

# **Job Board Trends Spring 2013**

**April 2013**



**Job Board  
Doctor**

## **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 177 responses from job boards in all areas of the globe except the United Kingdom and Europe (separate surveys were conducted for these areas). The online survey was conducted during February and March, 2013.

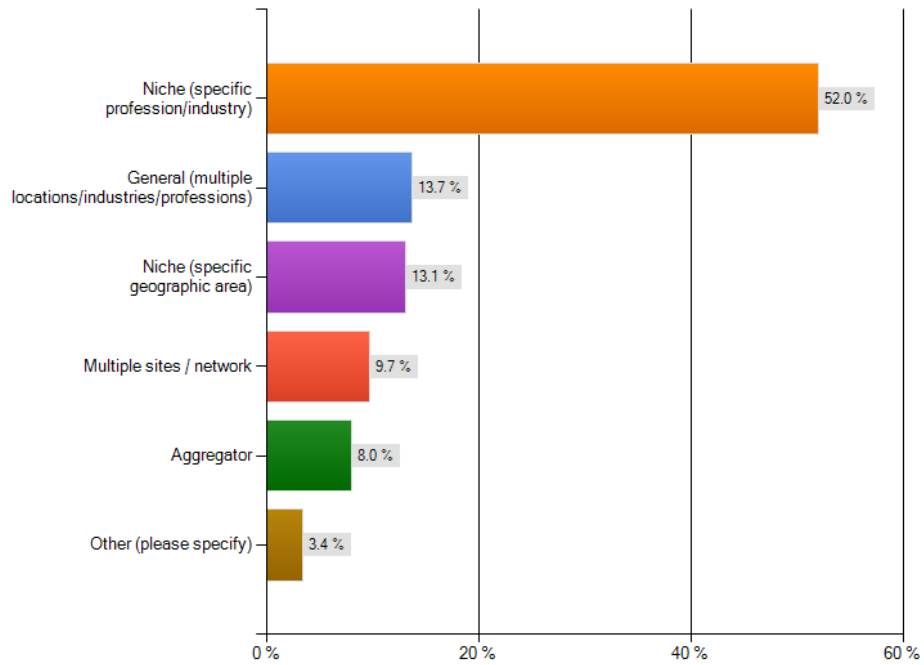
## **Executive Summary**

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 177 owners, operators, and employees of job boards in all areas of the globe (except the United Kingdom and Europe).

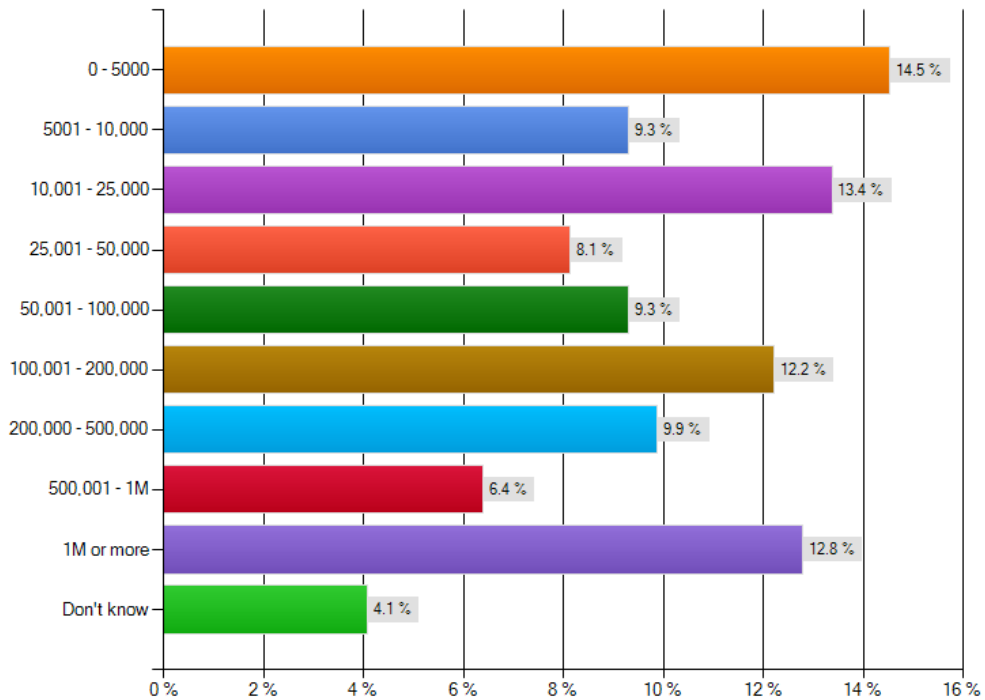
### **Key findings from this year's survey:**

- 63% are currently using aggregators, and 81% plan to use aggregators in the future
- Over 1/3 of the job boards deliver 10 or more applications per job for their employers
- Over 60% of the job boards plan to increase marketing expenditures and investments in technology during the coming year
- Over 1/4 of the job boards are getting 15% or more of their traffic from mobile devices
- Over 50% of the boards consider LinkedIn a 'significant threat'
- 76% are optimistic about the future of their job board

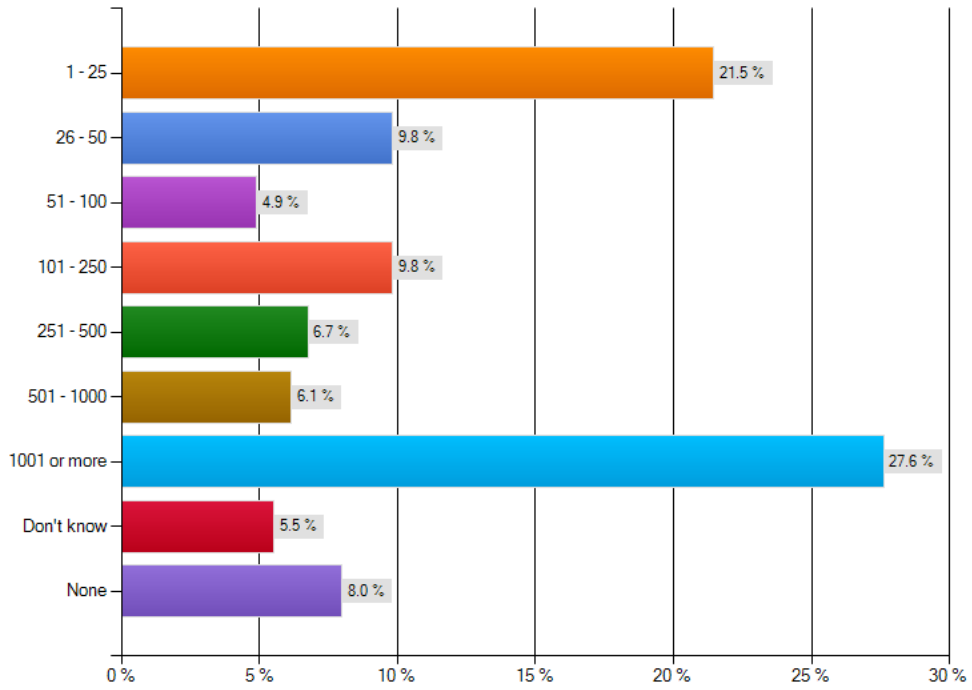
**How would you characterize your job board's focus?**



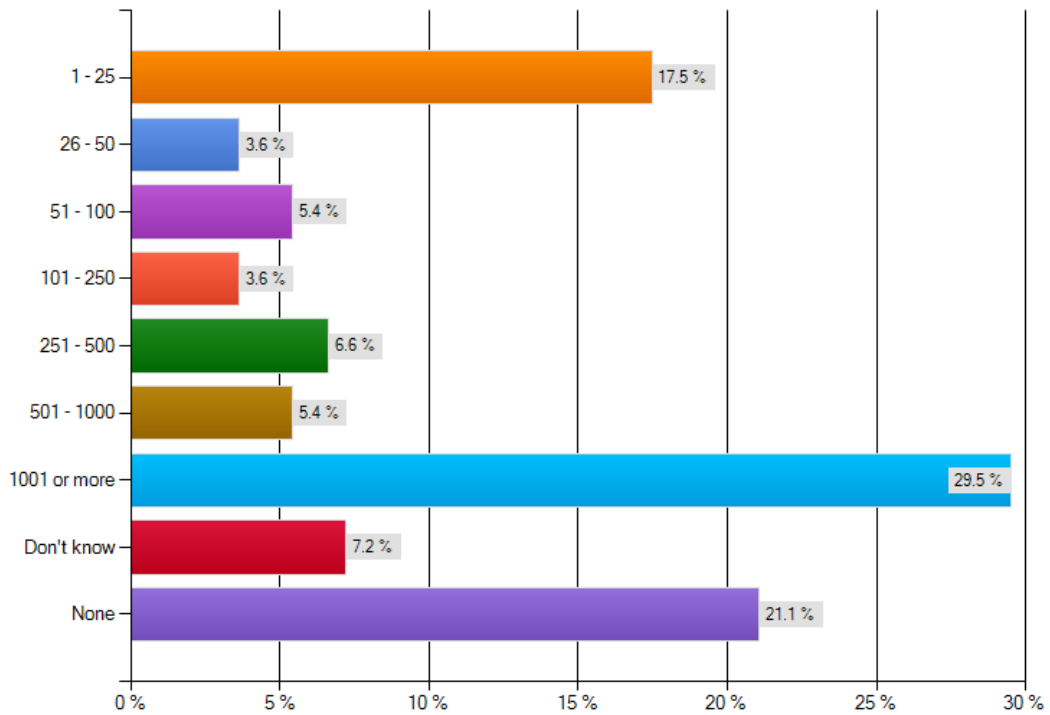
**On average, how many unique visitors does your site have per month?**



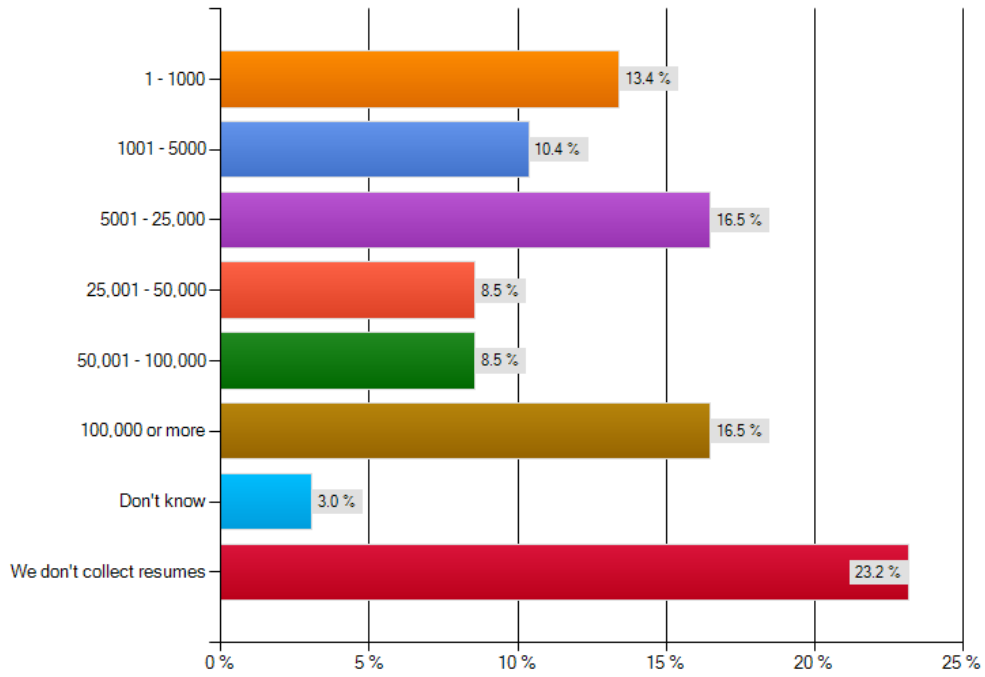
**On average, how many new \*paid\* jobs are posted on your site each month?**



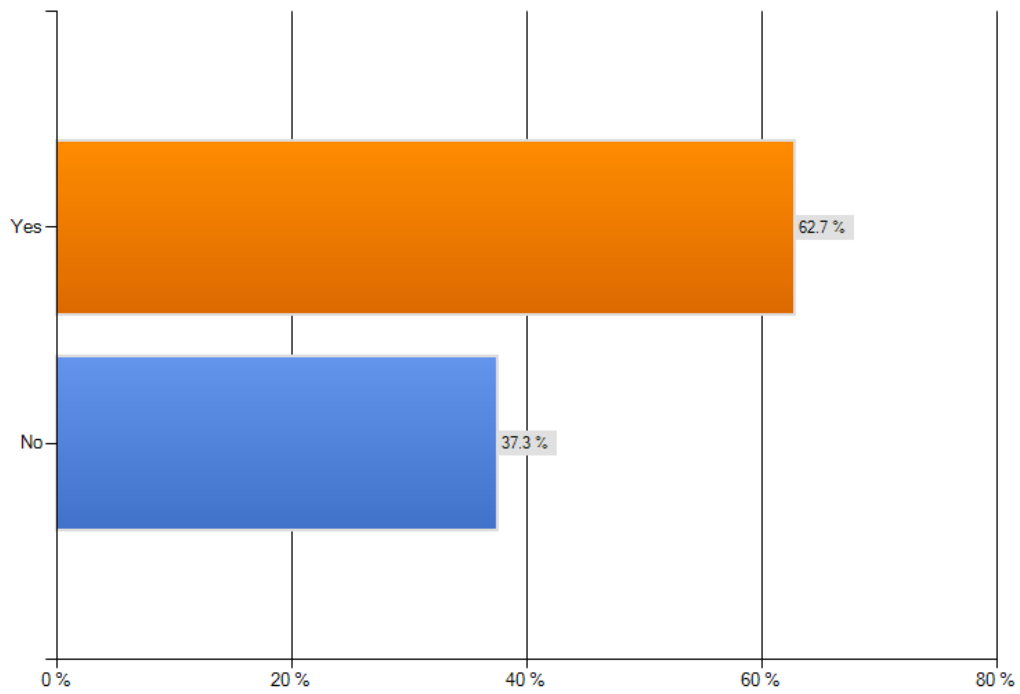
**On average, how many new \*free and/or scraped\* jobs are posted on your site each month?**



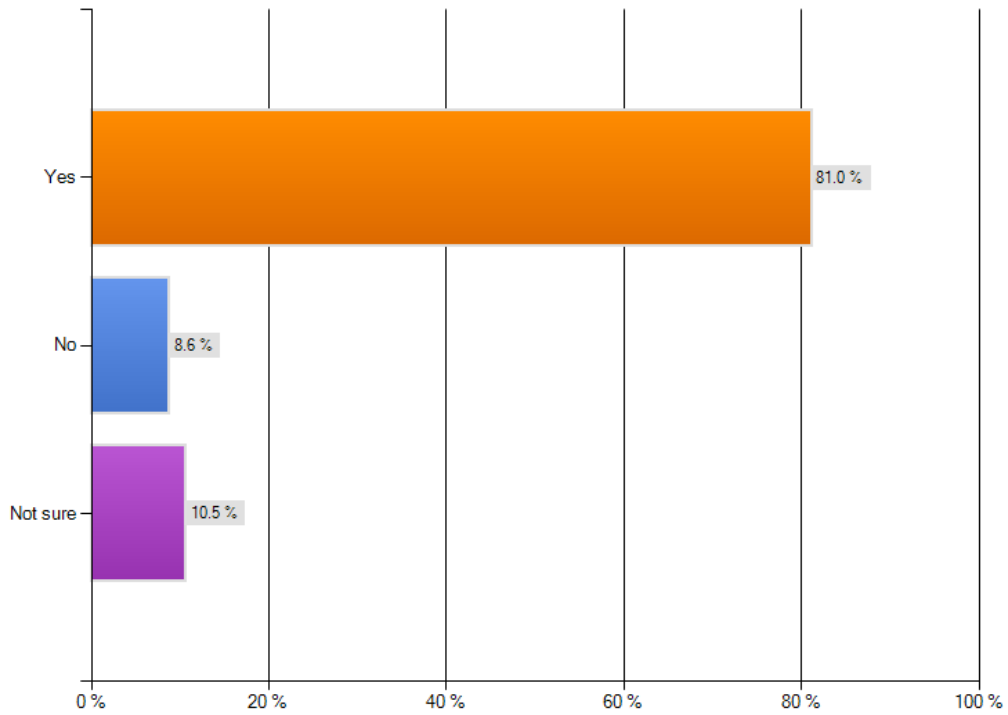
**Approximately how many current resumes (accessible by employers) do you have in your resume database?**



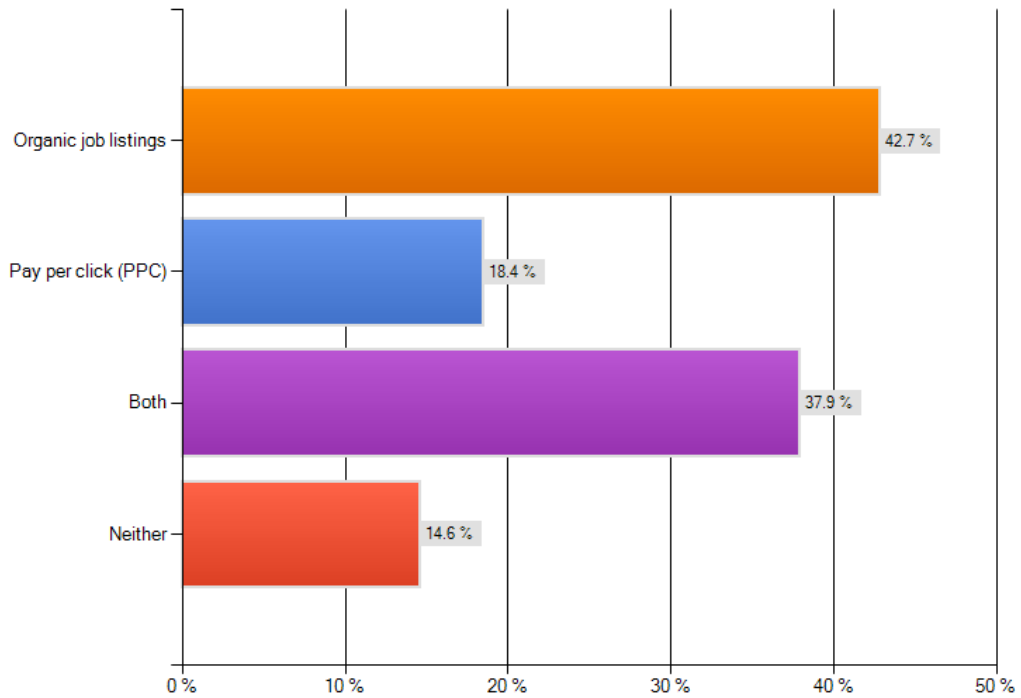
**Do you currently use an aggregator (such as Indeed, Simply Hired, LinkUp, etc.) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?**



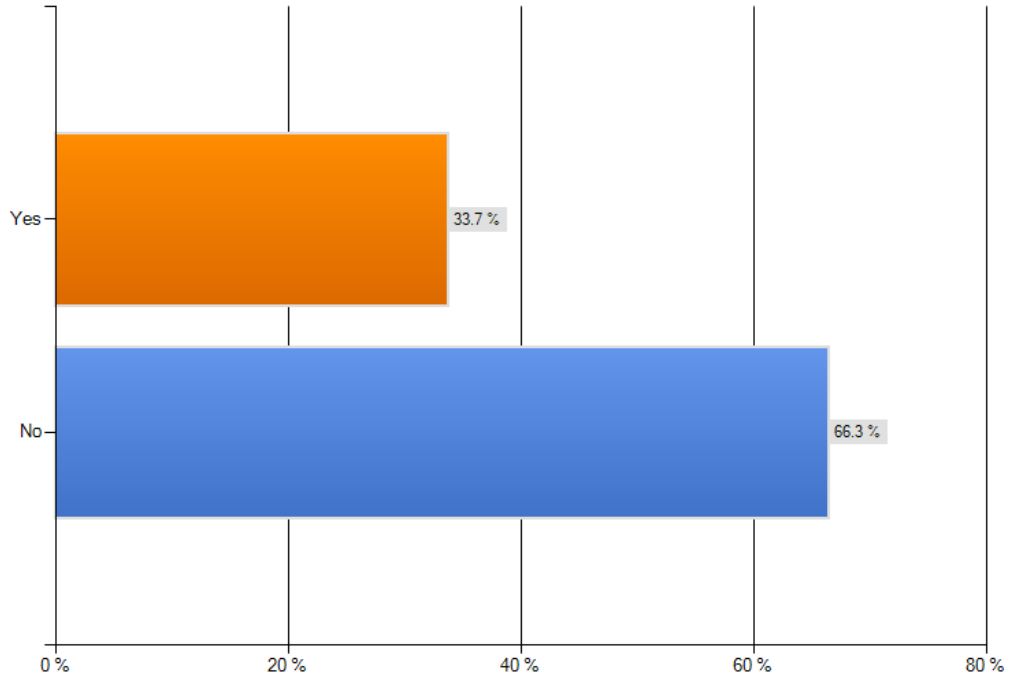
**Do you plan to continue using an aggregator for the next 12 to 24 months?**



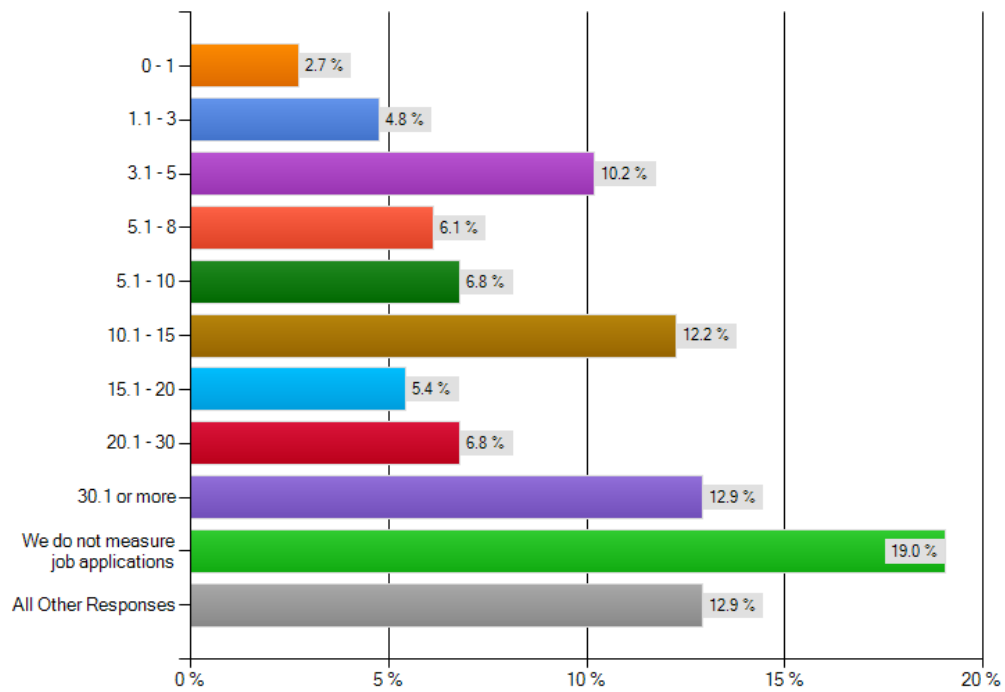
**Which of the following aggregator services do you use to increase your traffic? (check all that apply)**



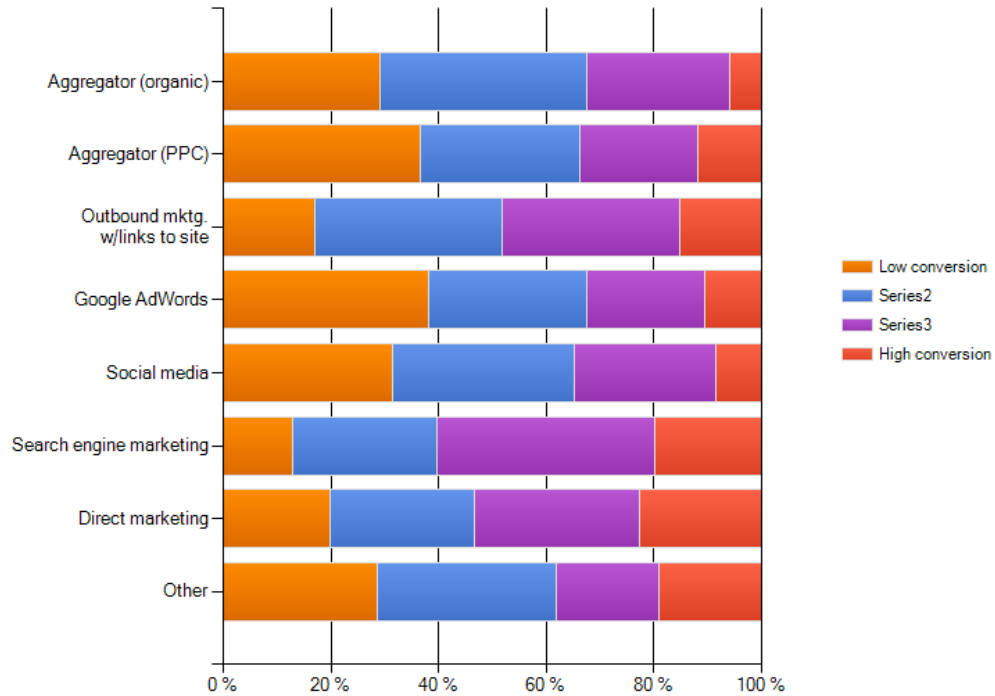
**Do you measure the conversion of aggregator traffic into job applications for your clients?**



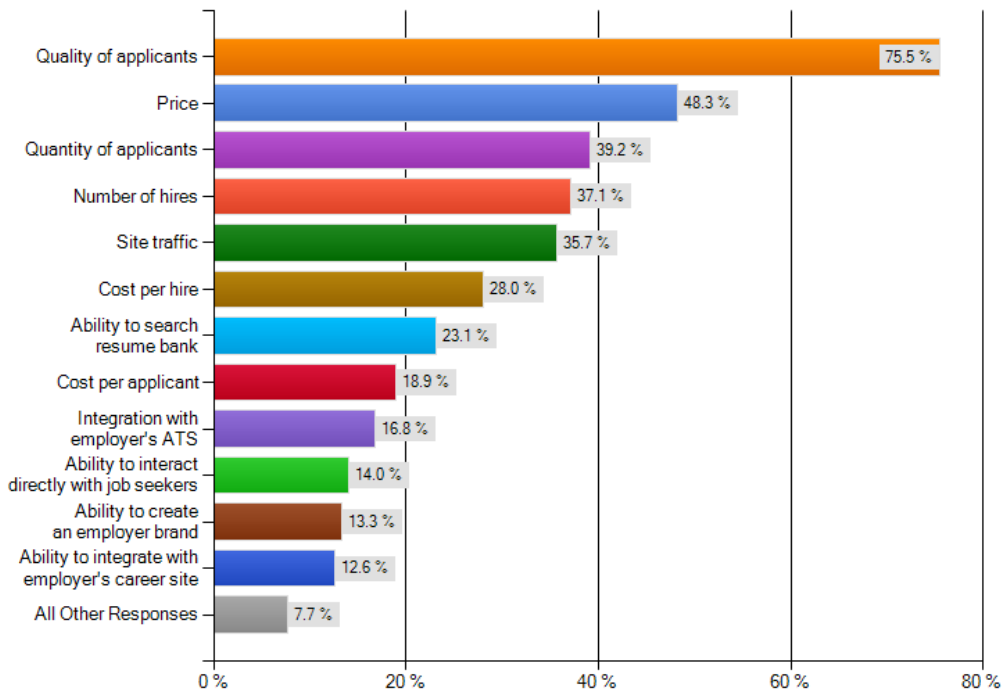
**On average, how many job applications per posting (including ATS clicks) do you deliver?**



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

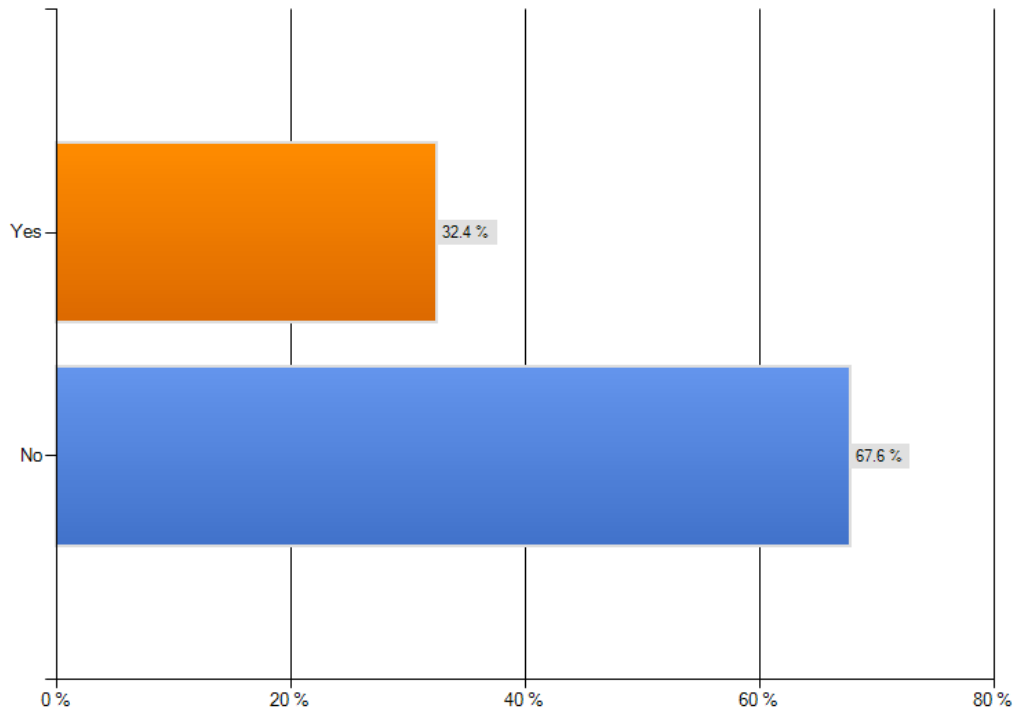


**In general, which of the following criteria are most important to your clients with regard to using or renewing your job board's services? (Select the top 3)**

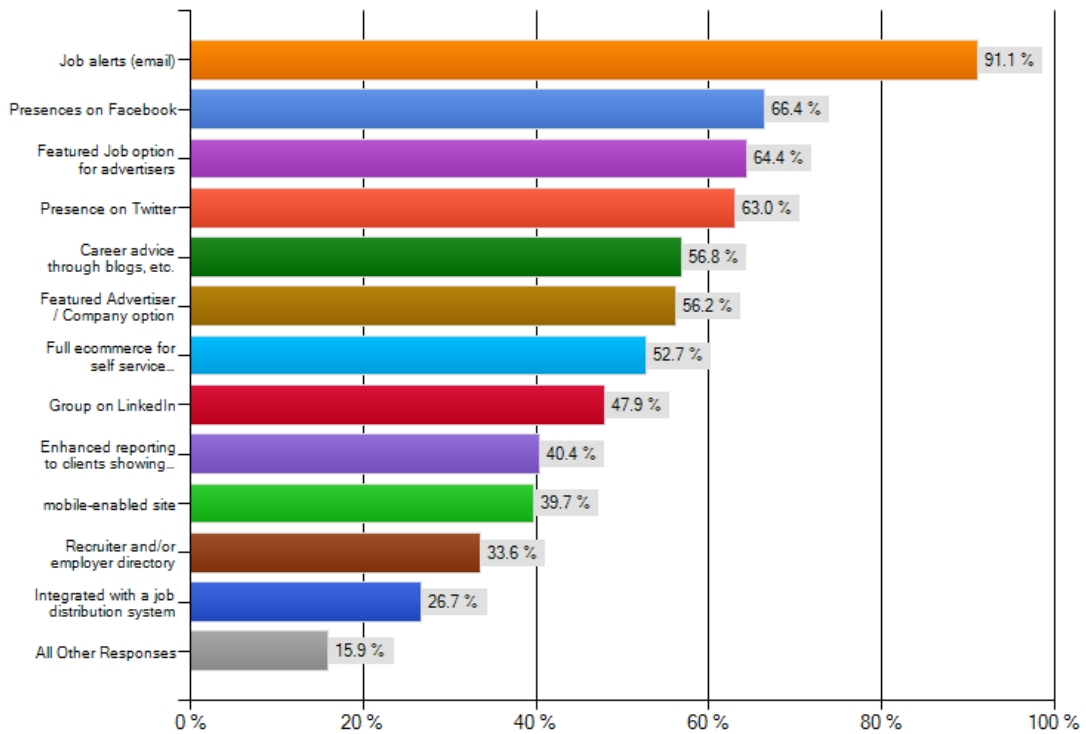




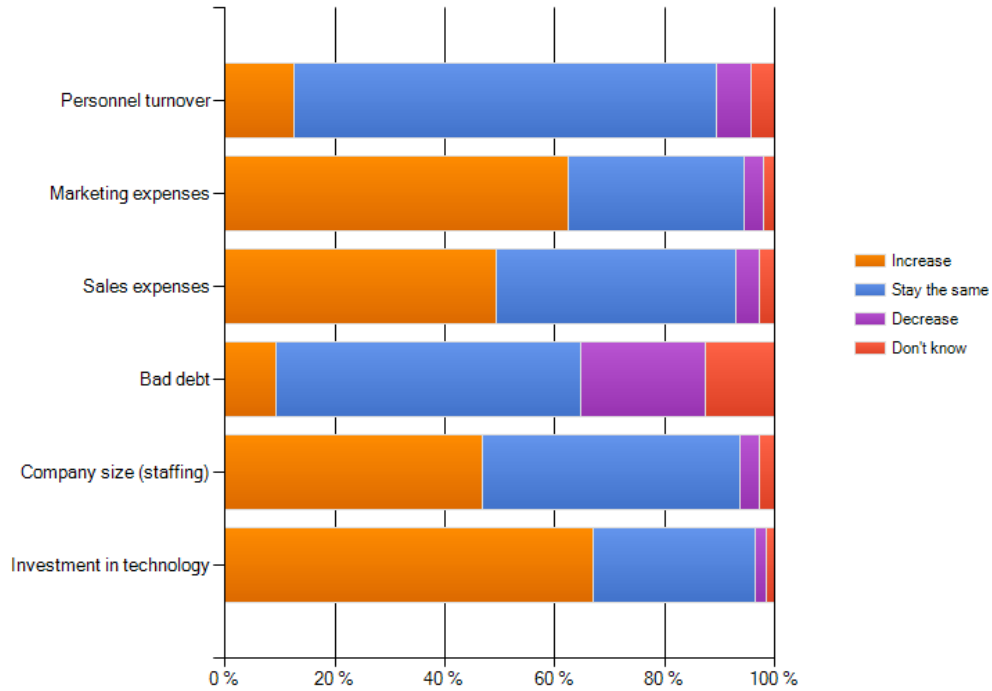
**Do you utilize client satisfaction surveys?**



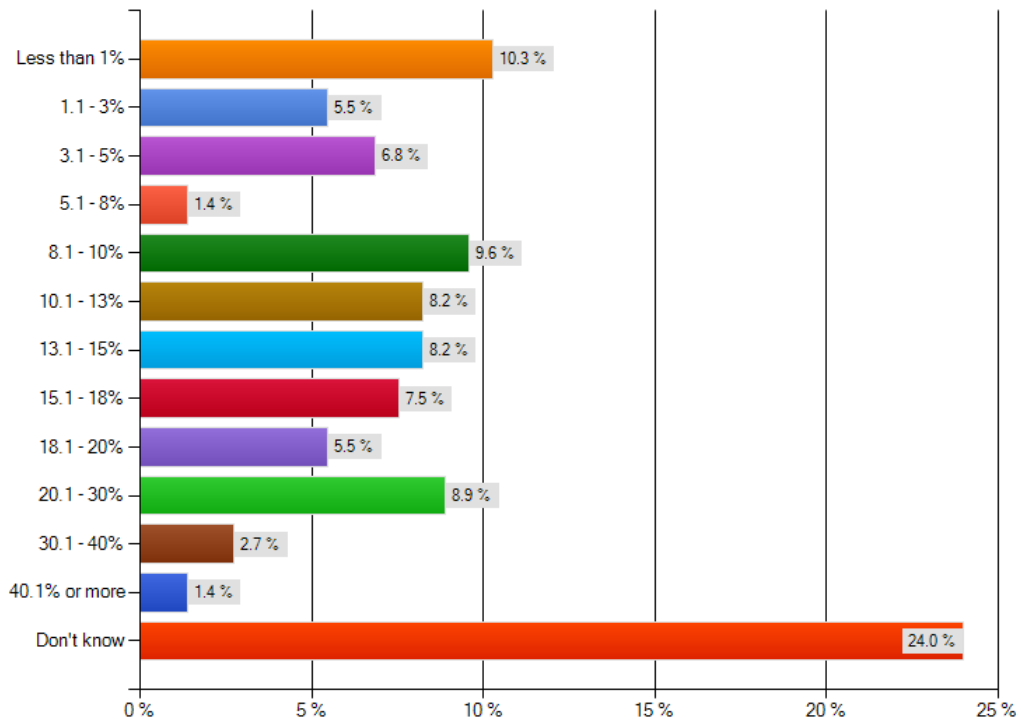
**Which of the following of the services do you offer to your clients and candidates?  
(Check all that apply)**



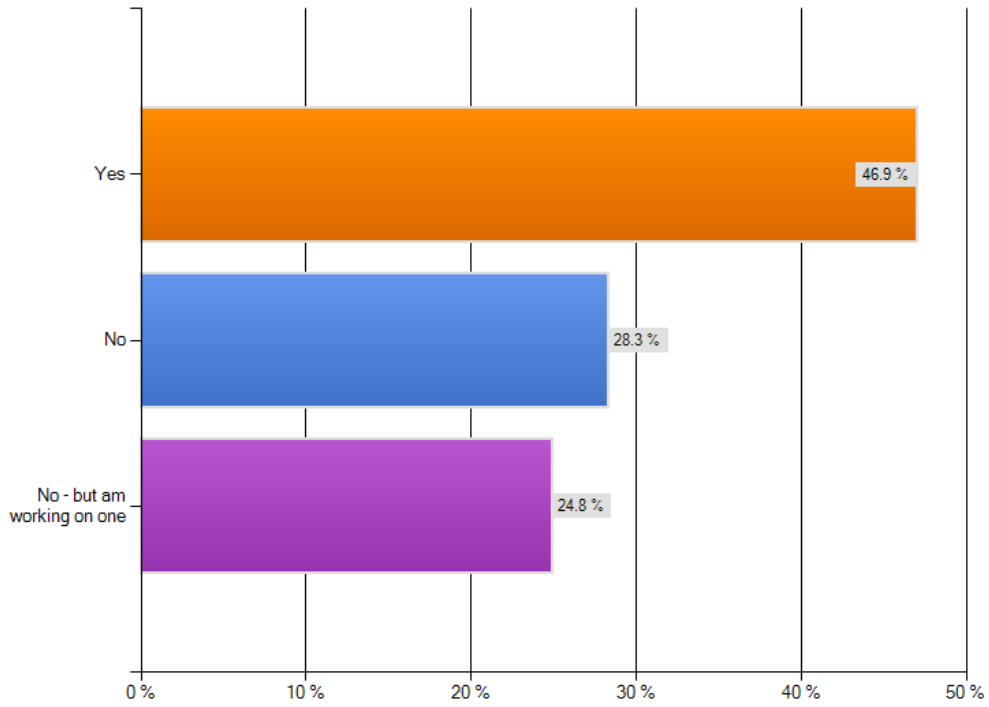
**Over the next 12 months, how do you predict the following elements of your job board company to change?**



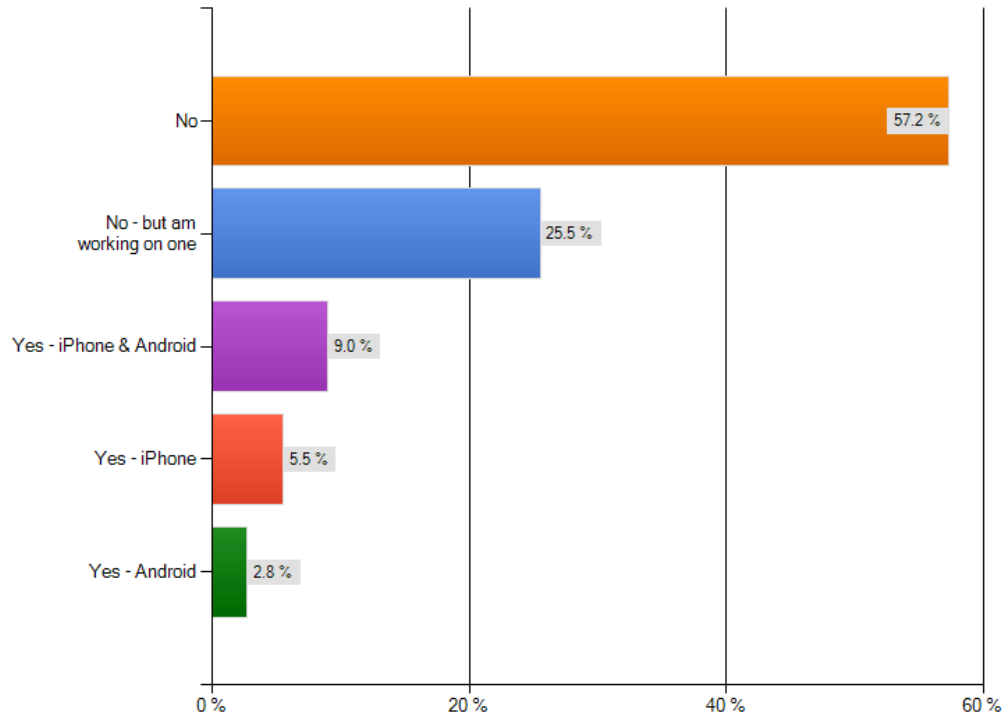
**What percent of your site(s) traffic comes from mobile?**



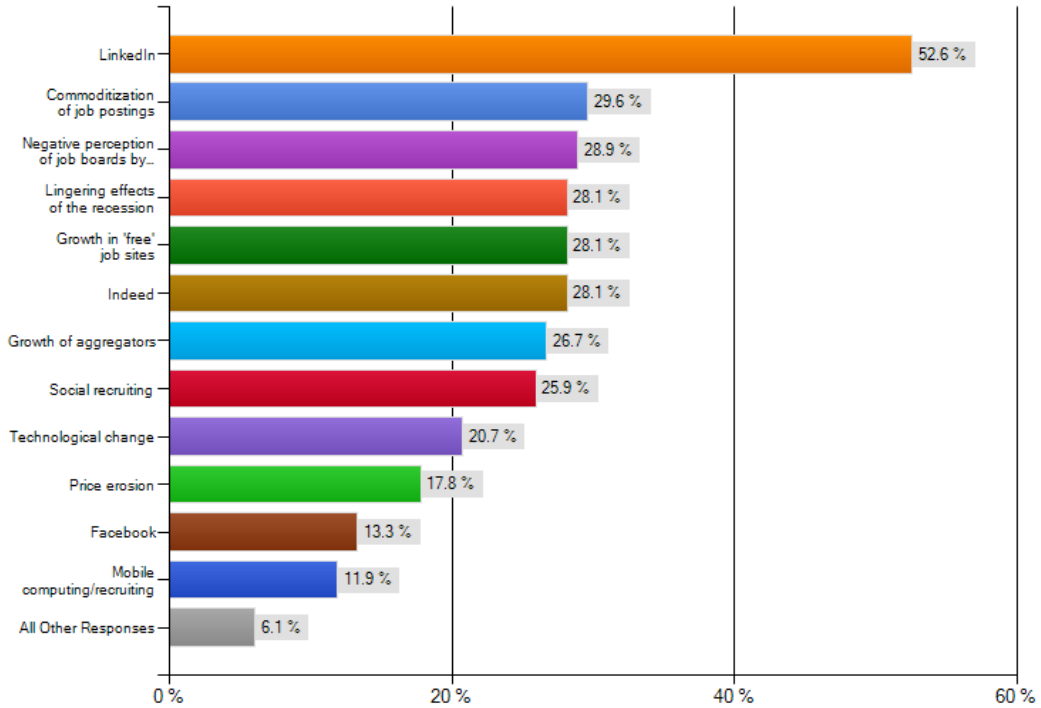
**Do you have a mobile-friendly version of your site?**



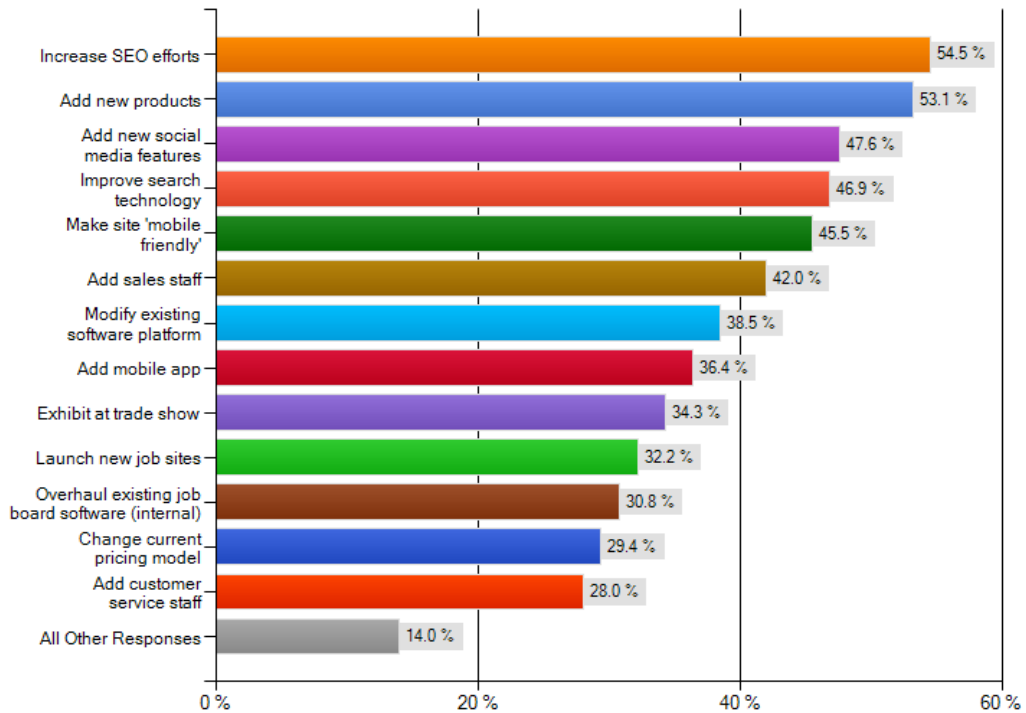
**Do you have a mobile app (iPhone or Android) for your job board?**



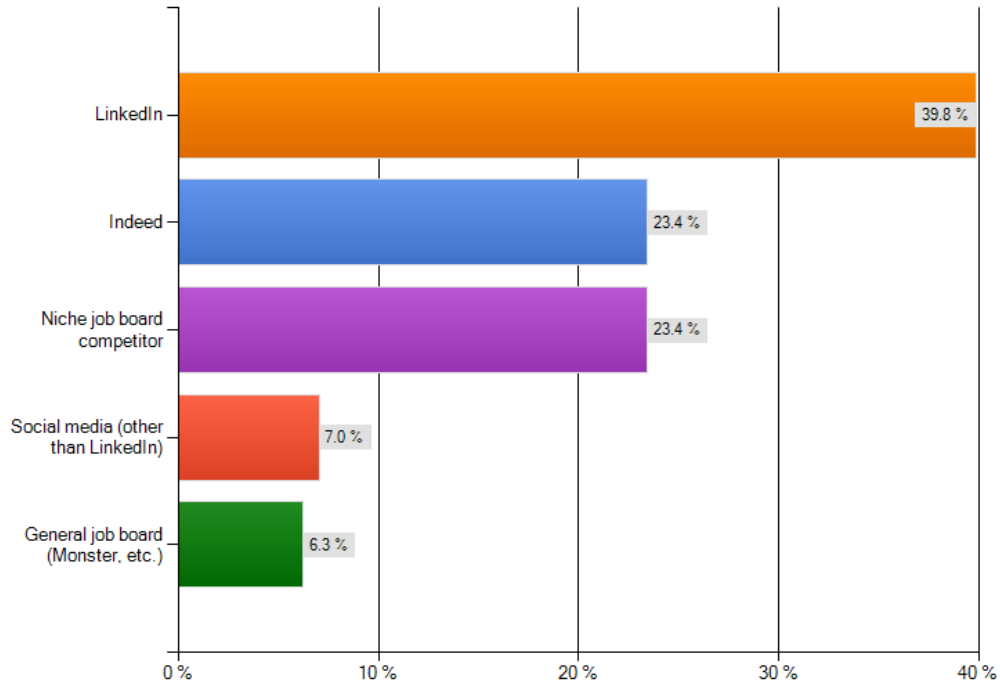
**Which of the following do you see as the most significant threats to your job board company in the coming 12 to 24 months? (Check all that apply)**



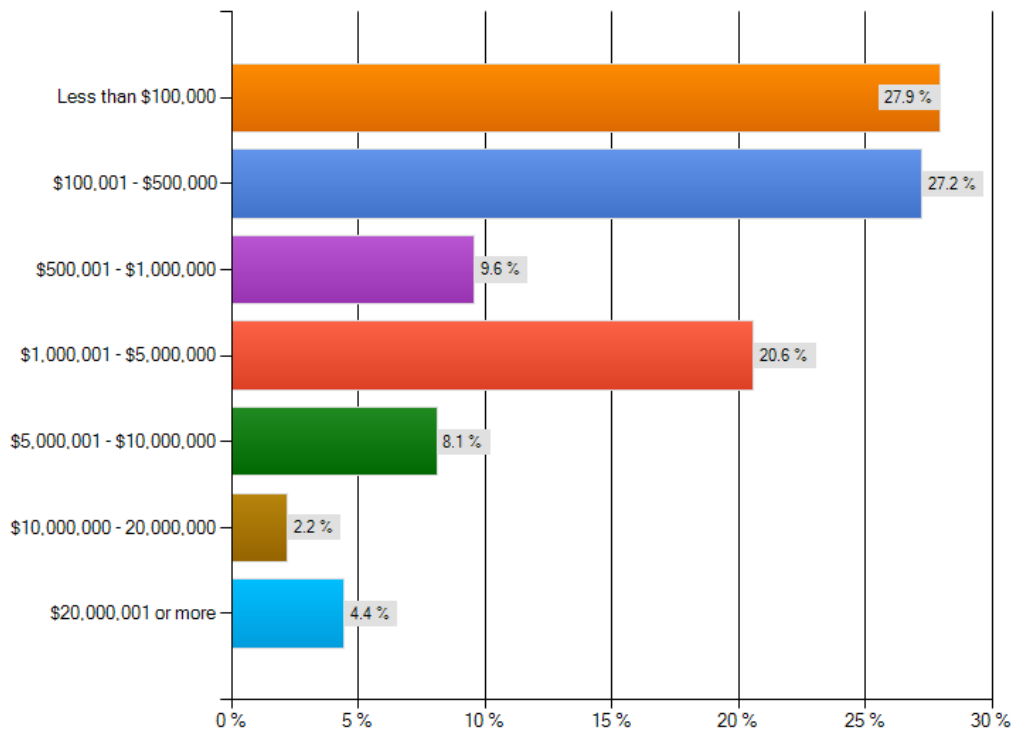
**Which of the following actions are you planning in the next 12 months? (Check all that apply)**



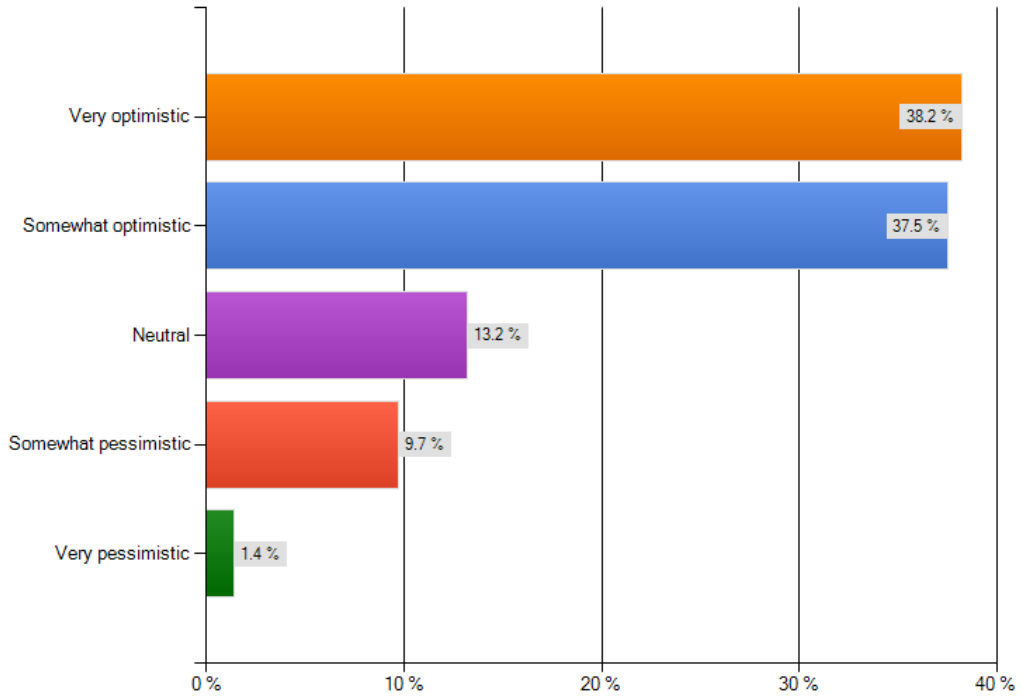
**Which of the following do you see as the \*single biggest\* competitive threat to your business in the next 12 months?**



**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?**





# 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>