

# **Job Board Trends: United Kingdom Spring 2013**

**April 2013**



**Job Board  
Doctor**

## **Survey Structure:**

The Job Board Trends Spring 2013 survey of job boards in the United Kingdom 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 94 responses from job boards in the United Kingdom. The online survey was conducted during February and March, 2013.

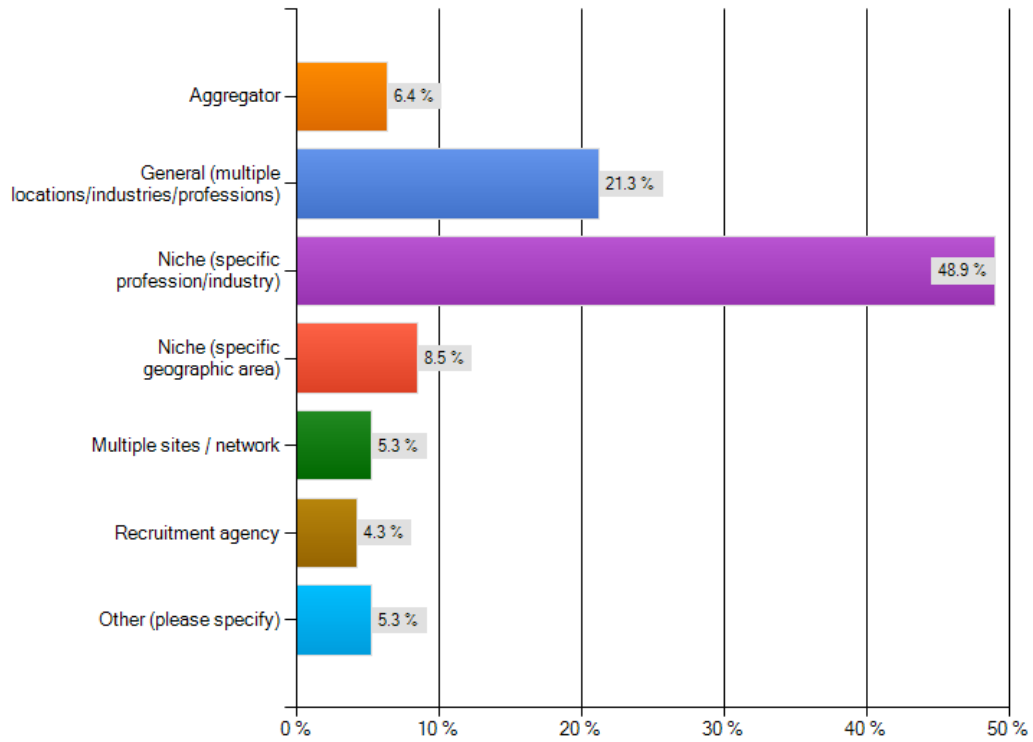
## **Executive Summary**

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 94 owners, operators, and employees of job boards in all areas of the United Kingdom.

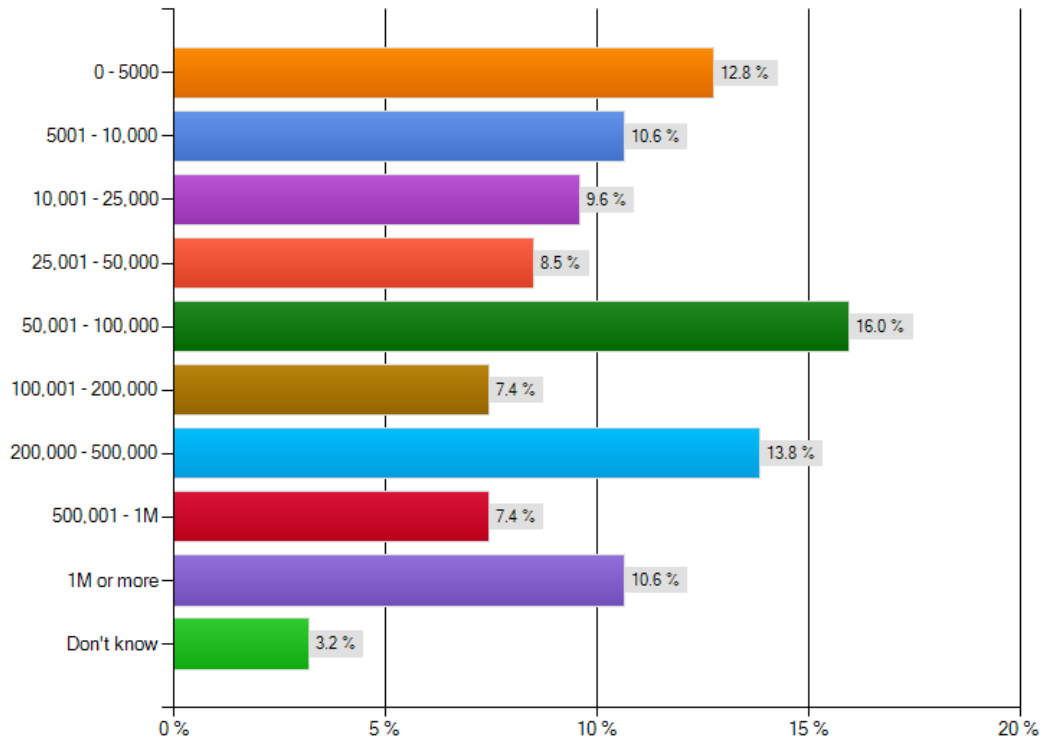
### **Key findings from this year's survey:**

- 66% of survey respondents are currently using aggregators, and of those, 93% plan to continue to use them
- 41% of the job boards deliver 10 or more applications per job, on average
- One-third of the sites are getting 20% or more of their traffic from mobile devices
- 70% of the boards have a mobile-friendly site
- Niche job board competitors are seen as the primary threat for 41% of the respondents
- Over three-quarters of respondents are optimistic about their business during the coming 12 months

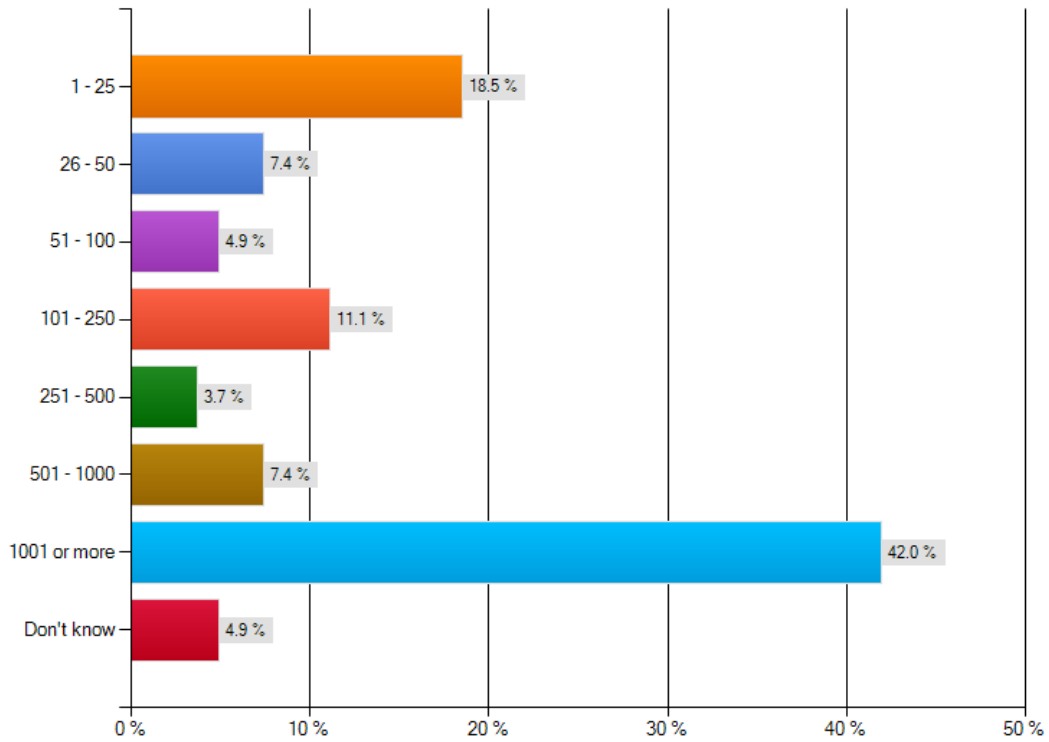
**How would you characterize your job board's focus?**



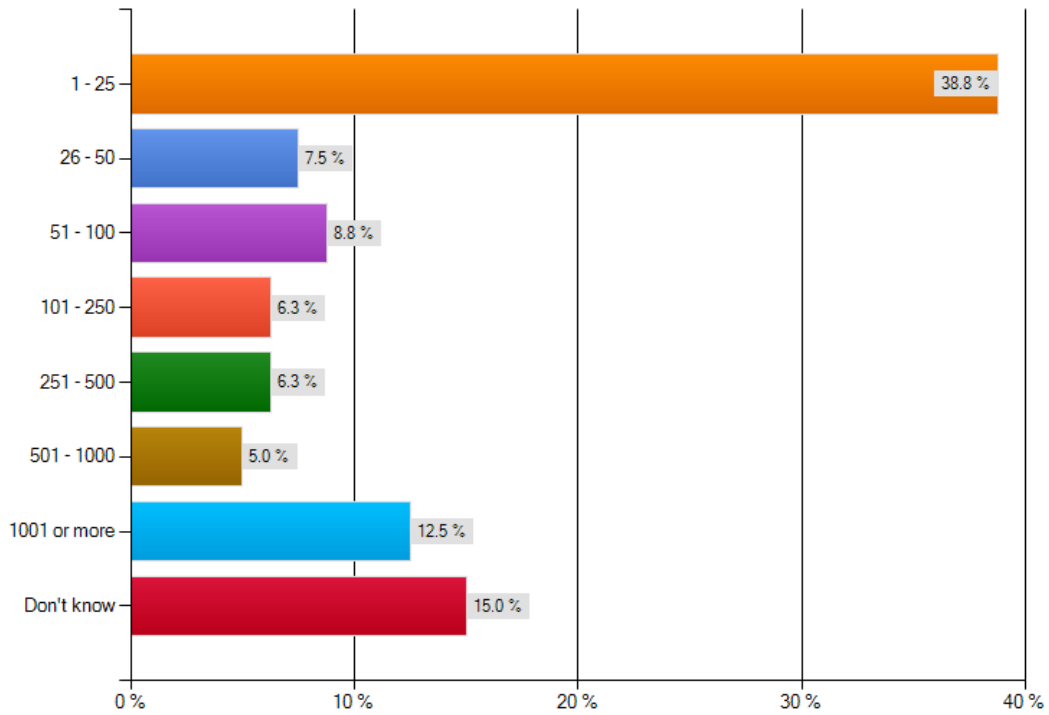
**On average, how many unique visitors does your site have per month?**



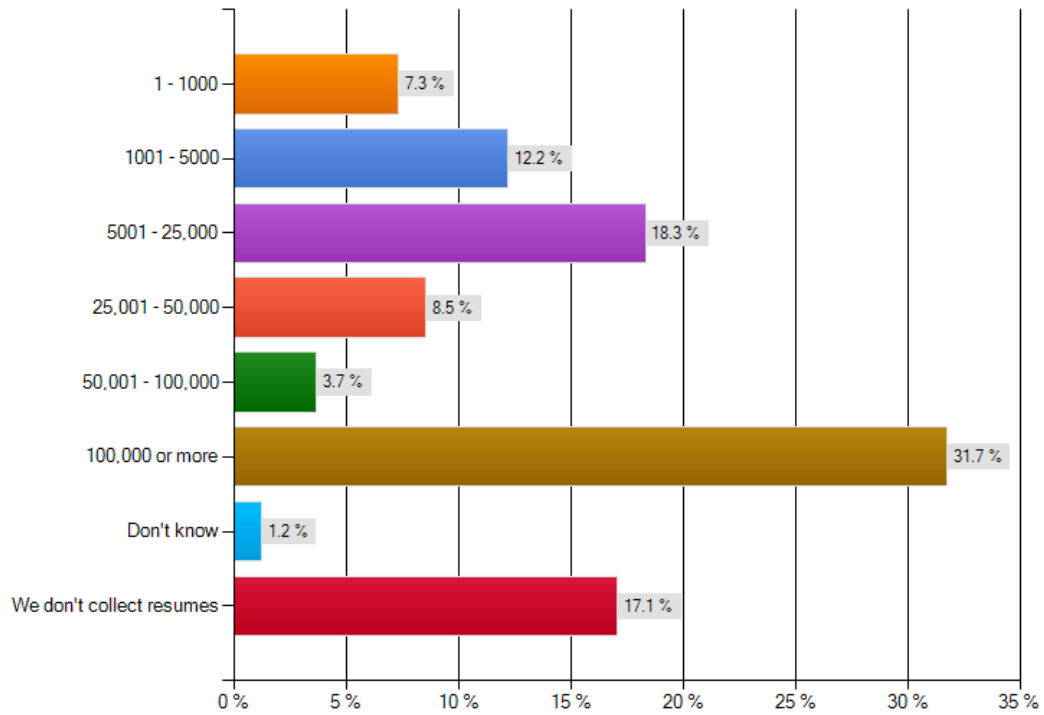
**On average, how many new \*paid\* jobs are posted on your site each month?**



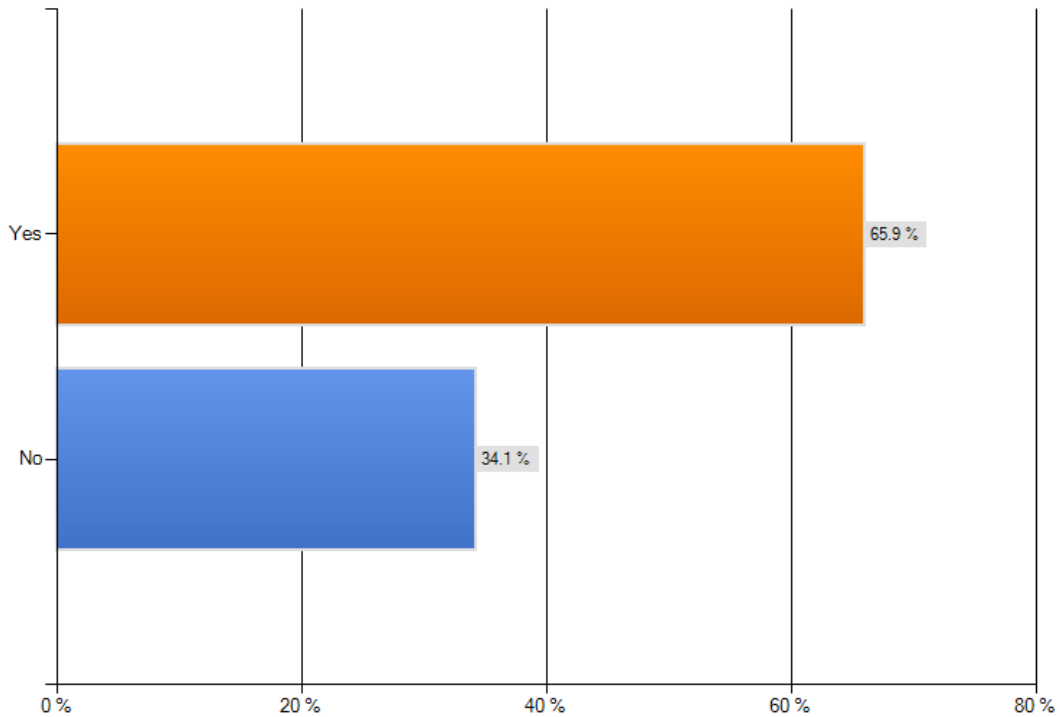
**On average, how many new \*free and/or scraped\* jobs are posted on your site each month?**



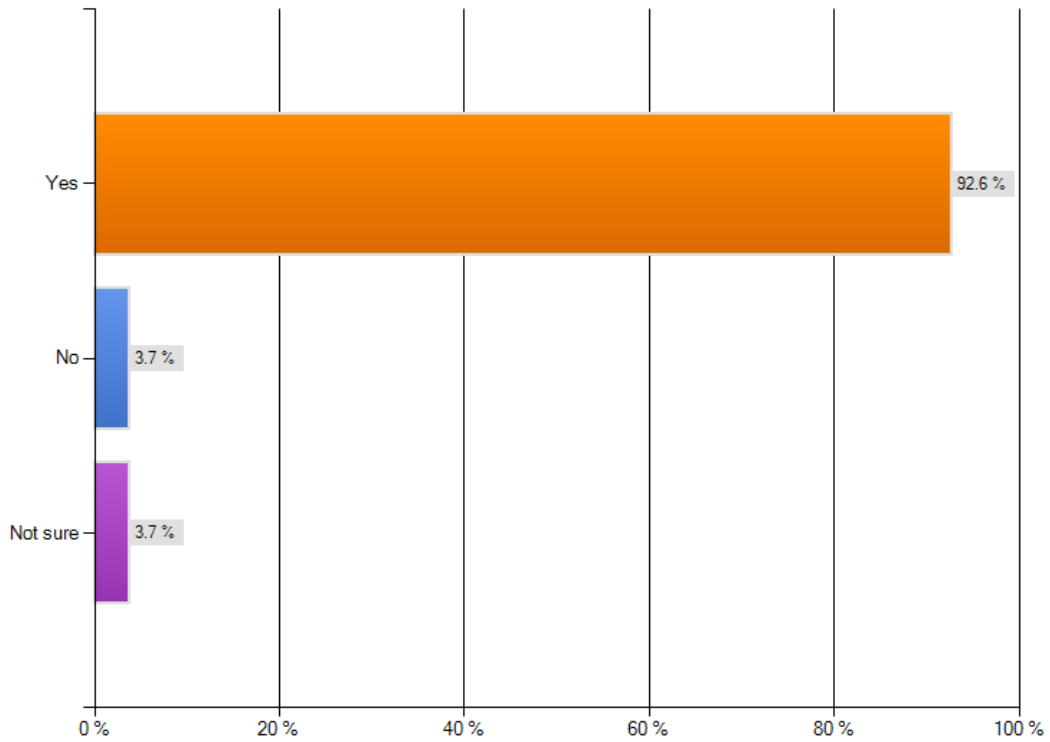
**Approximately how many current resumes (accessible by employers) do you have in your resume database?**



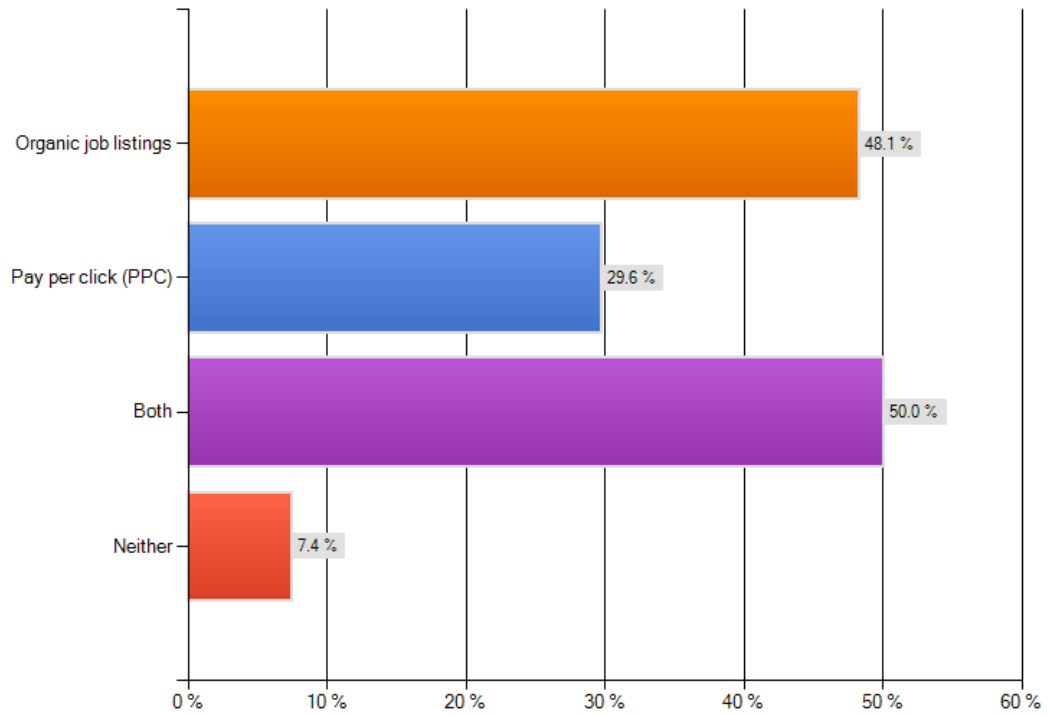
**Do you currently use an aggregator (such as Indeed, JobRapido, etc.) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?**



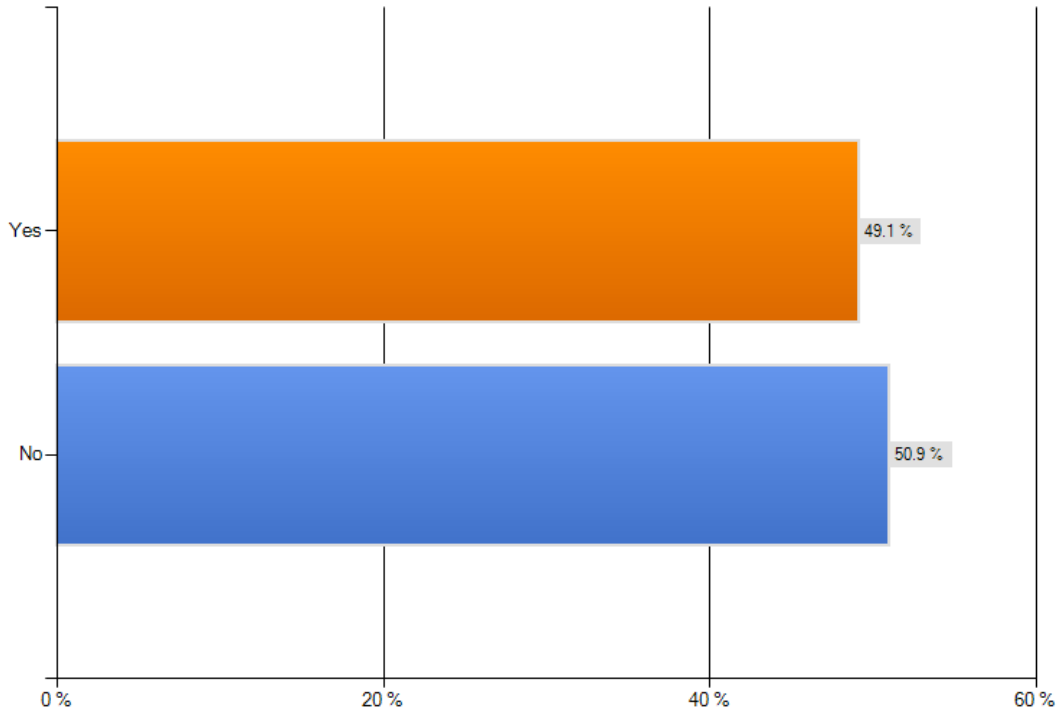
**Do you plan to continue using an aggregator for the next 12 to 24 months?**



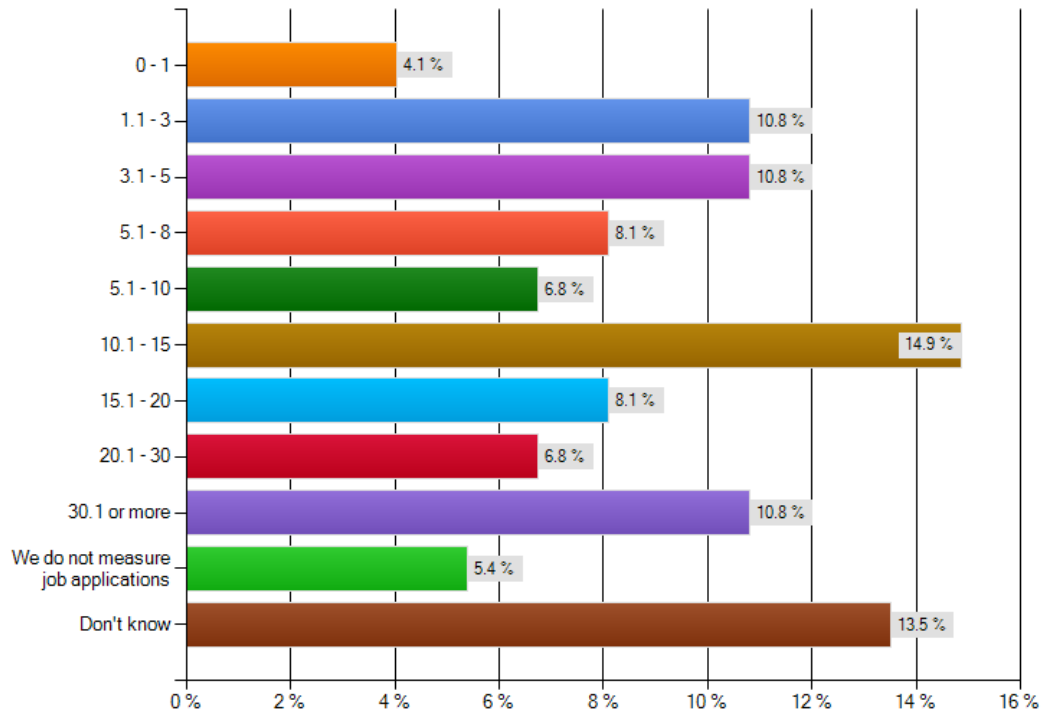
**Which of the following aggregator services do you use to increase your traffic? (check all that apply)**



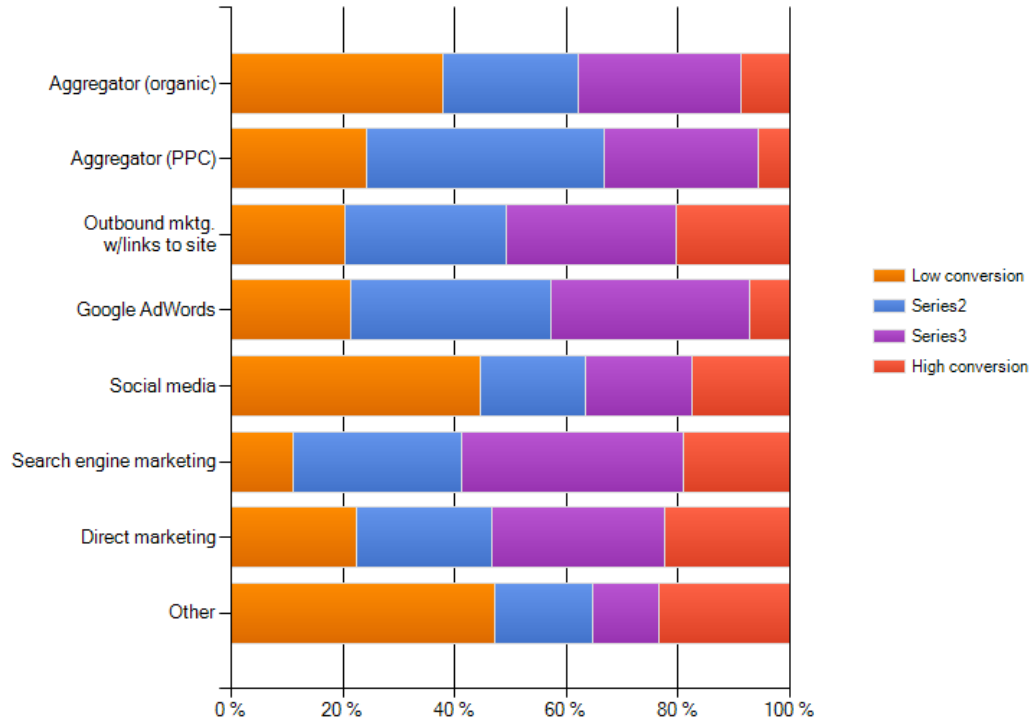
**Do you measure the conversion of aggregator traffic into job applications for your clients?**



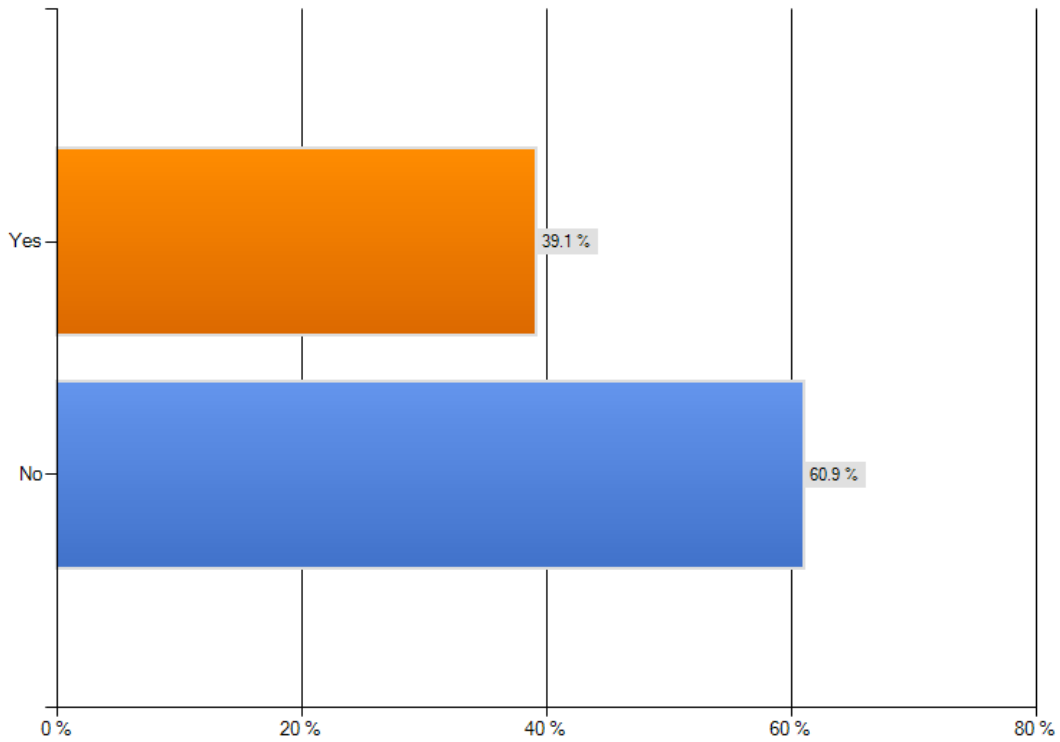
**On average, how many job applications per posting (including ATS clicks) do you deliver?**



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

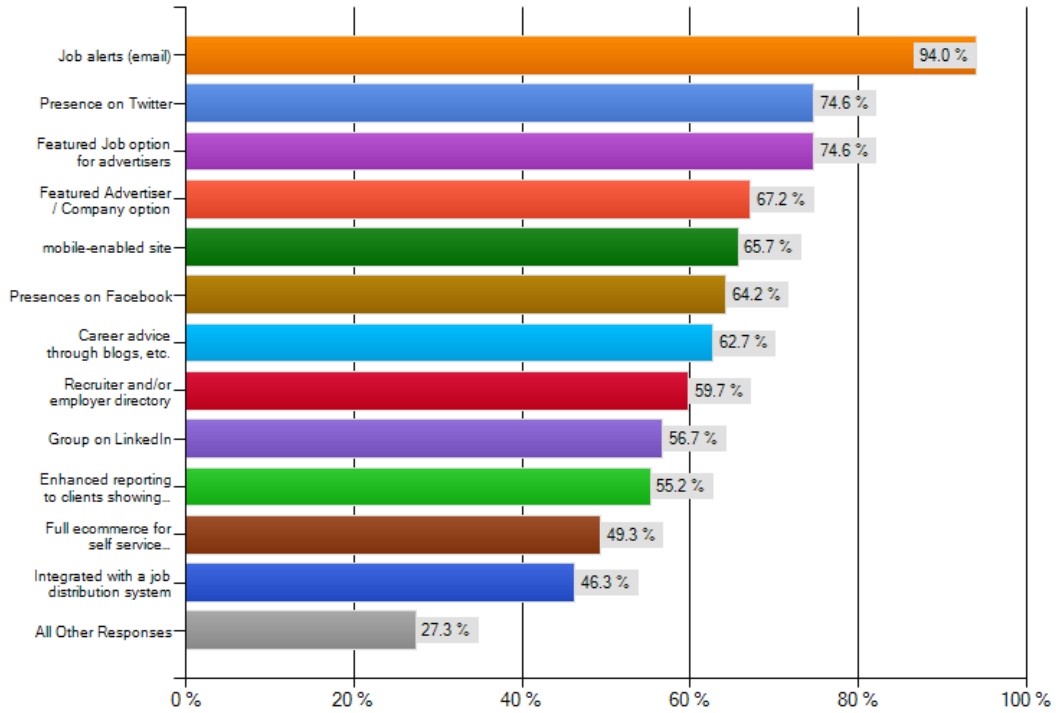


**Do you utilize client satisfaction surveys?**

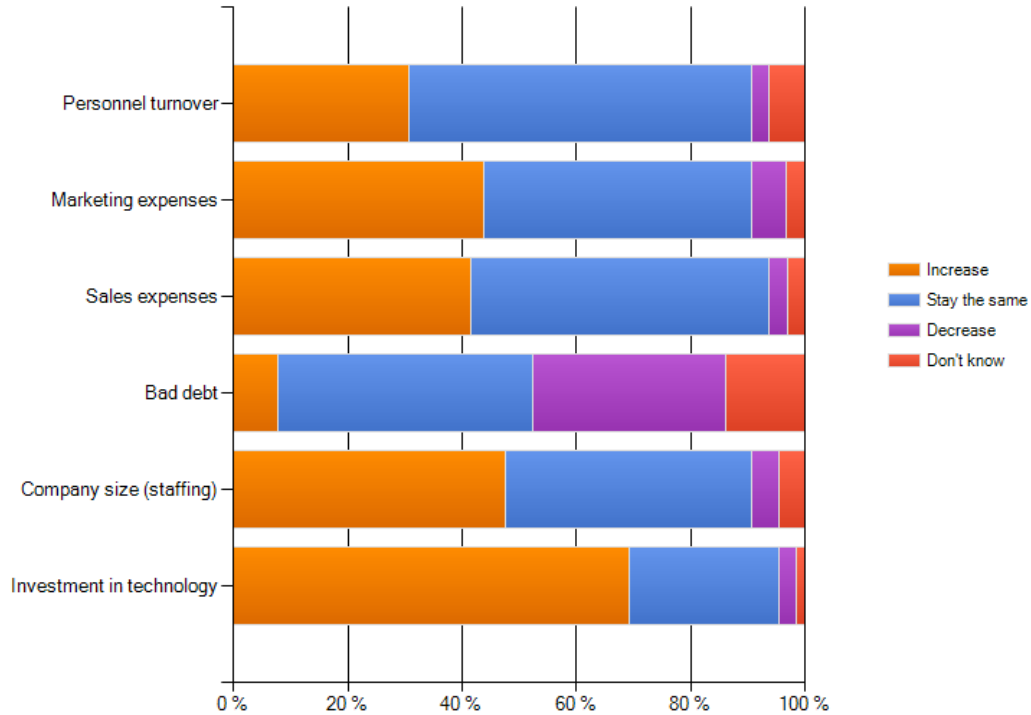




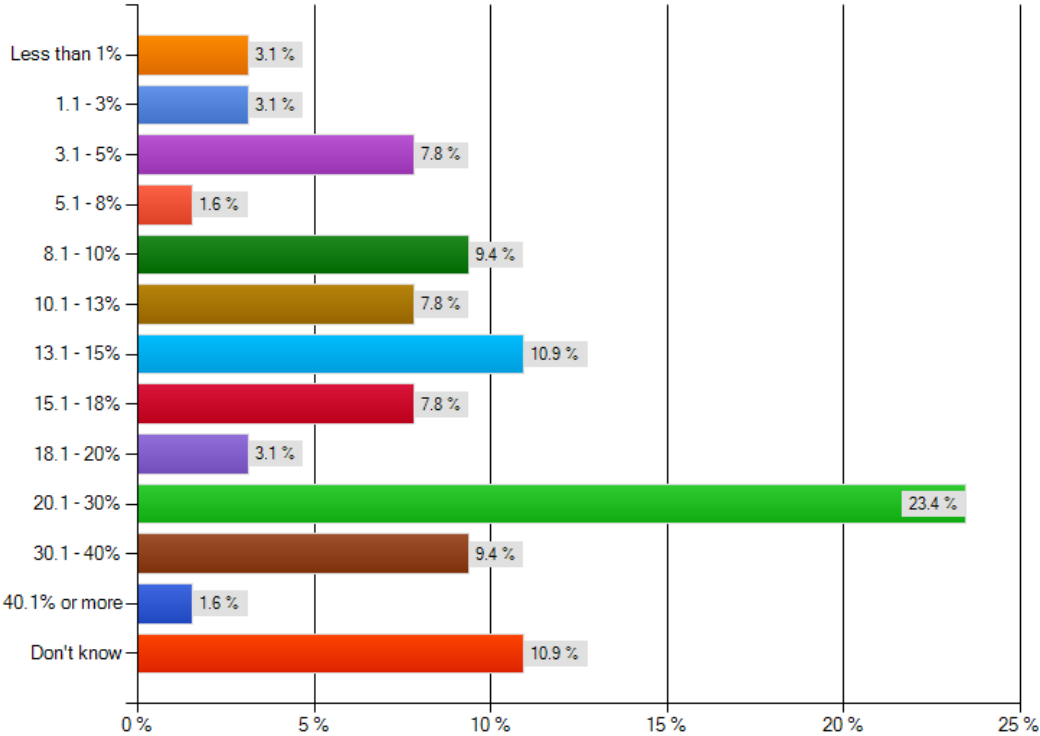
**Which of the following of the services do you offer to your clients and candidates?  
(Check all that apply)**



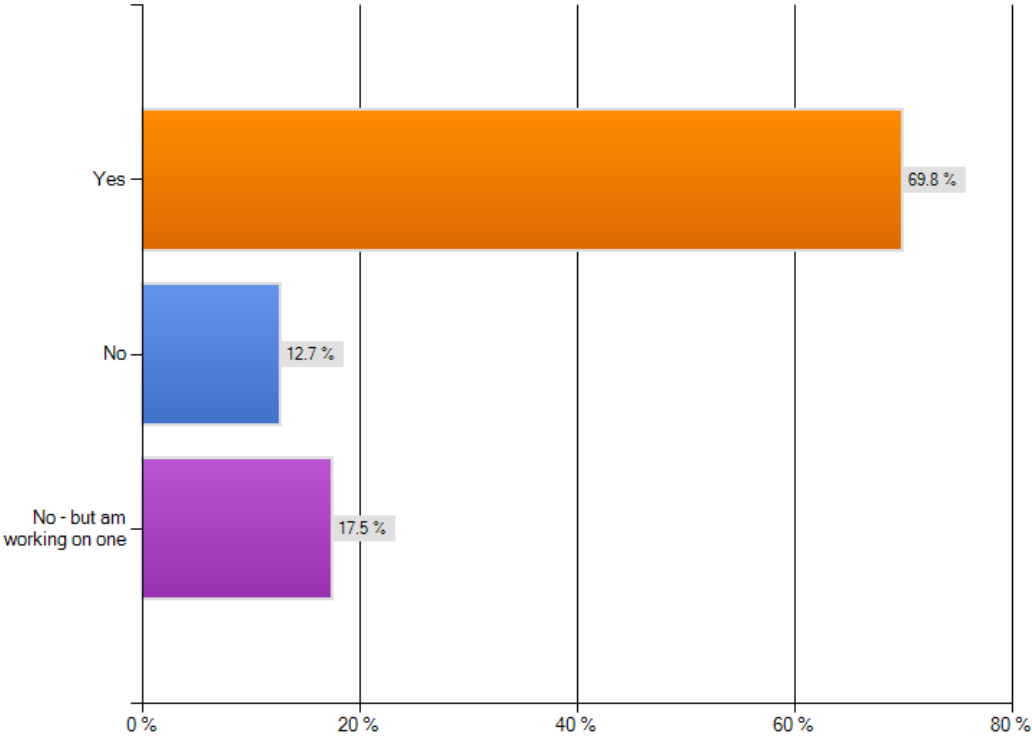
**Over the next 12 months, how do you predict the following elements of your job board company to change?**



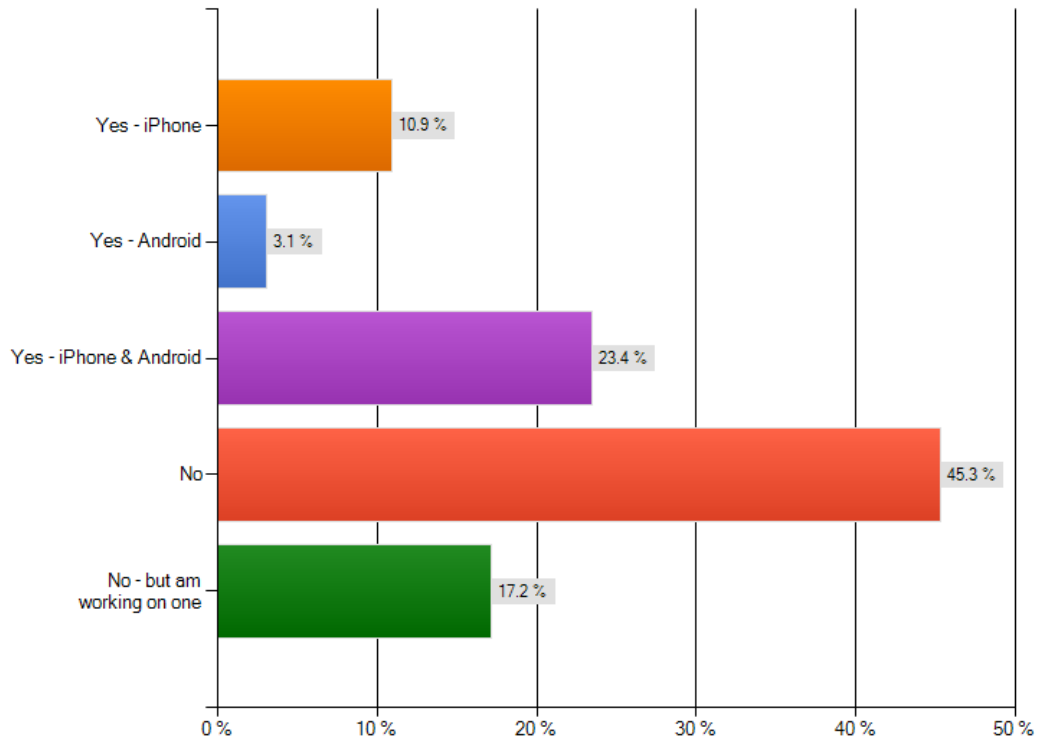
**What percent of your site(s) traffic comes from mobile?**



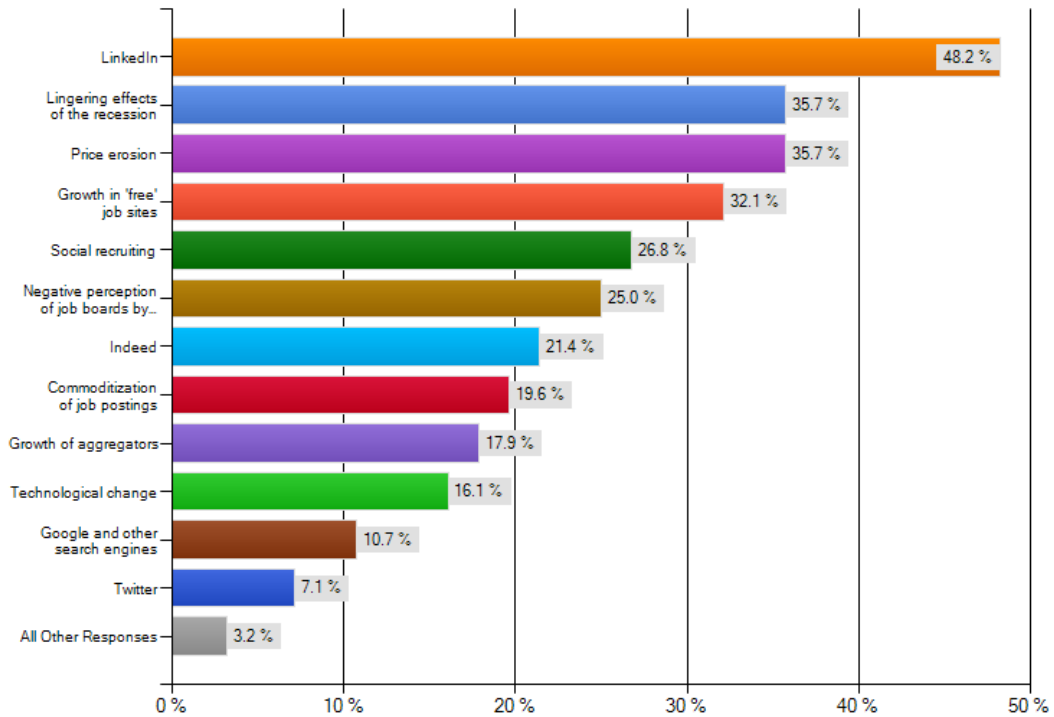
**Do you have a mobile-friendly version of your site?**



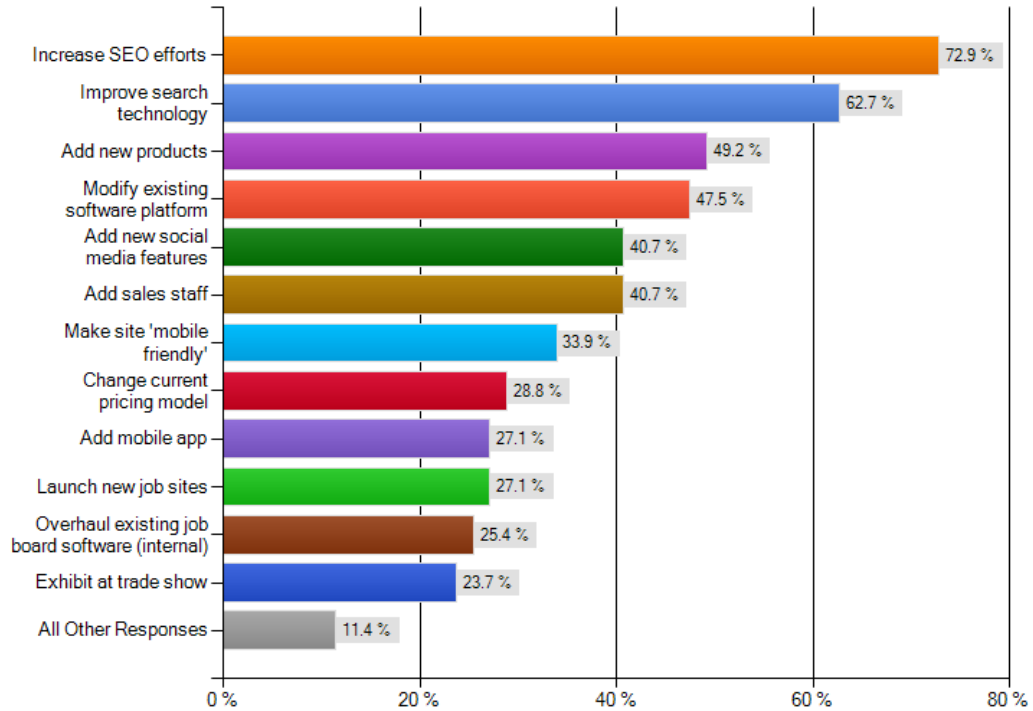
**Do you have a mobile app (iPhone or Android) for your job board?**



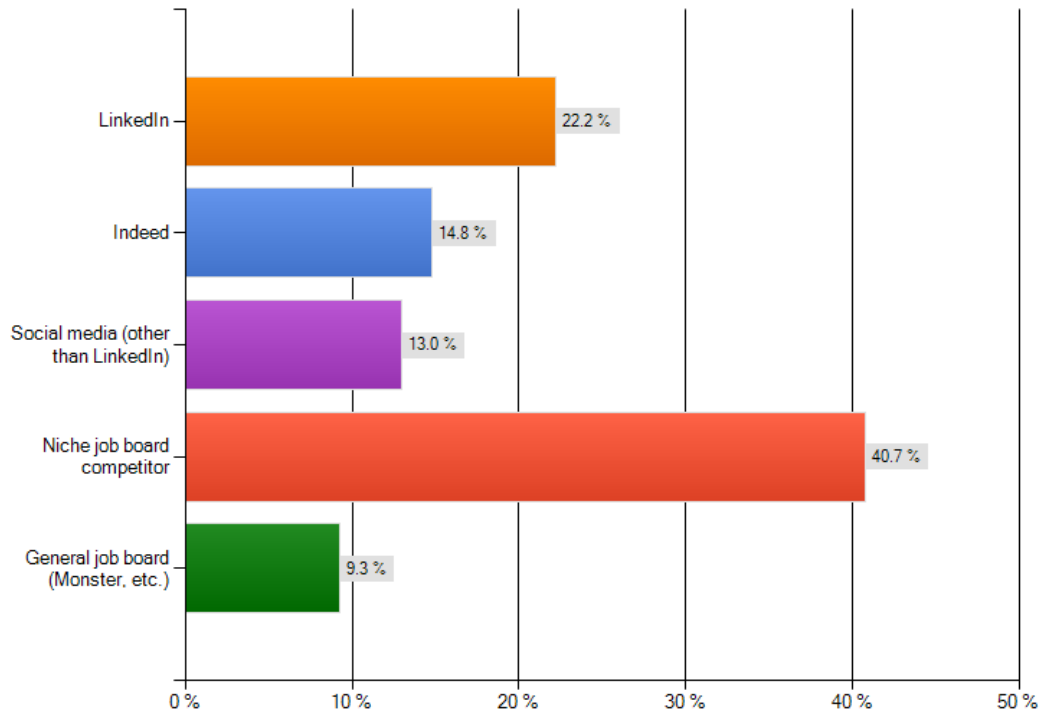
**Which of the following do you see as the most significant threats to your job board company in the coming 12 to 24 months? (Check all that apply)**



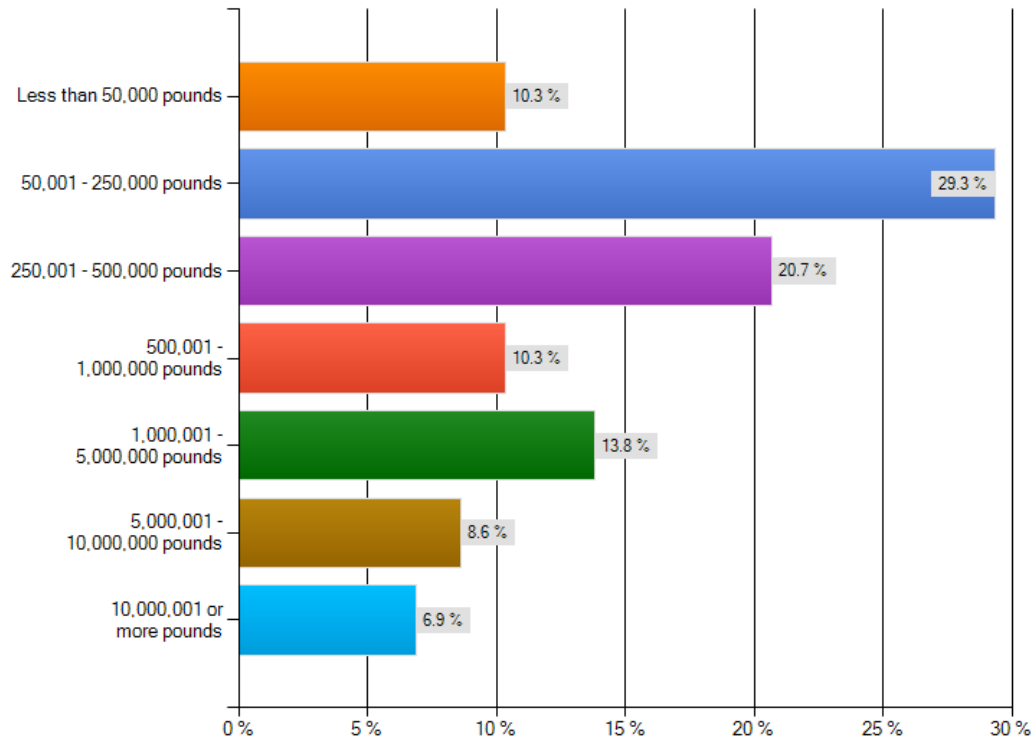
**Which of the following actions are you planning in the next 12 months? (Check all that apply)**



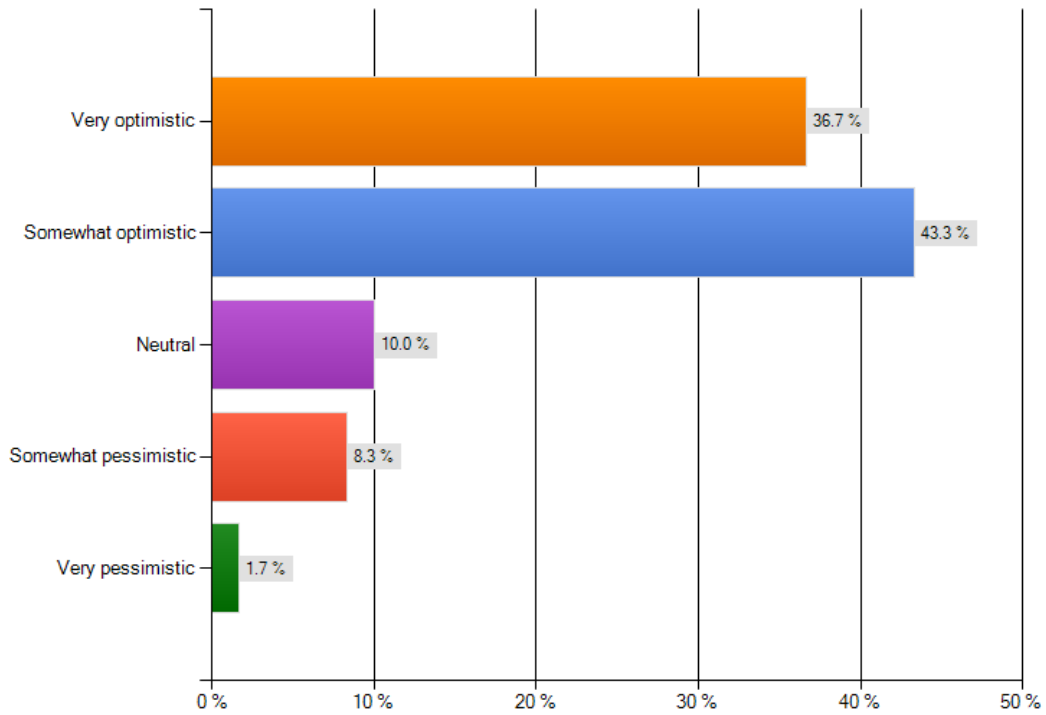
**Which of the following do you see as the "single biggest" competitive threat to your business in the next 12 months?**



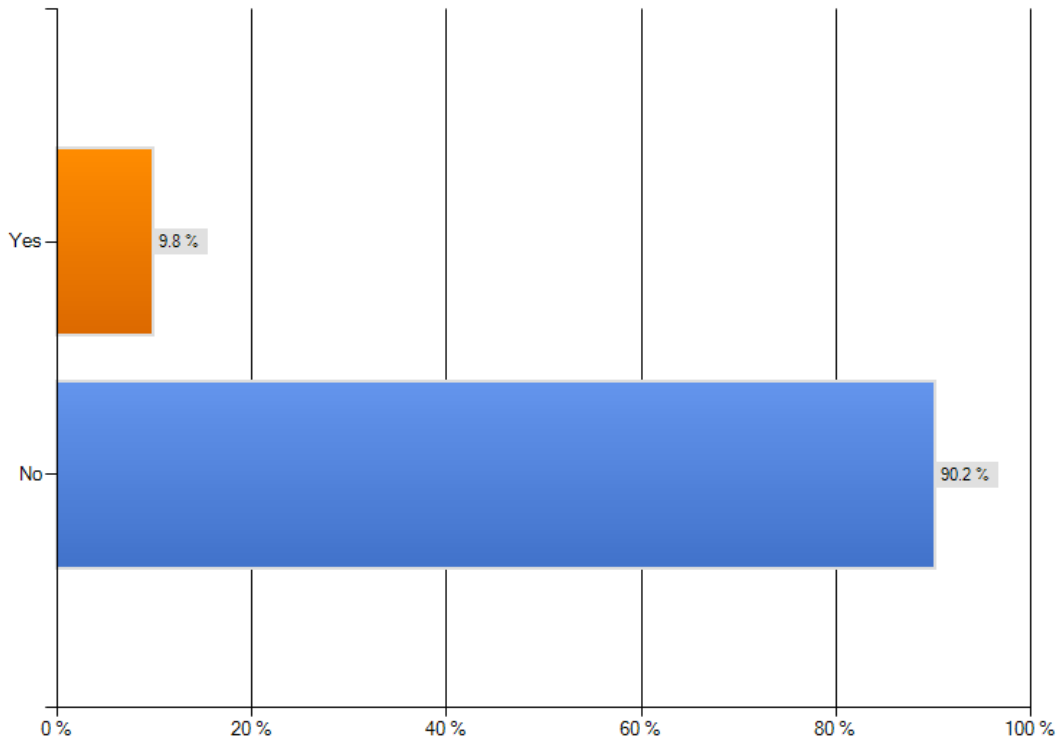
**What is your best estimate of revenues for your site in the next 12 months?**



**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:

“The future is all about being more social, keeping it real, lowering barriers and providing people opportunities to apply to jobs based on their personalities and "energy", rather than their well documented career history.”

“Move to mobile intensifies.....Will we be a "job board" or a 'job information service' a year from now.....?....”

“We are growing steadily and have added real quality to our staff in the last 6 months. Our technology is improving and the result is our clients are happier (and spending more with us). It will be very interesting to see how mobile and social integrate during the next 12 months to improve the job searchers experience.”

“As we're in a building-phase I think there's still room for a small amount of growth in my sector.”



# 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>