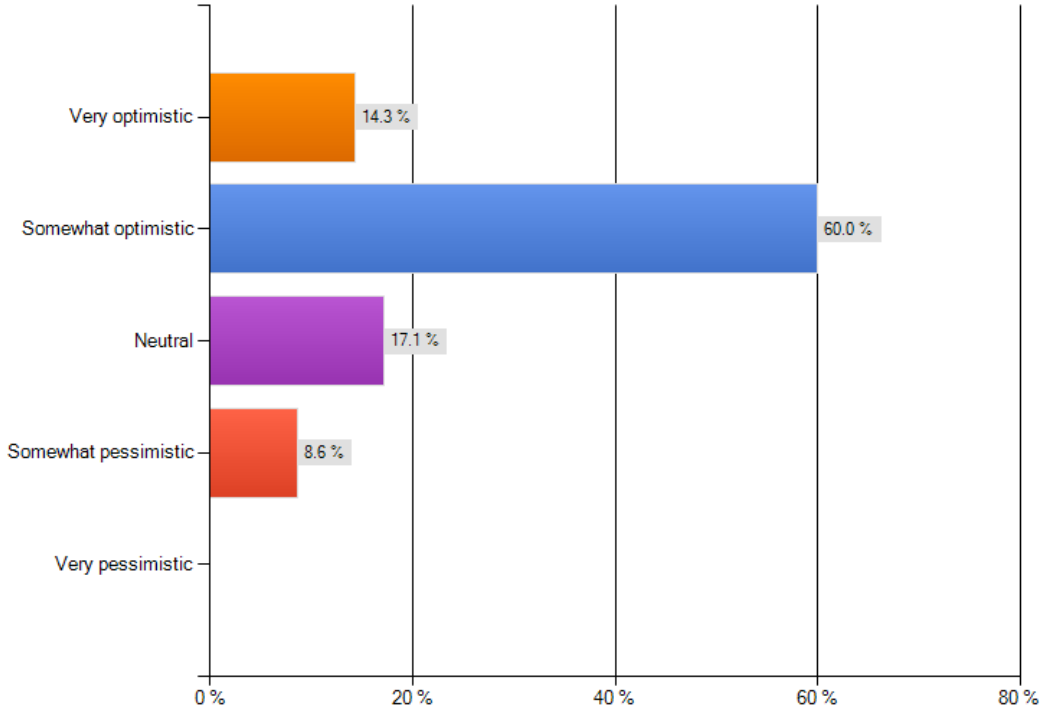
Which of the following do you see as the "single biggest" competitive threat to your business in the next 12 months?



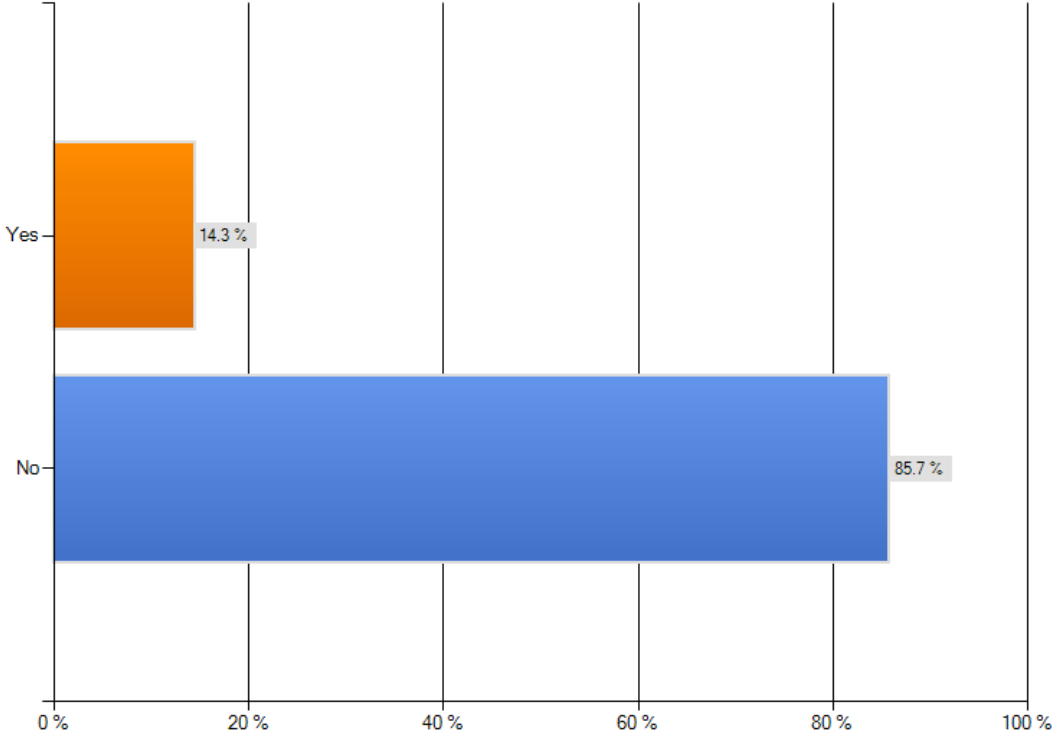
What is your best estimate of revenues for your site in the next 12 months?



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)?



Comments from survey respondents:

“There is still too many poor quality boards in the market that offer no real value to clients or candidates. The candidate “farming” needs to stop and the personal service needs to become a priority again. LinkedIn has become successful due to the poor results and excessive costs of posting on a global but out of date site like Monster.”

“Keeping up with technology is a challenge for us but just because it’s the latest craze doesn't mean it’s going to stick long term.”

“Google's algorithm changes will make it increasingly difficult to use SEO and content marketing to promote a job site. Ultimately there will only be one job board left if it is up to Google.”

“The business need to change if it is to follow its consumers. If we are to offer relevant product and services to the new generations, who have grown up with the internet and smart phones, then change is the only thing that will keep us afloat. There will always be job boards, but I think we will see some of the current big players in the industry coming into some hard times in the next years. Especially if Facebook and Google decide to enter this market as well.”

“This is a very interesting era. It could be that things will have to change. How we think about working relationships is perhaps (hope so) not applicable anymore. It could be that in the near future employers should not offer a job but a project that needs to be done and requires focused energy.”



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>