

Job Board Trends:

Spring 2014

April 2014



International Association
of Employment Web Sites
The Sources of Success™

Survey Structure:

The Job Board Trends Spring 2014 survey of job boards was conducted to better understand current trends in the job board industry. There were a total of 197 responses from job boards around the world. The online survey was conducted during February and March, 2013.

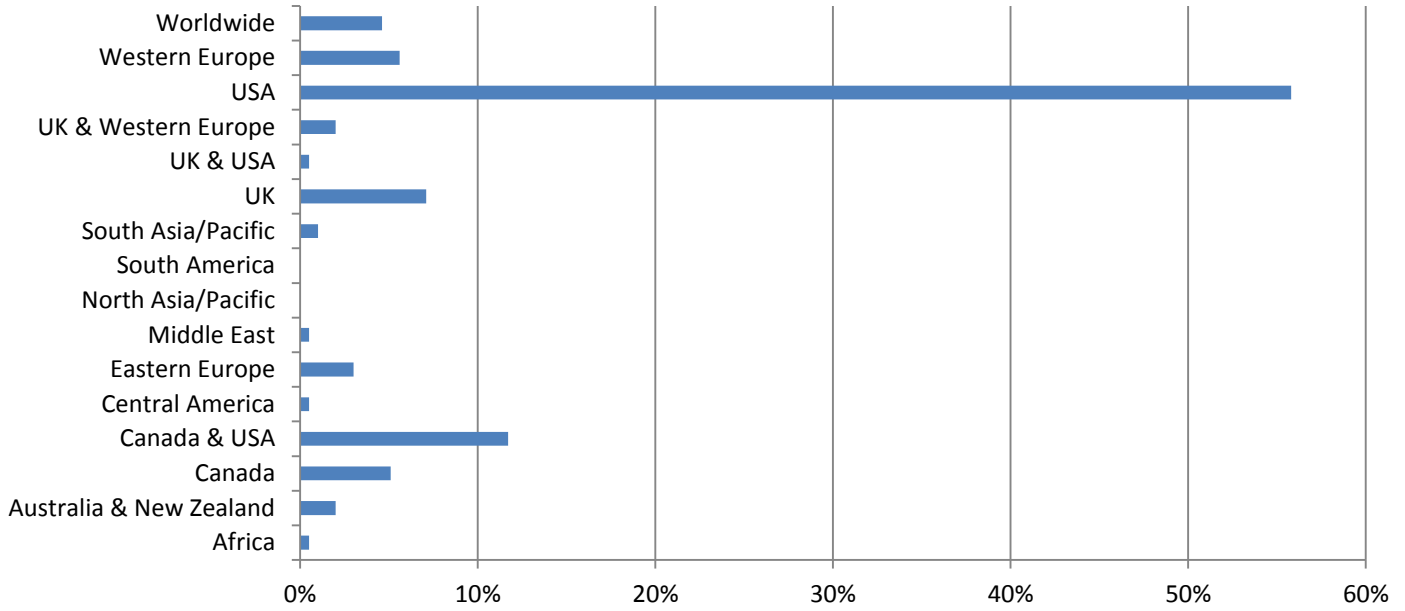
Executive Summary

Job Board Doctor has been conducting surveys of the job board industry since 2009. This survey, conducted in cooperation with the International Association of Employment Websites (IAEWS), comprises responses from 197 owners, operators, and employees of job boards throughout the world.

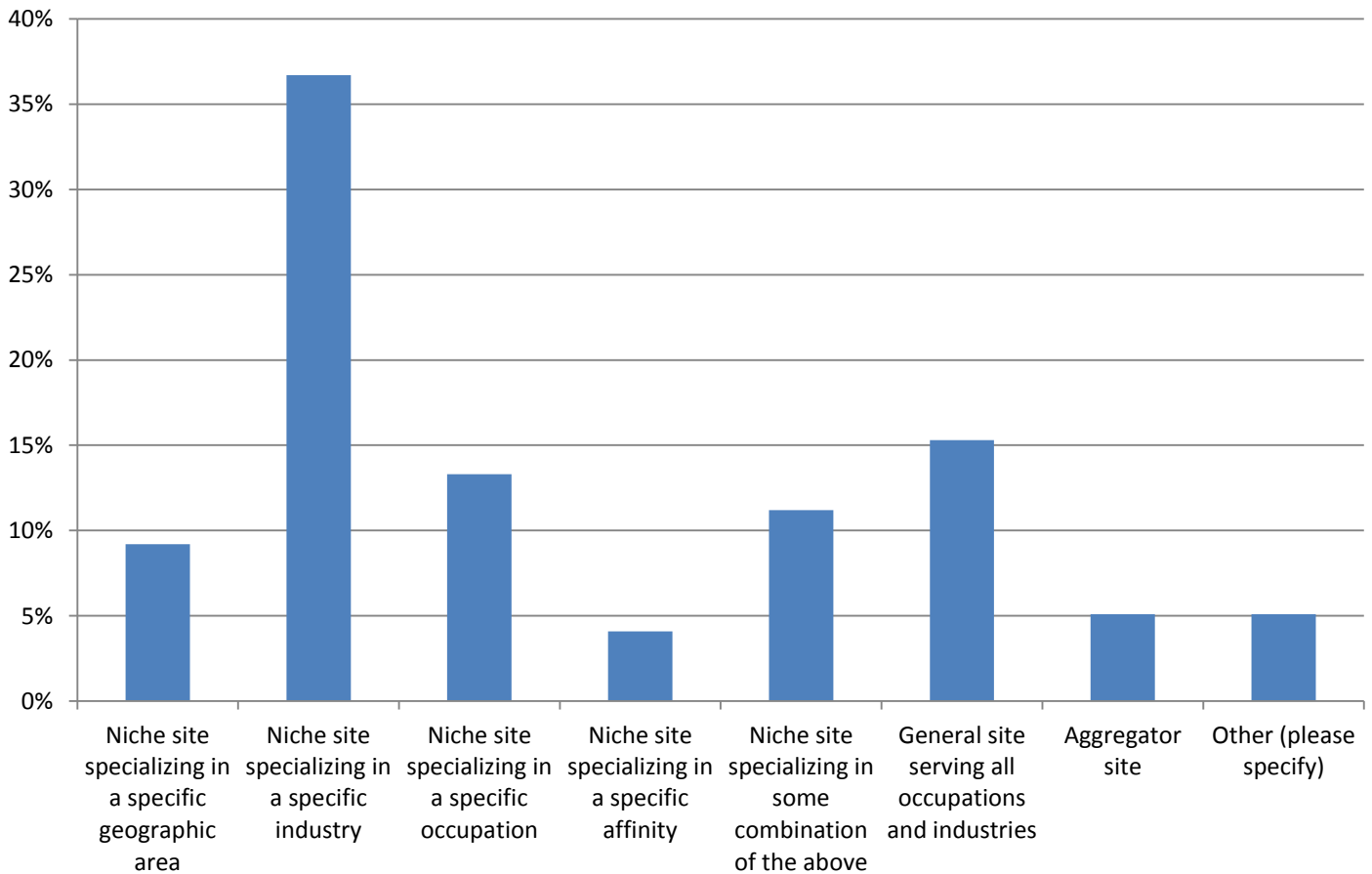
Key findings from this year's survey:

- **Niche sites** continue to dominate the survey responses in all regions
- **82%** of job sites provide searchable resume/profile databases
- **50% of respondents** have site traffic of 50,000 unique visits/mo or higher
- Almost **60%** of job sites are using both PPC and organic traffic from aggregators to drive additional traffic
- The **quality of candidates** and **number of hires** saw sharp increases in importance re: client retention versus 2013
- Less than **40%** of respondents surveyed their candidates at least once a year
- Over 40% of respondents are getting **15% or more of their site traffic** from mobile devices

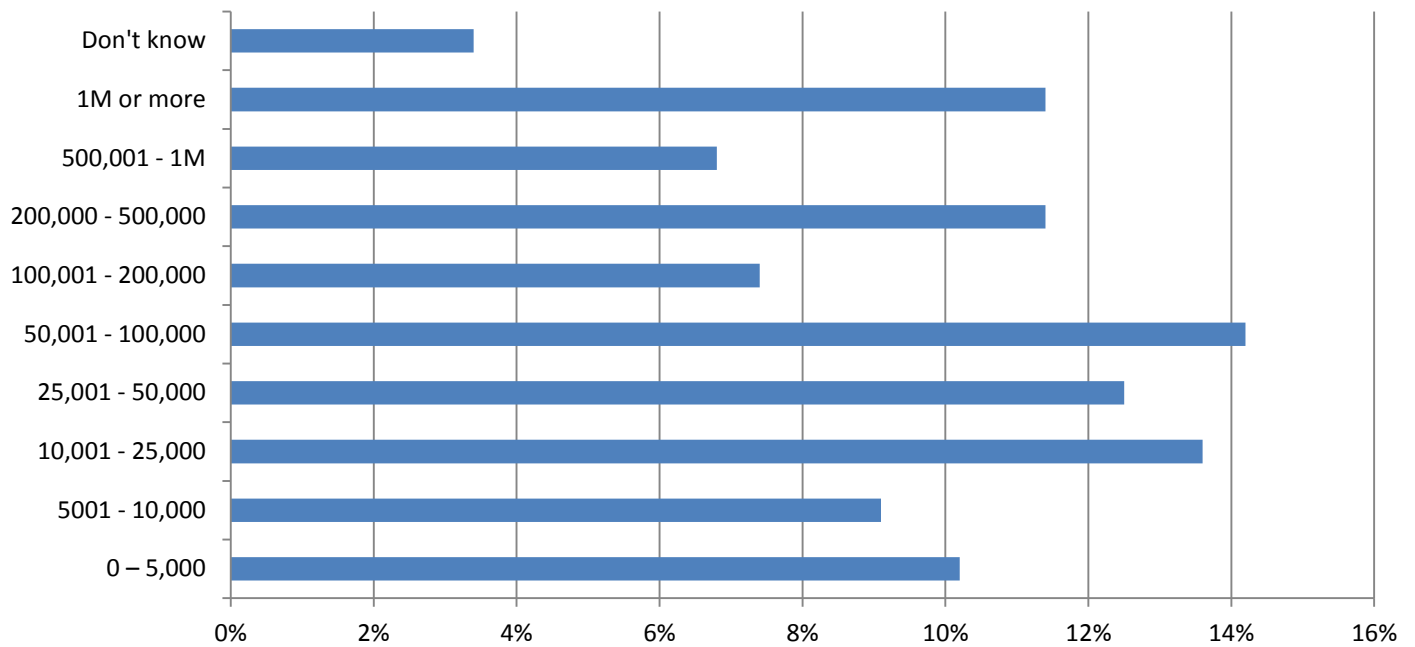
Where is the primary location of your business?



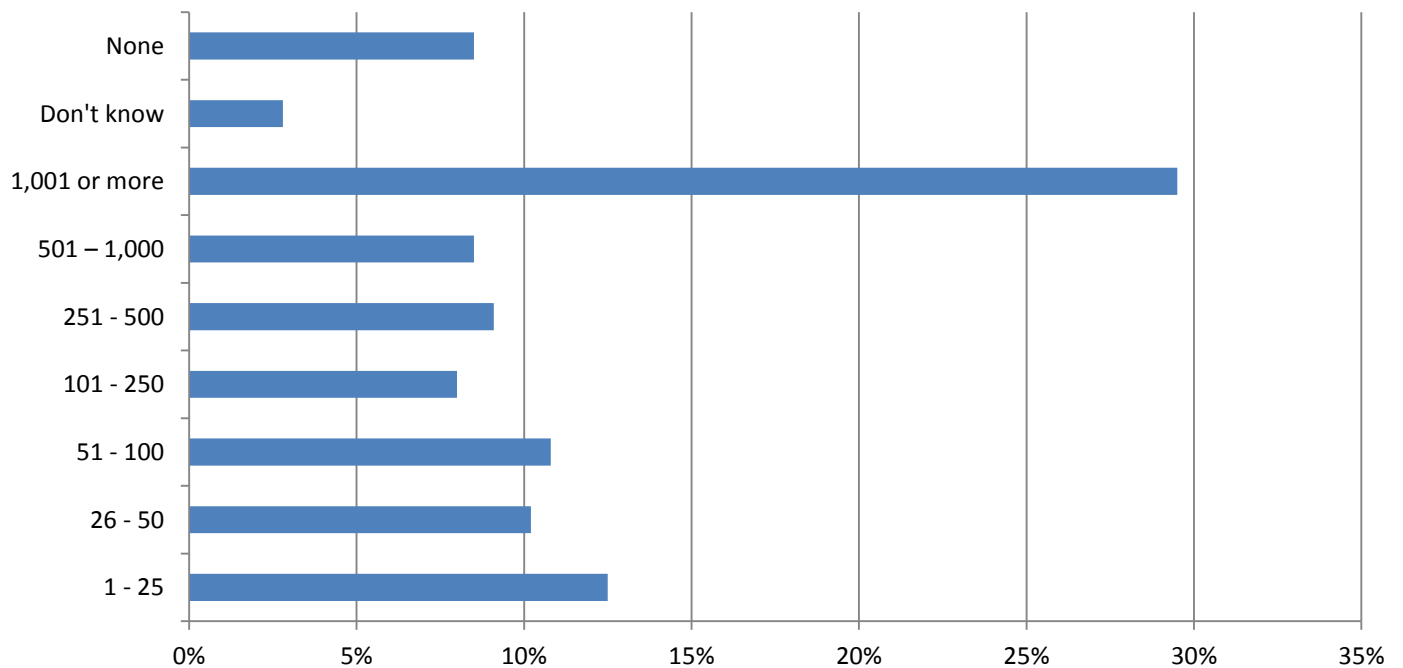
How would you characterize your job board's focus?



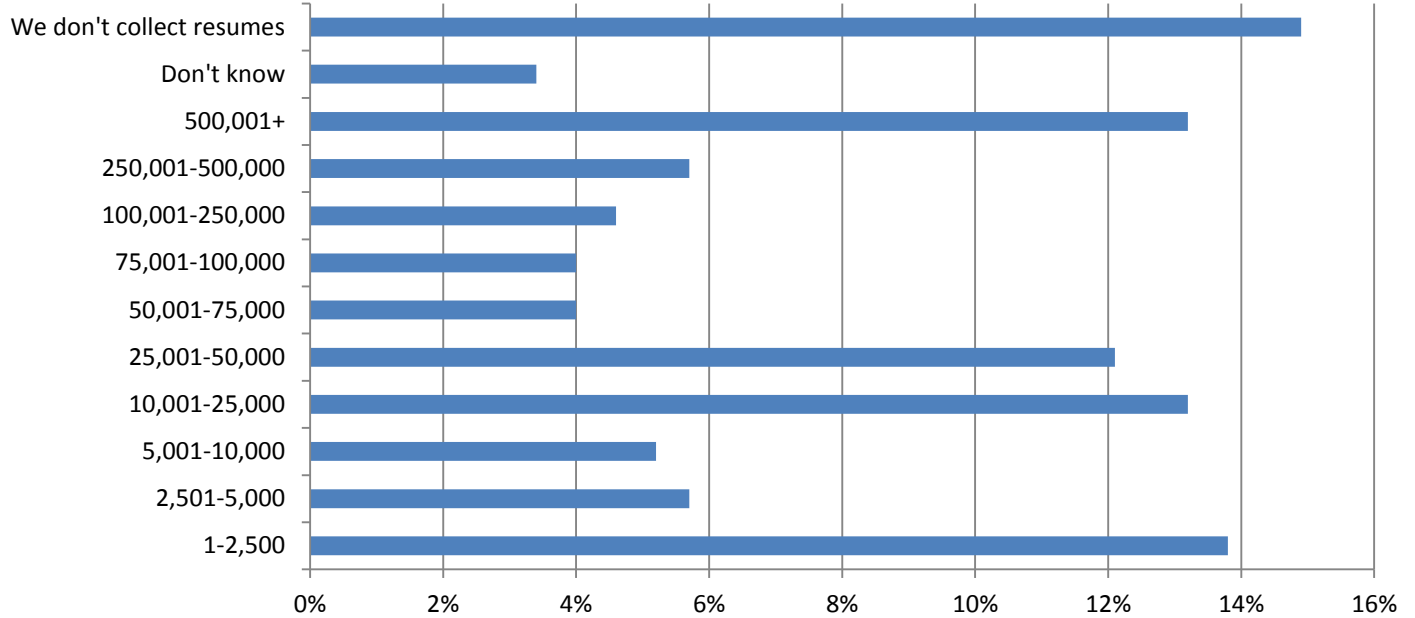
On average, how many unique visitors does your site have per month?



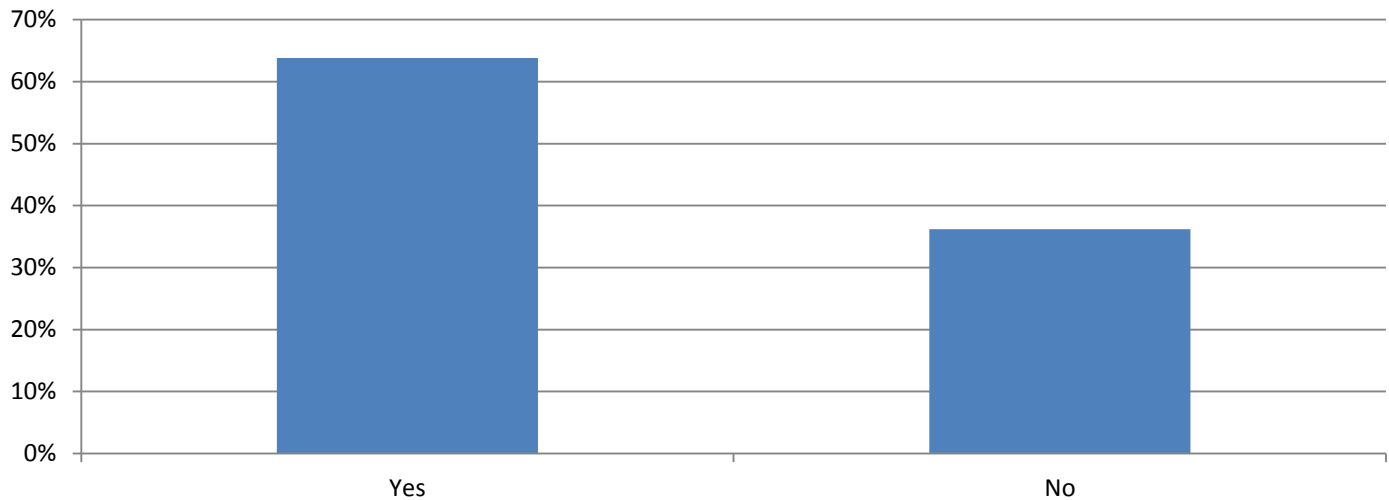
On average, how many new *paid* jobs are posted on your site each month?



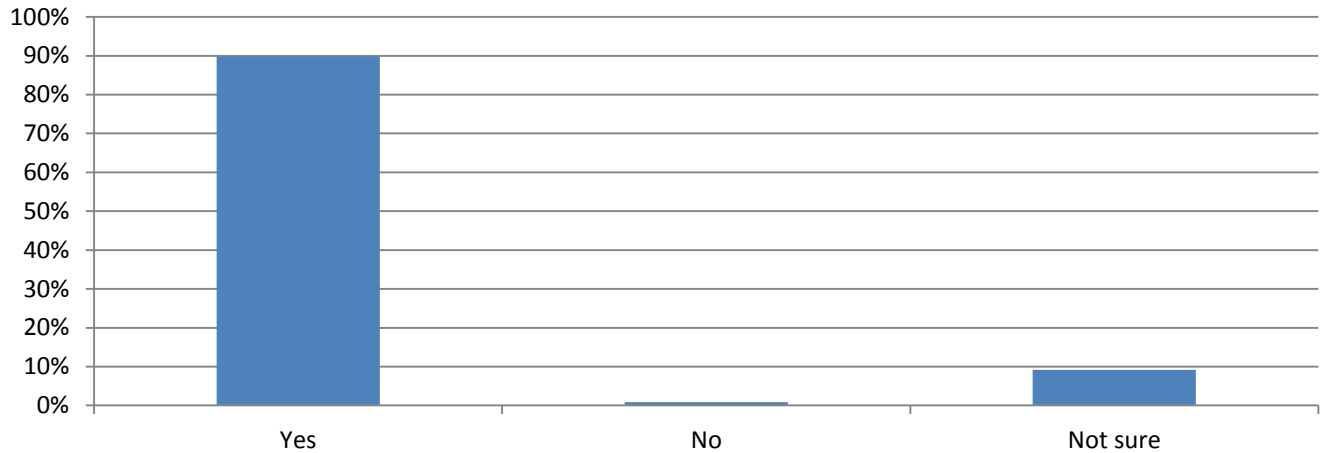
Approximately how many current resumes (accessible by employers) do you have in your resume database?



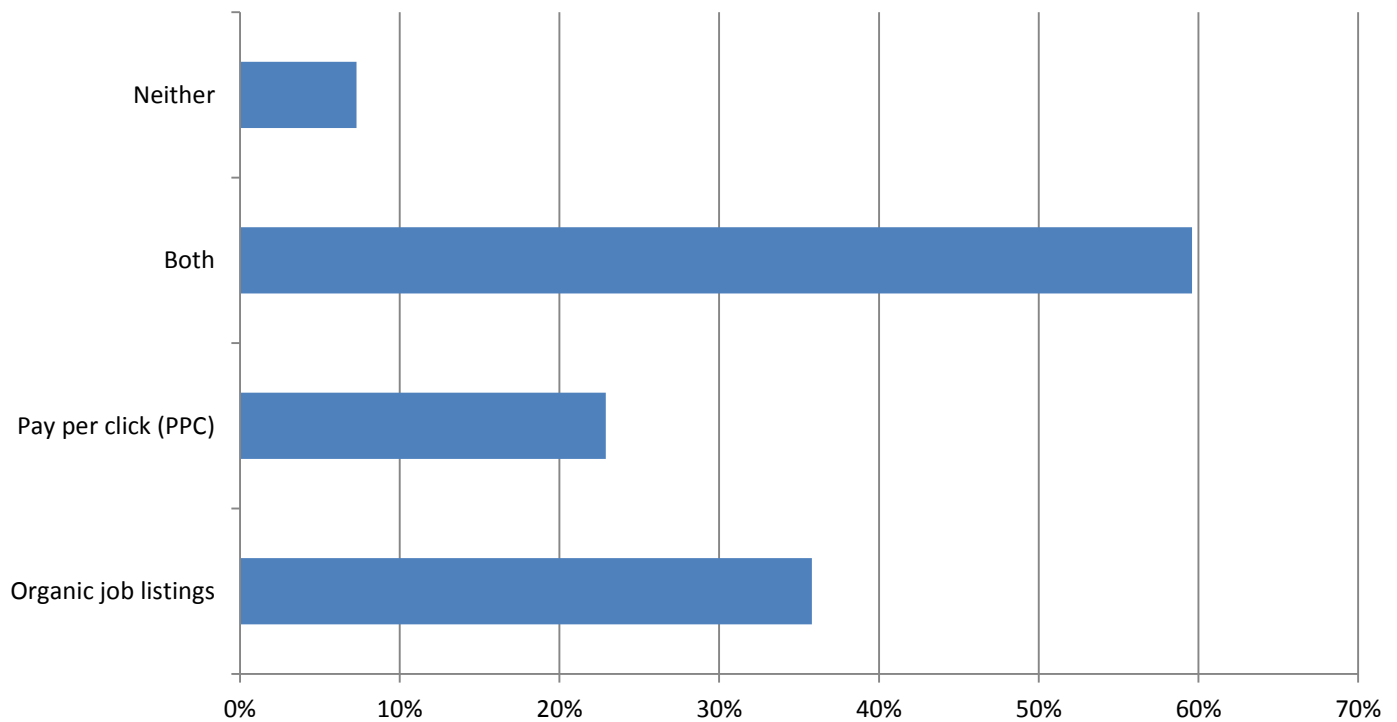
Do you currently use an aggregator (such as Indeed, Simply Hired, LinkUp, etc.) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?



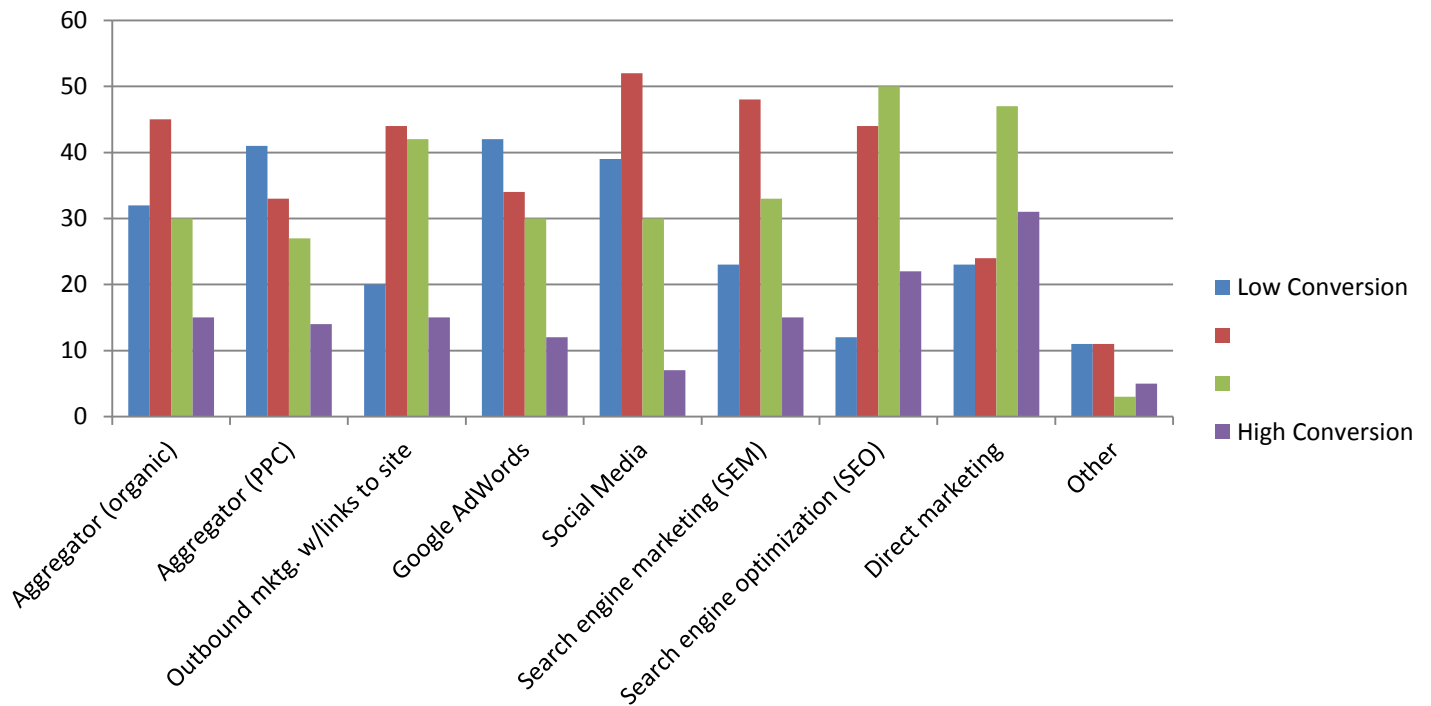
Do you plan to continue using an aggregator for the next 12 to 24 months?



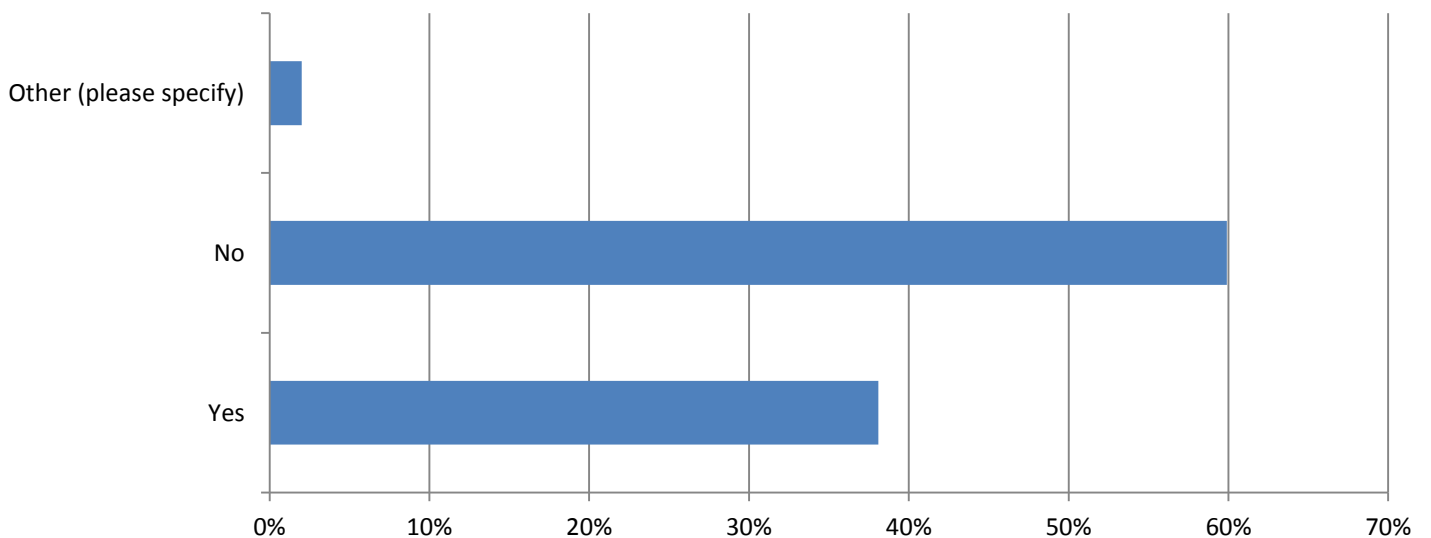
Which of the following aggregator services do you use to increase your traffic (check all that apply)?



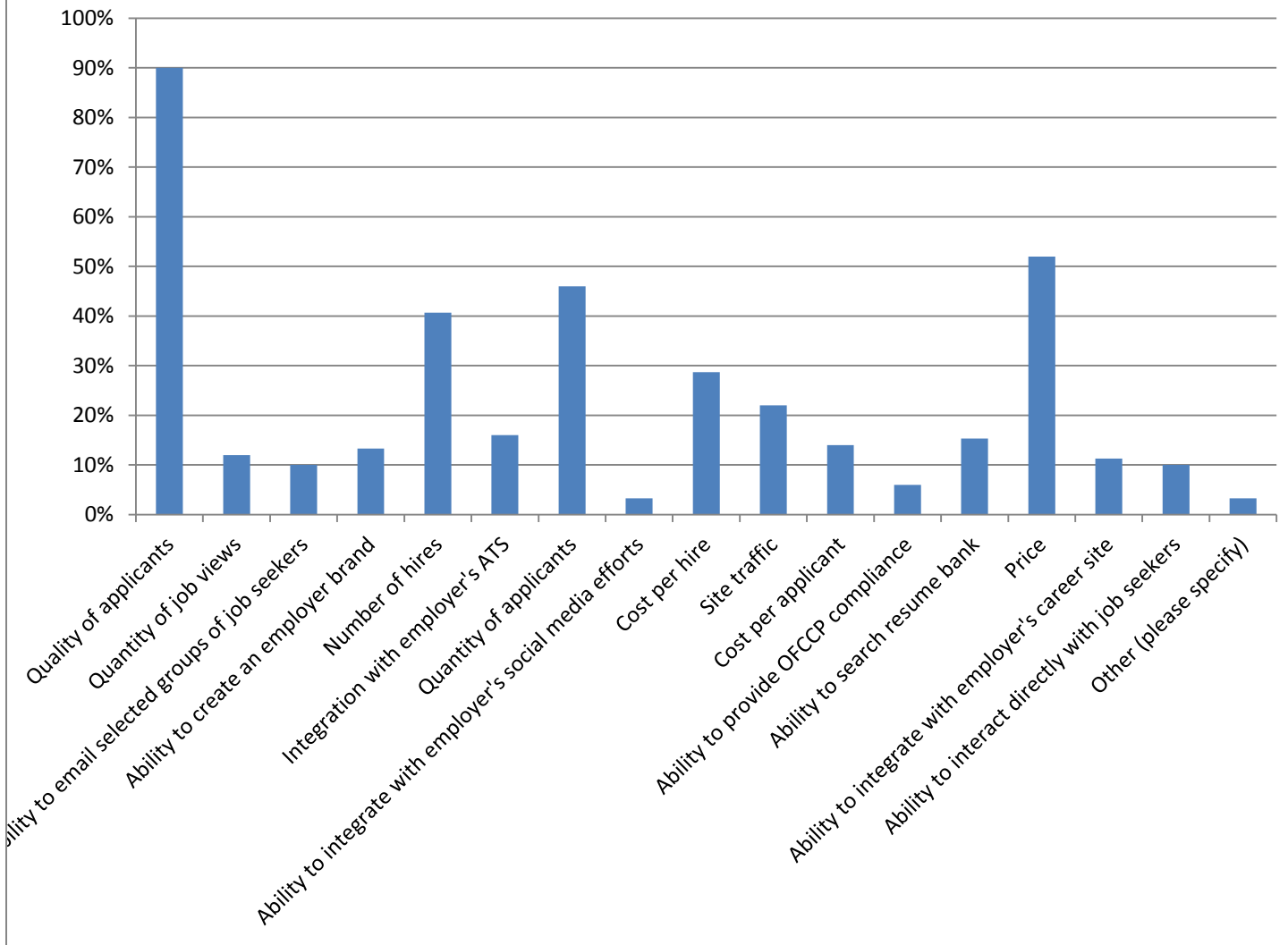
How would you rate the following sources of traffic to your site, based on the conversion of traffic into applications for your client?



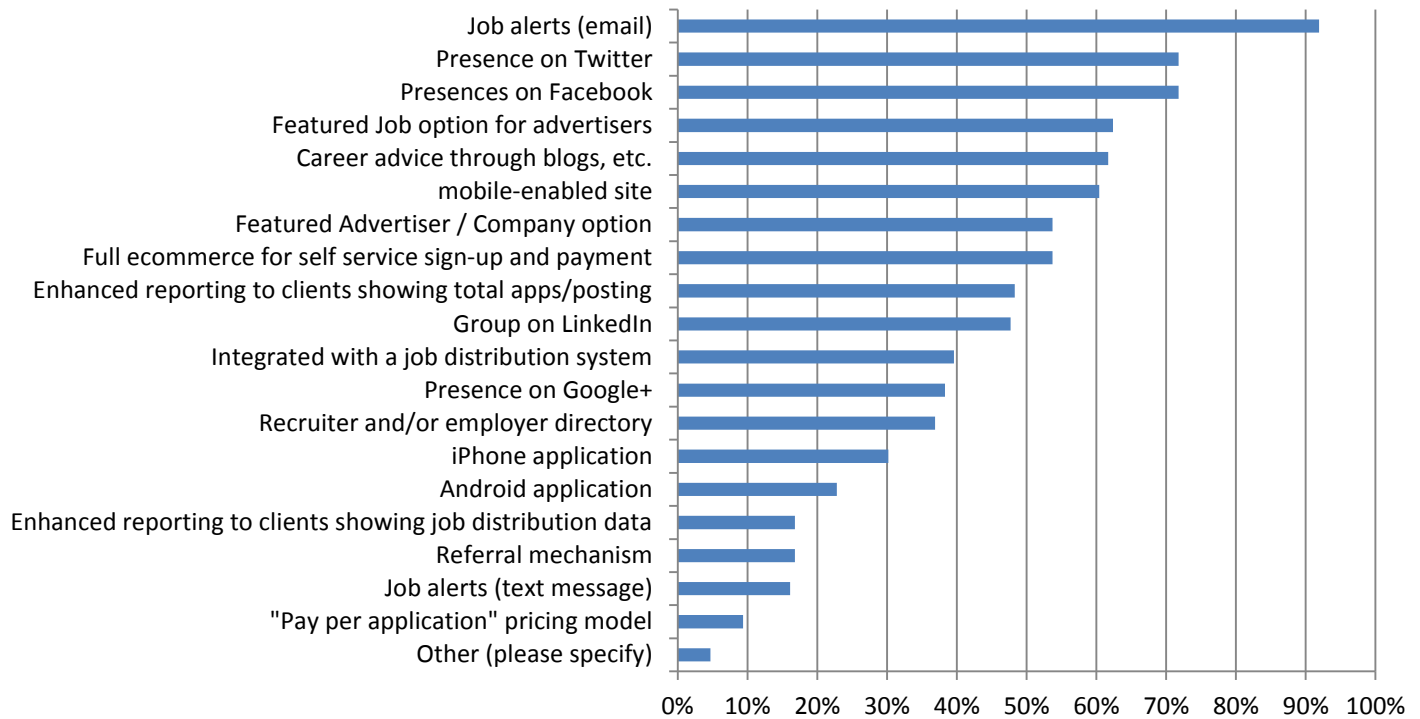
Do you survey your candidates at least once every 12 months?



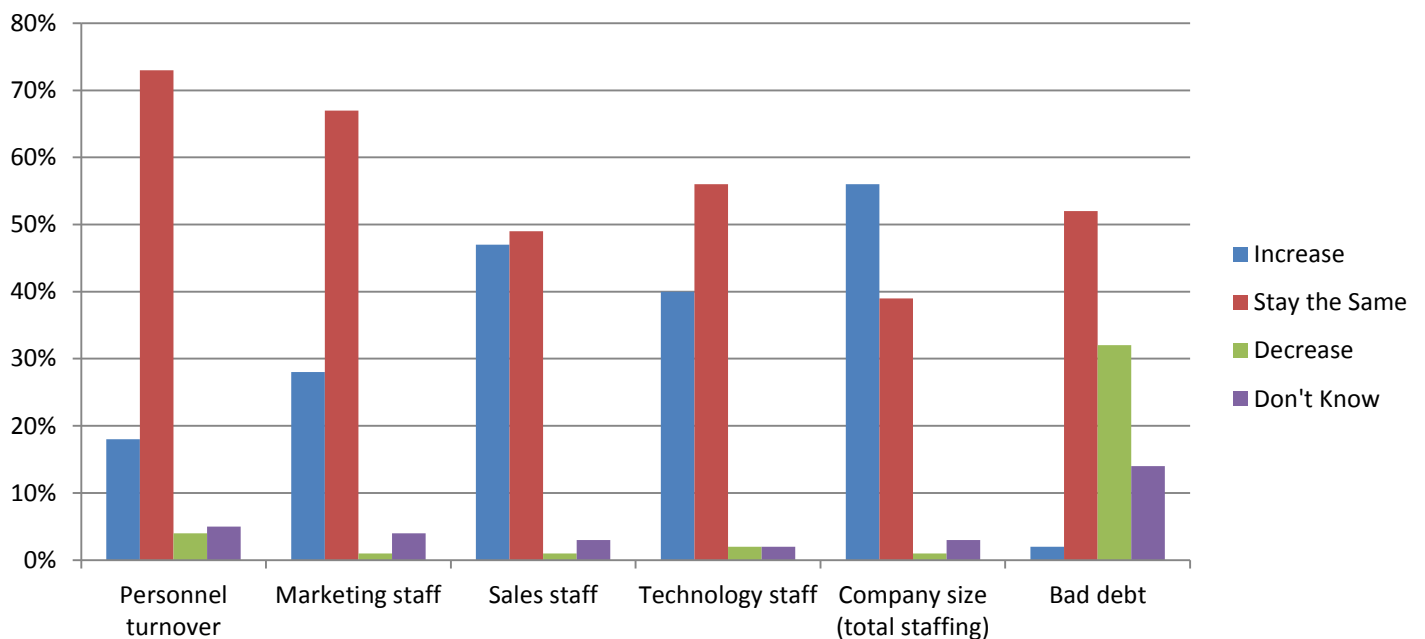
In general, which of the following criteria are most important to your clients with regard to using or renewing your job board's services? (Select the top 3)



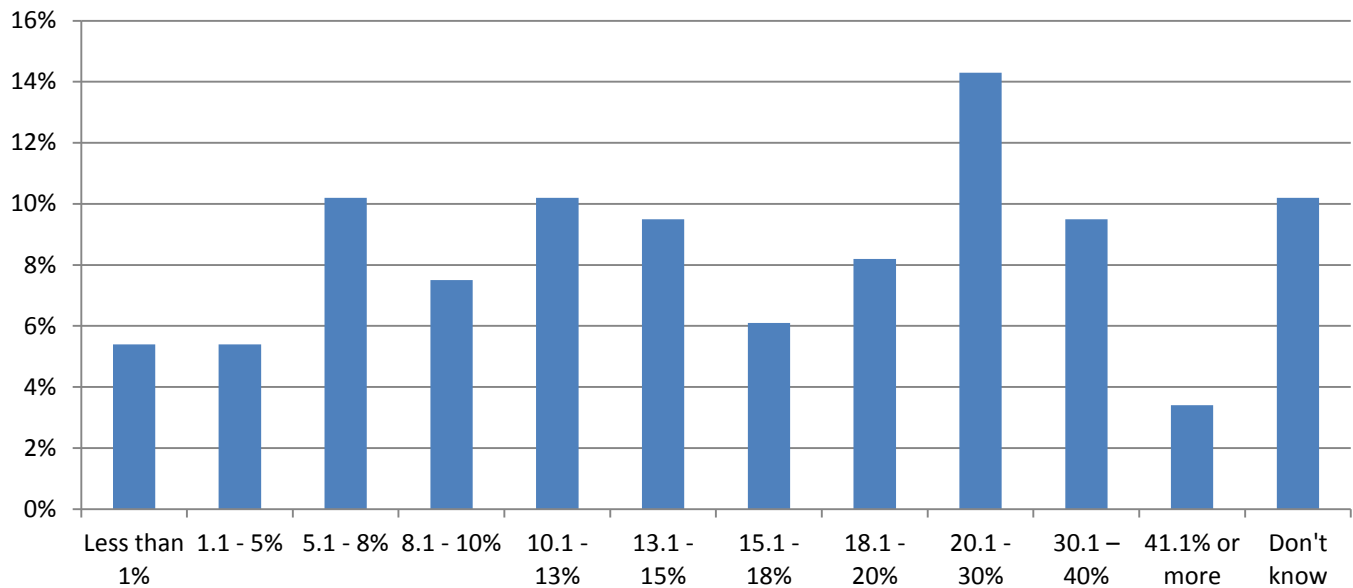
Which of the following services do you offer to your clients and candidates? (Check all that apply)



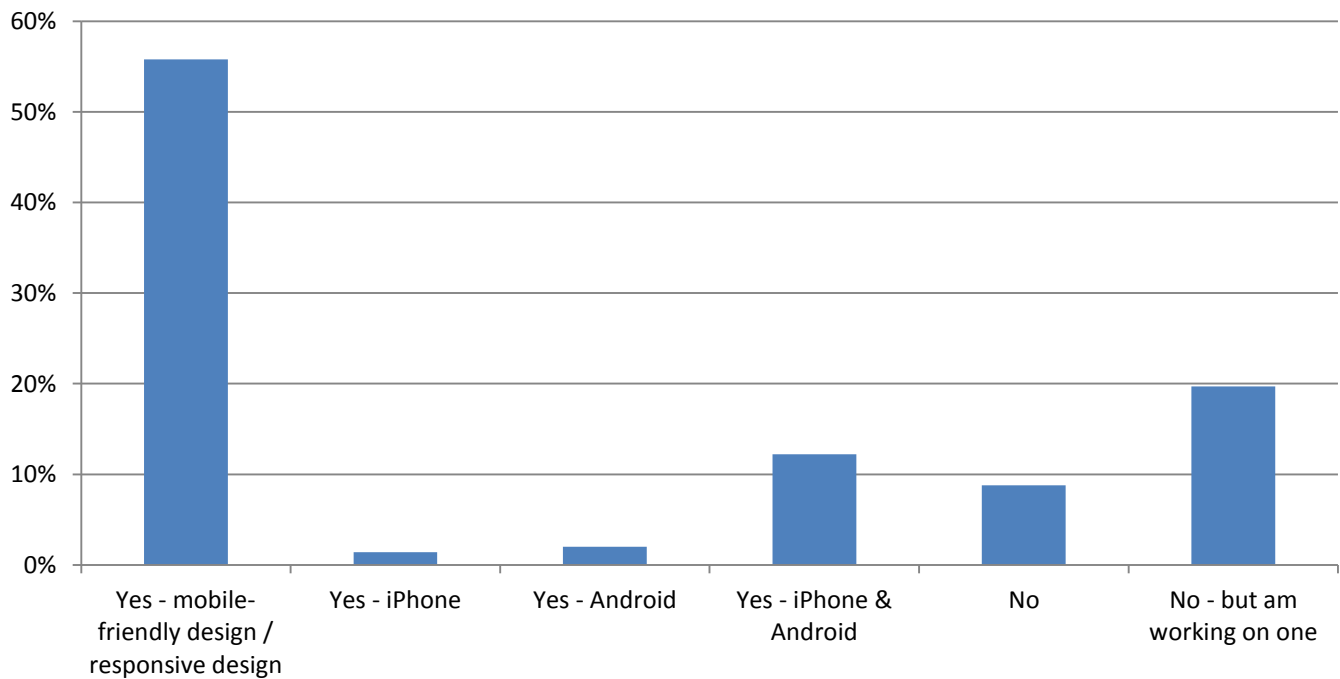
Over the next 12 months, how do you predict the following elements of your job board company to change?



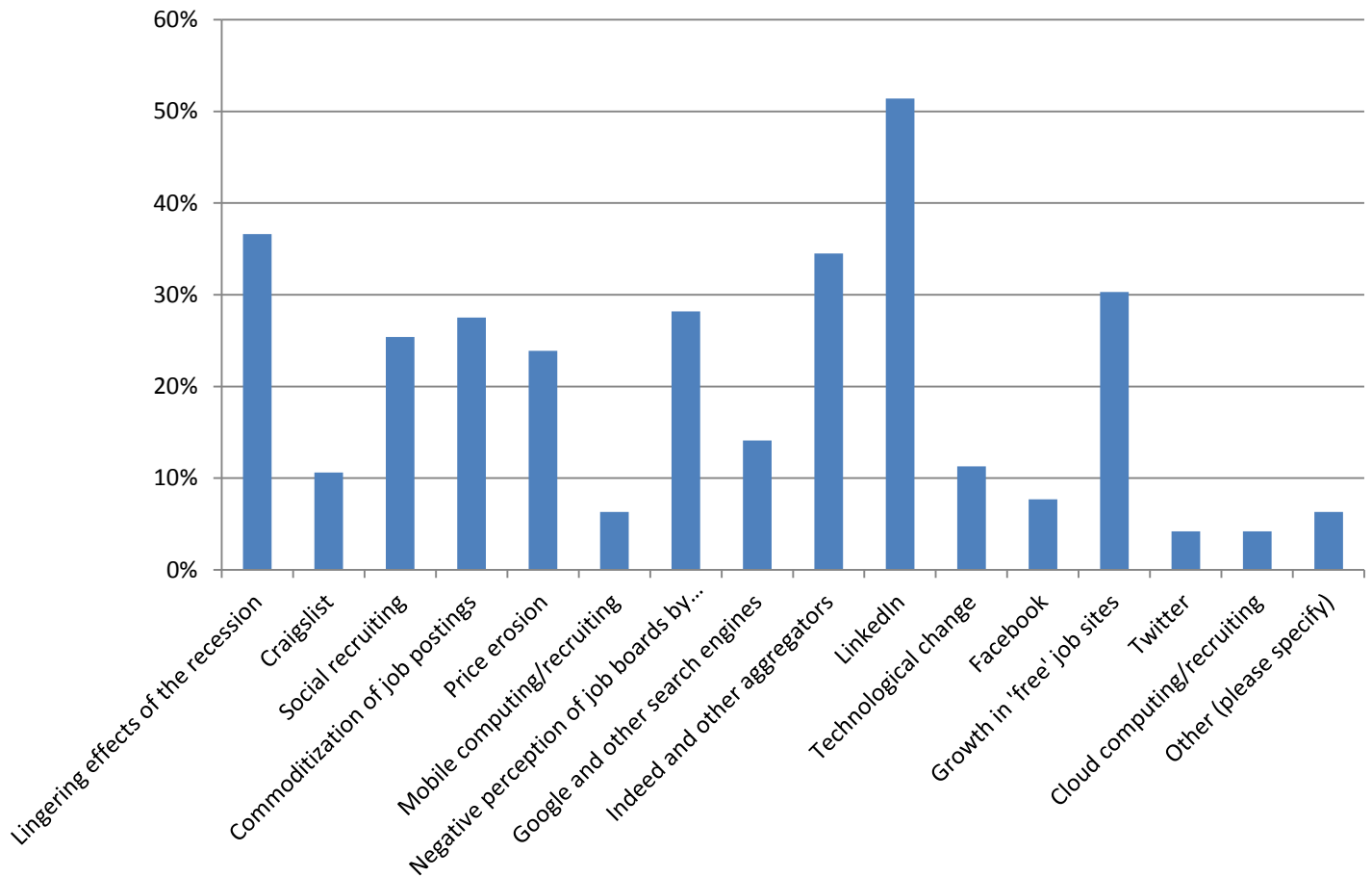
What percent of your site(s) traffic comes from mobile?



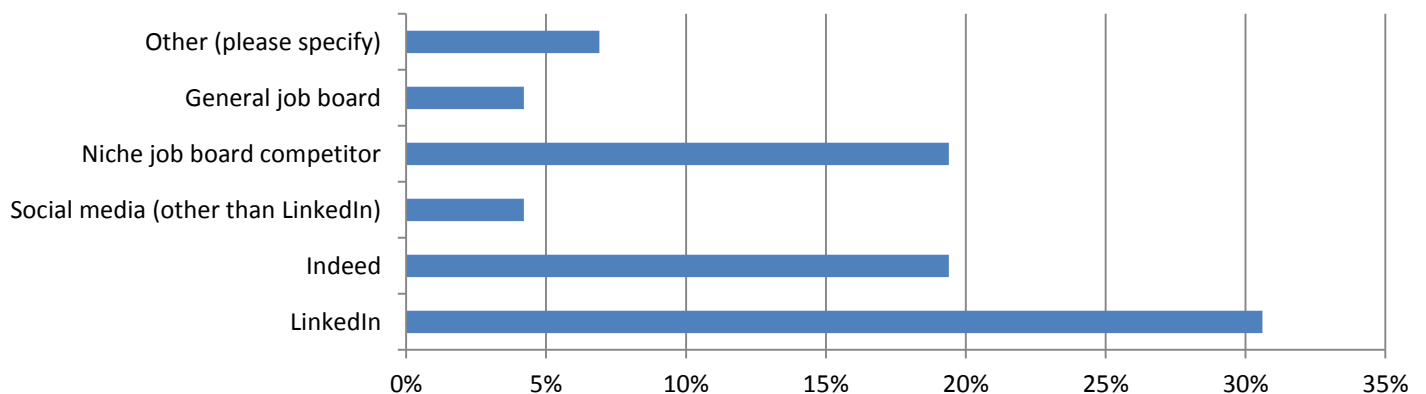
Do you have a mobile friendly version of your job board?



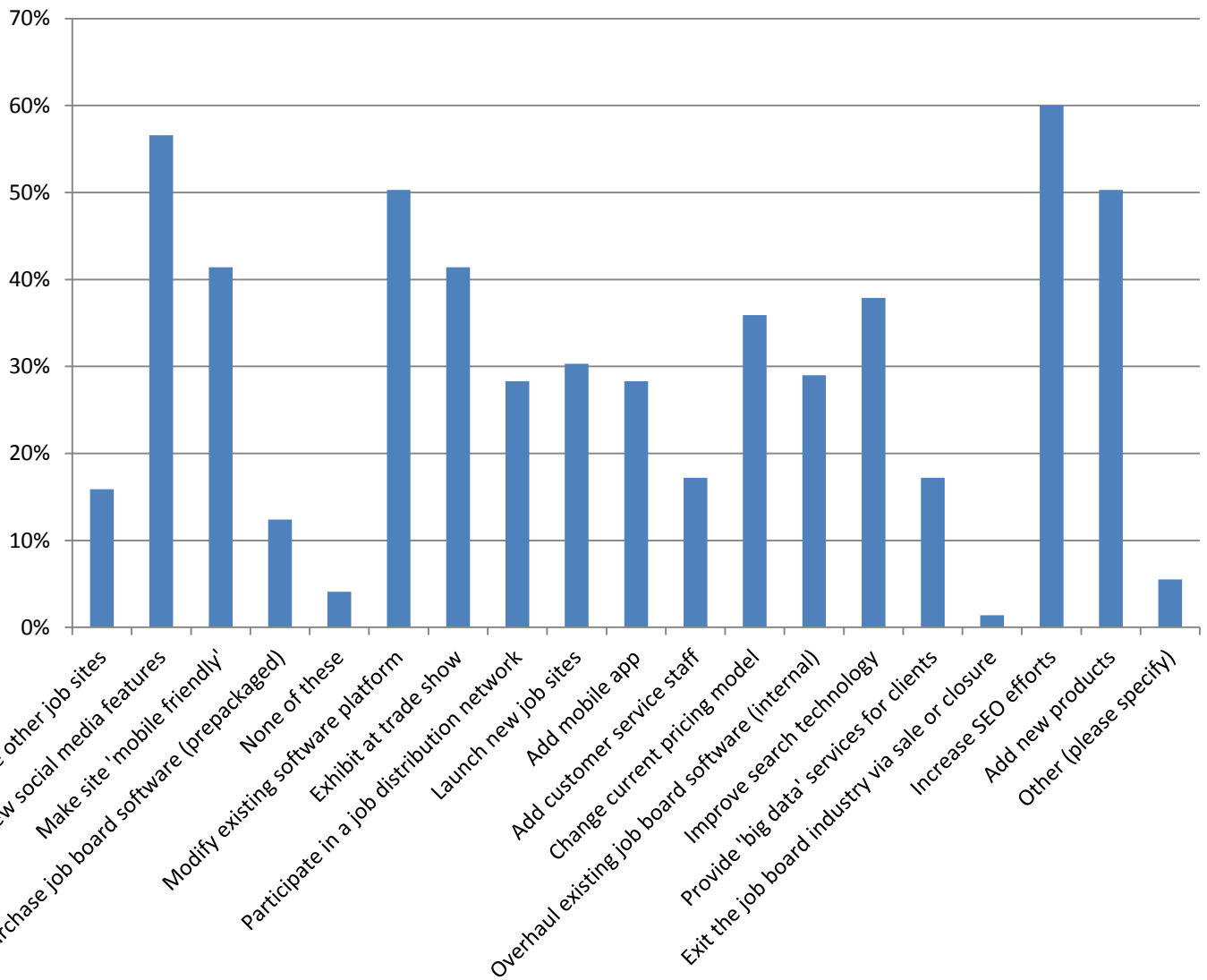
Which of the following do you see as the most significant threats to your job board company in the coming 12 to 24 months? (Check all that apply)



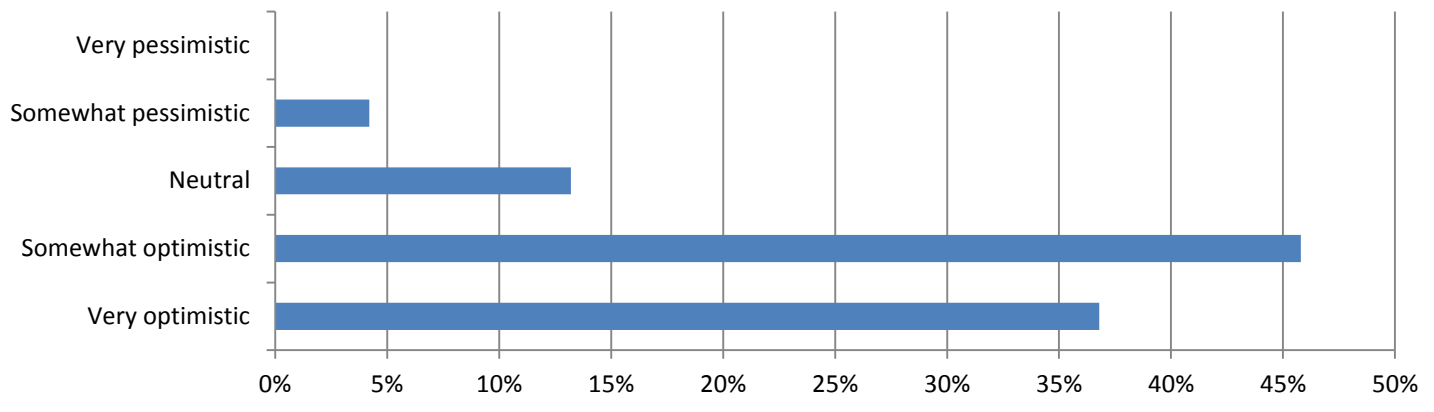
Which of the following do you see as the *single biggest* competitive threat to your business in the next 12 months?



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



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



Selected Survey Respondent Comments:

- *"We have to hurry-up in providing a new way of matching candidates with job add and change perception of candidates from Job Board to Career Hub"*
- *"Mobile is key! Social links are important"*
- *"It's a cb and linkedin world. Monster is a thing of the past. Eharmony entering the space is quite comedic as they segregate demographics, what makes them an expert in matching if they selectively match? Automation and engagement are key."*
- *"Barring any major negative event, 2014 will be our best year by far."*
- *"Market will continue to consolidate, LinkedIn less of a threat than we thought (but still a threat)"*
- *"Hopeful that we can find a way to tie our job seeker accounts to a broader effort on the part of our association to integrate member accounts on all our various services together via a Shibboleth single sign-on."*
- *"Simplify, simplify, simplify"*



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>



**International Association
of Employment Web Sites**
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The International Association of Employment Web Sites is the trade association for the global online employment services industry. We proudly represent our Members among the more than 40,000 employment sites that serve job seekers, employers and recruiters worldwide.

You can learn more about IAEWS here: <http://www.employmentwebsites.org/>