

Job Board Trends

2015 Survey Results

February 2015



Survey Structure:

The Job Board Trends Spring 2015 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 from November 2014 through January 2015.

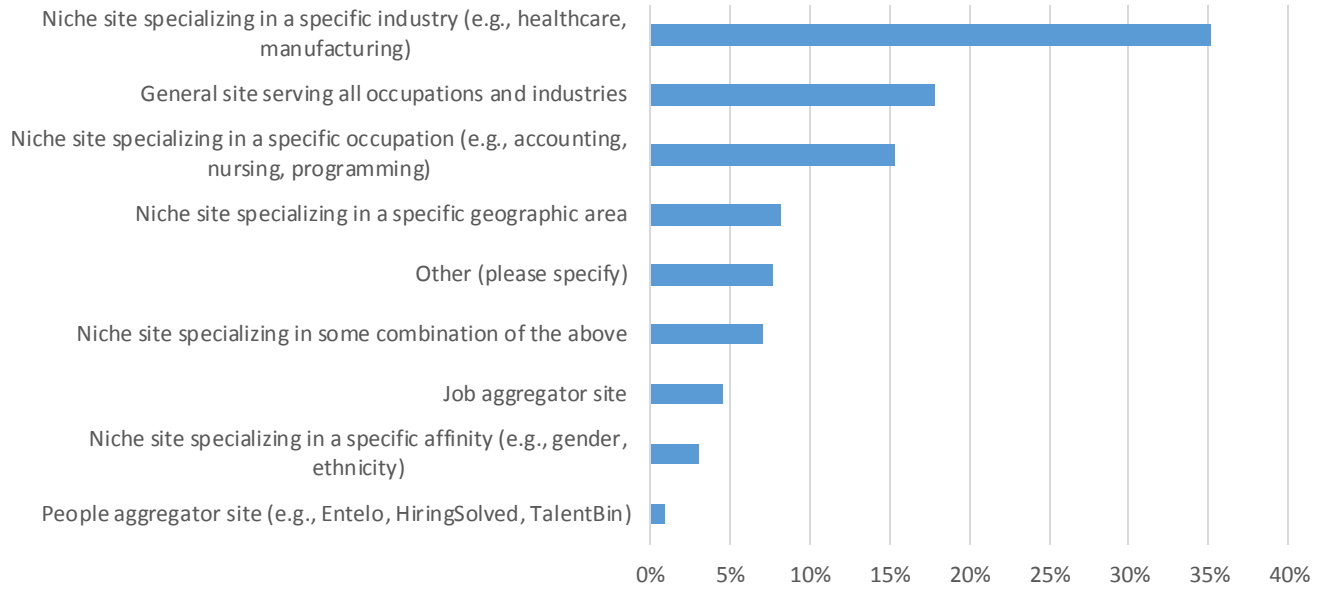
Executive Summary

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.

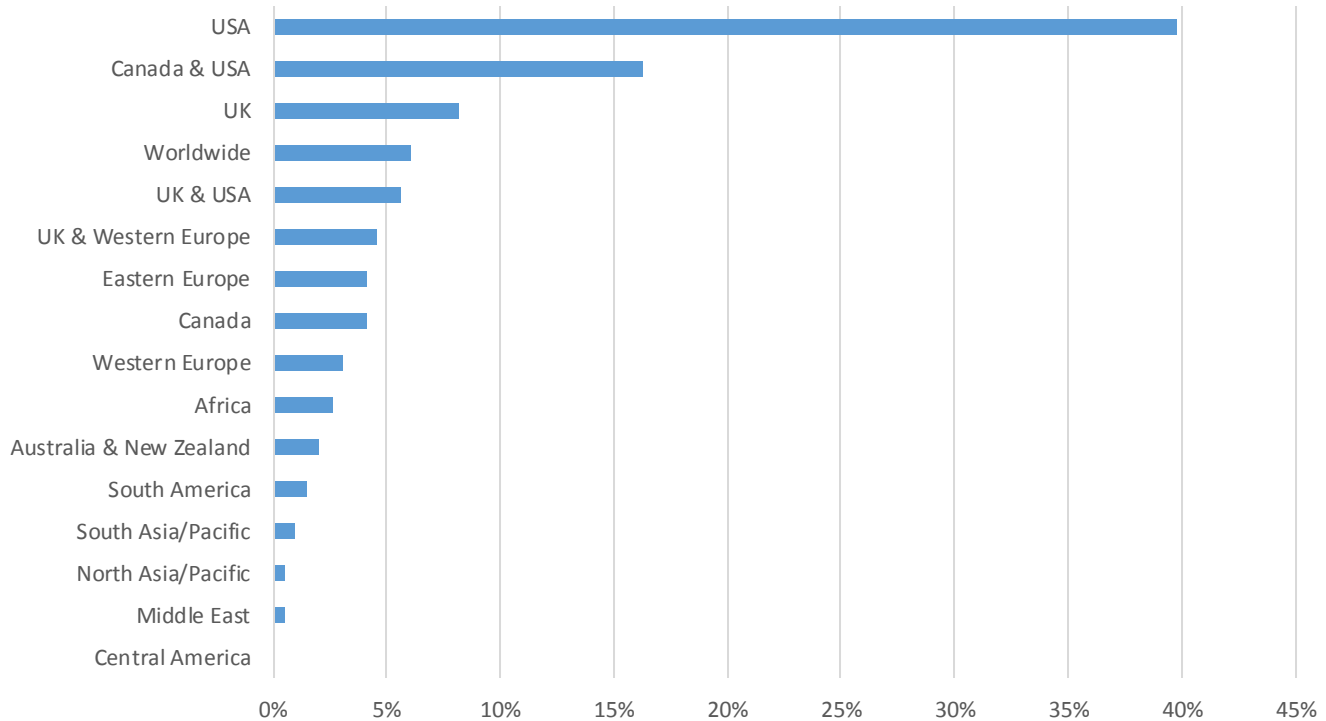
Key findings from this year's survey:

- 50% of respondents are reporting site traffic of **50,000 or more** uniques per month
- Over 50% of the jobs posted are **single job postings**
- Most niche sites see 5-20 applications per job; most general sites see 11-30 applications per jobs
- 69% of respondents are using **aggregators**
- Over 80% view the **quality of applicants** as critical for their employers
- Almost half of sites surveyed are getting 20% or more of their traffic from **mobile sources**
- **Job aggregators** and **LinkedIn** are seen as the primary threats to job boards in the coming year

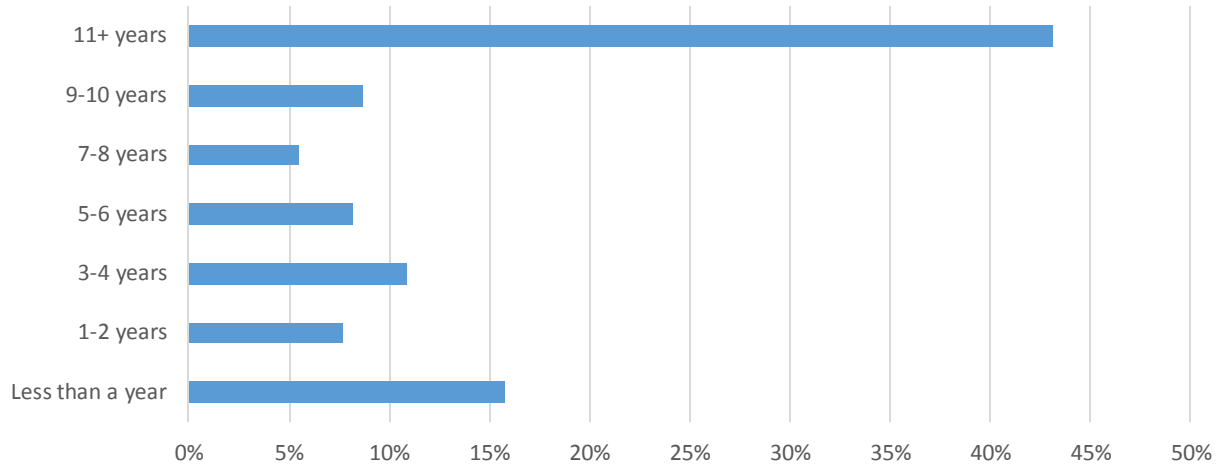
How would you characterize your sites's focus?



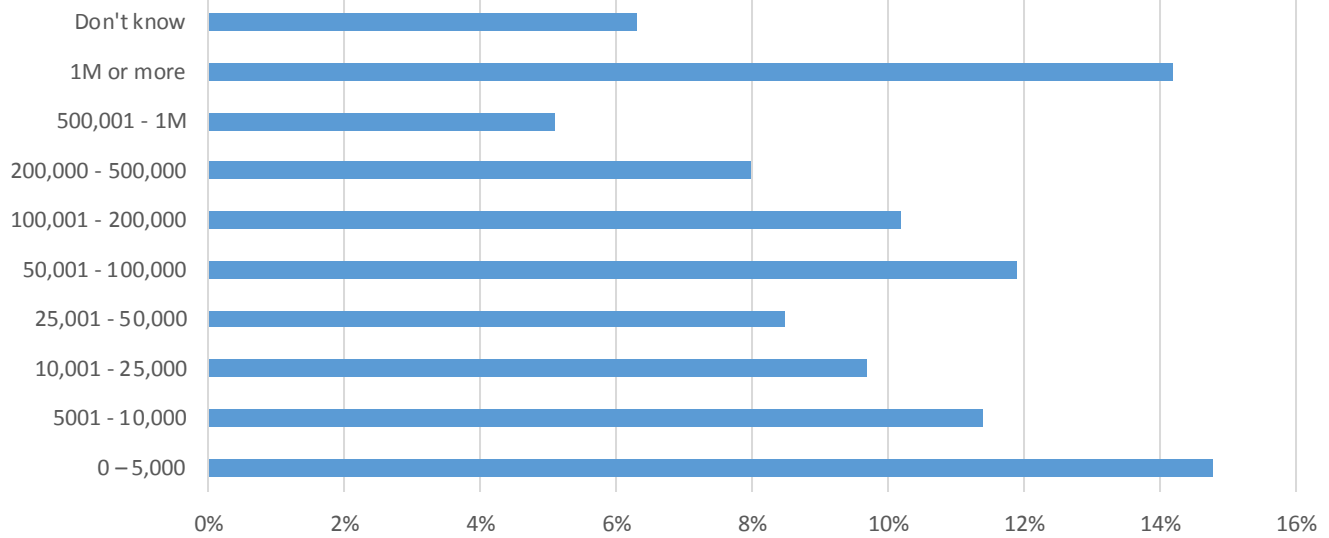
Where is your site's business primarily conducted?



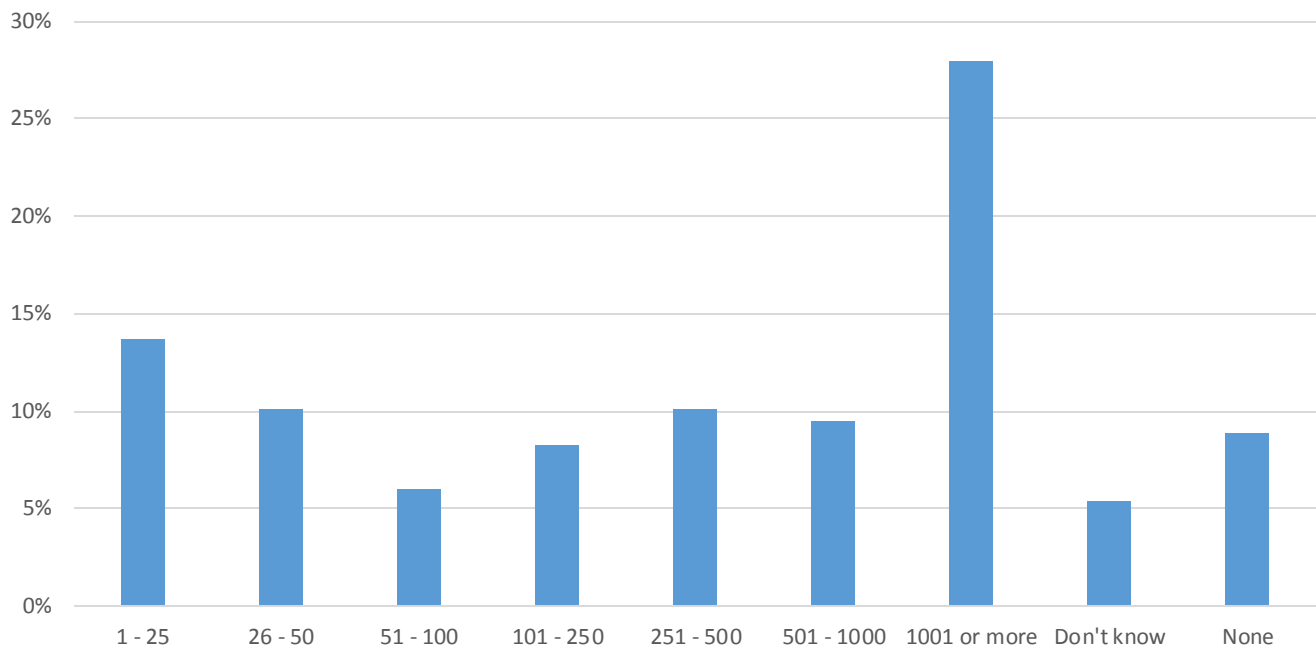
How long has your site been operating?



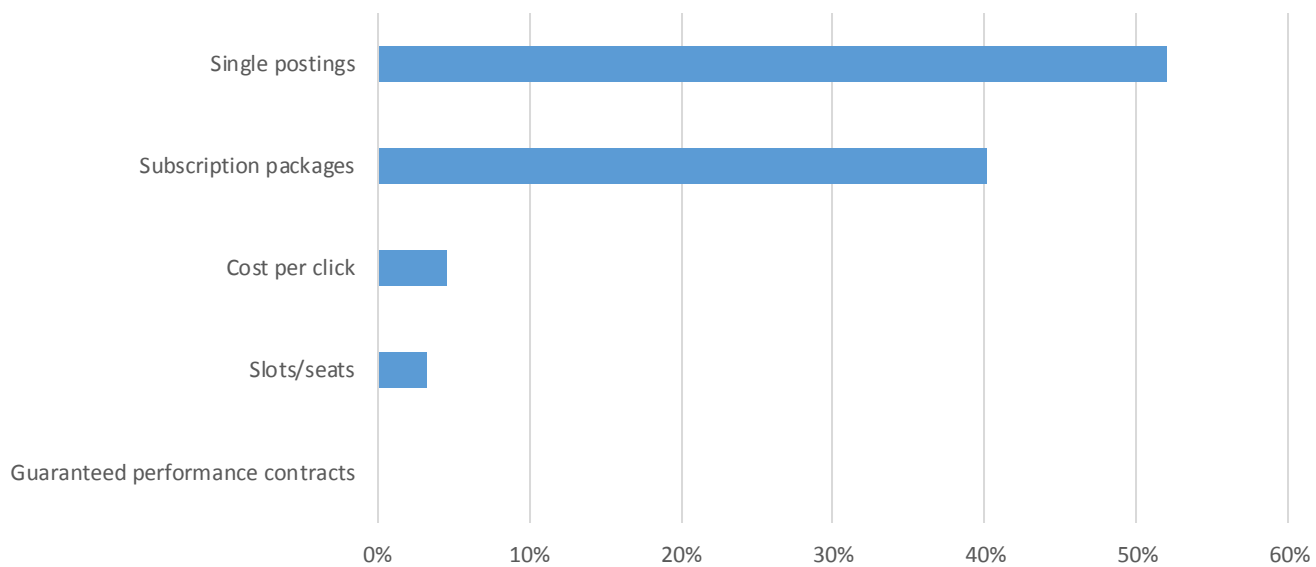
On average, how many unique visitors does your site attract per month?



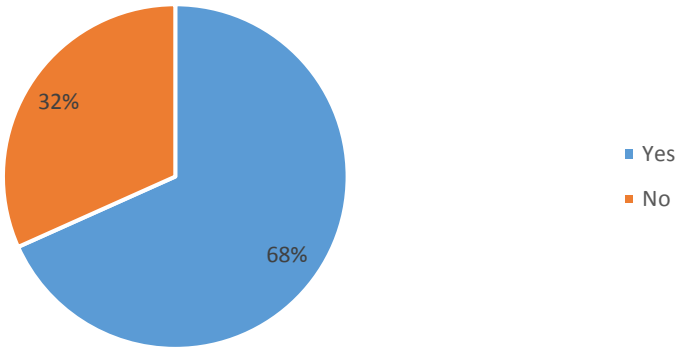
On average, how many new *paid* jobs are posted on your site each month?



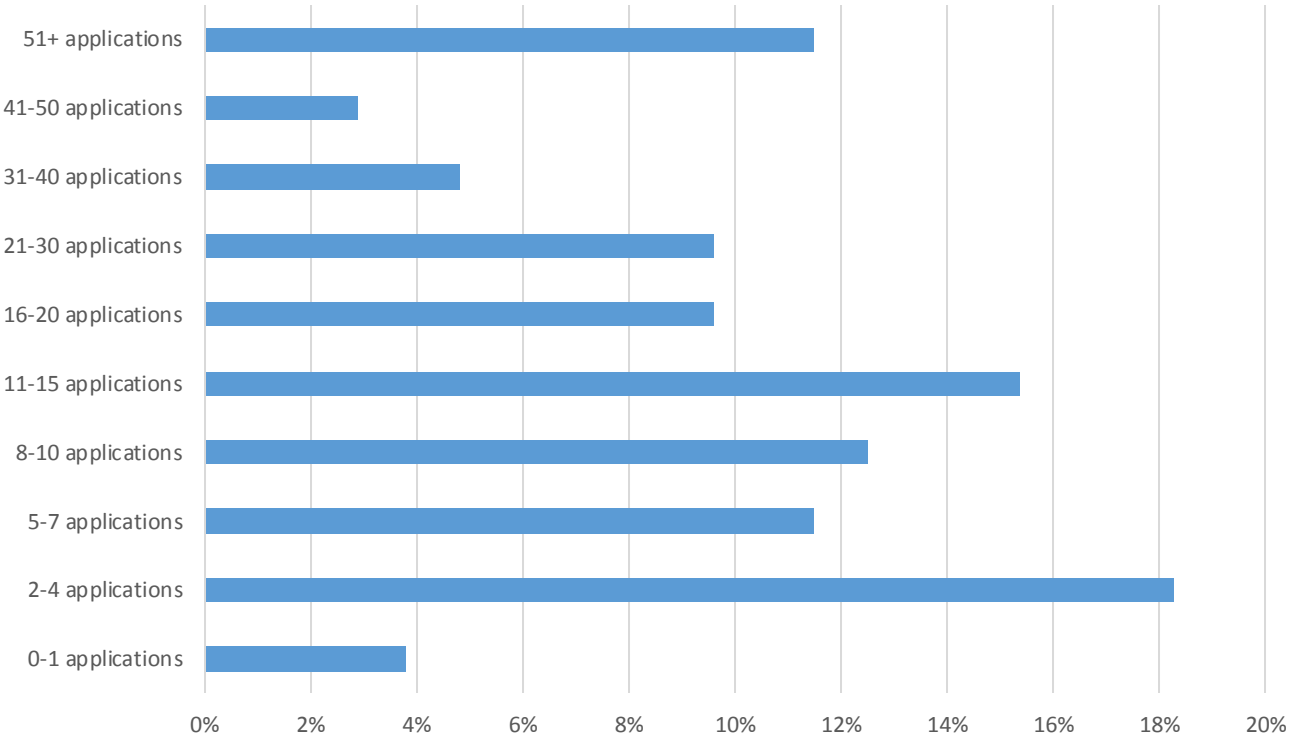
Regarding your *paid* jobs, what kind of job posting does the *majority* represent?



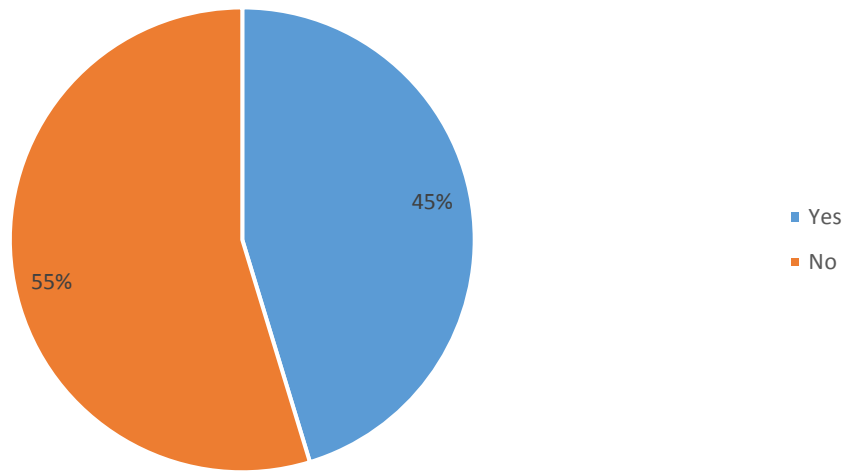
Do you track the number of applications for each posting on your site?



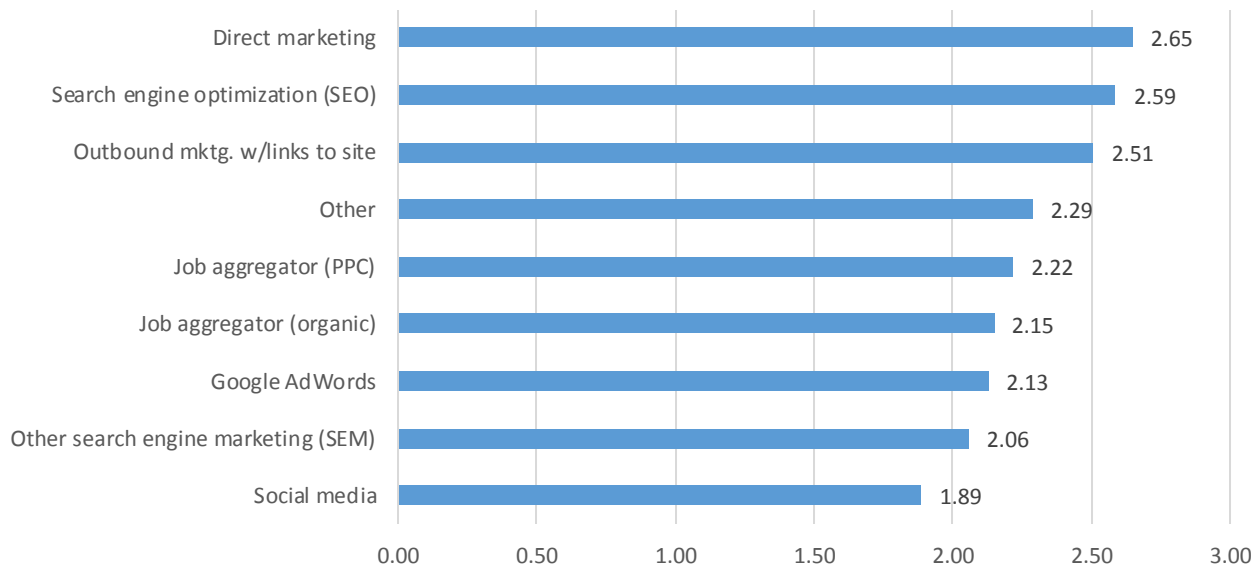
How many applications were made for each posting in 2014?



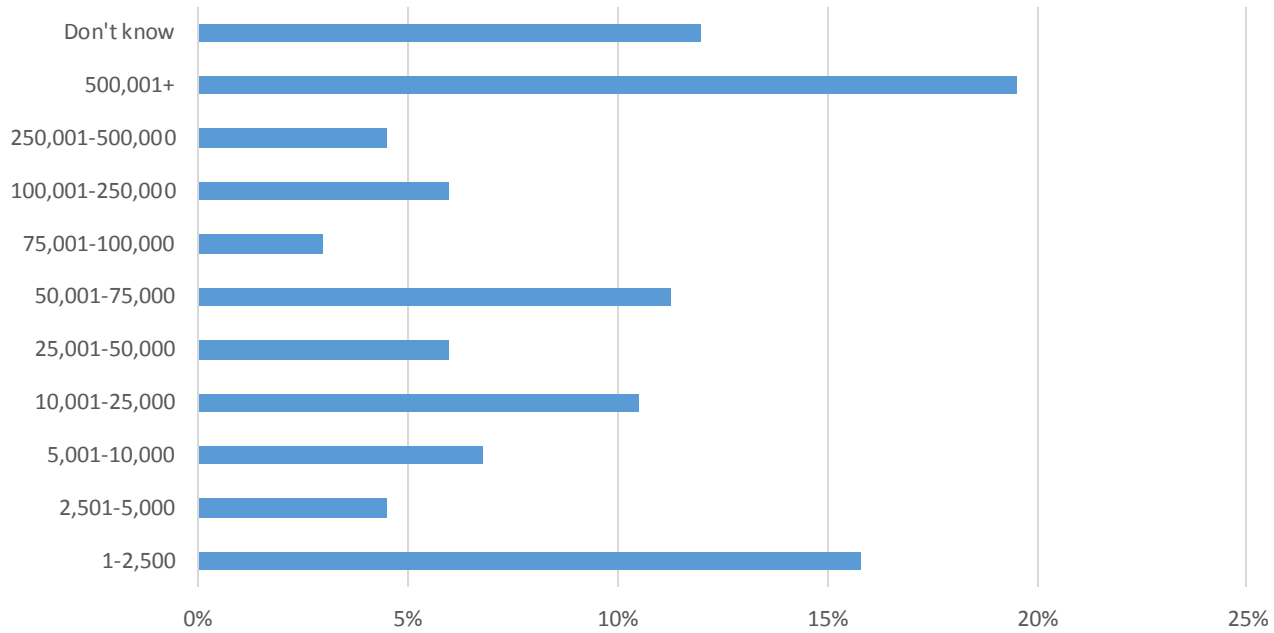
Do you track the conversion rate generated by your job postings (i.e., the number of times a job is clicked divided by the number of applications the posting generates)?



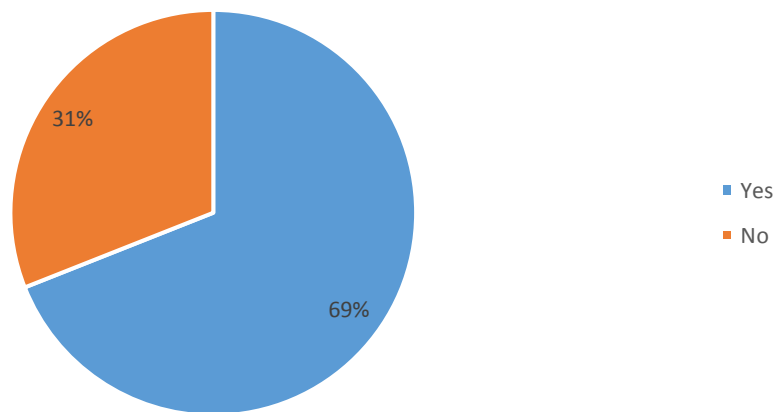
How would you rate the following sources of traffic to your site, based on the conversion of traffic into applications for your client? (higher number = better conversion)



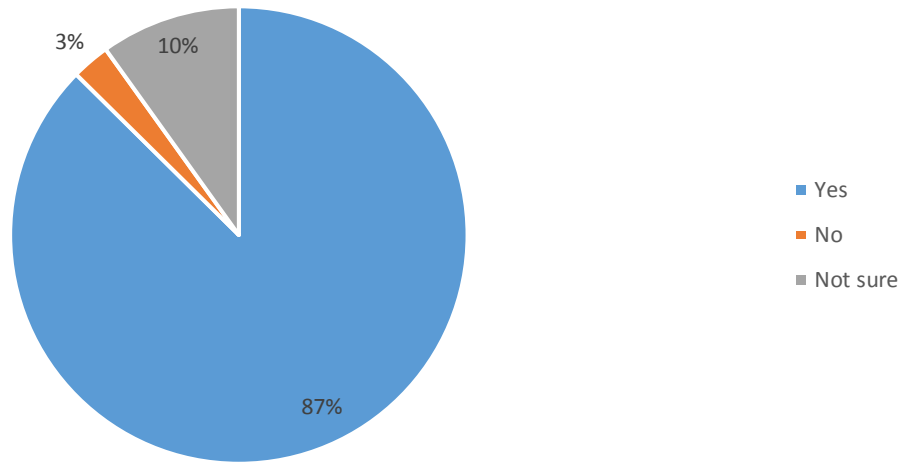
If your site offers a resume or profile database that is accessible by employers, how many resumes or profiles are currently stored in the database?



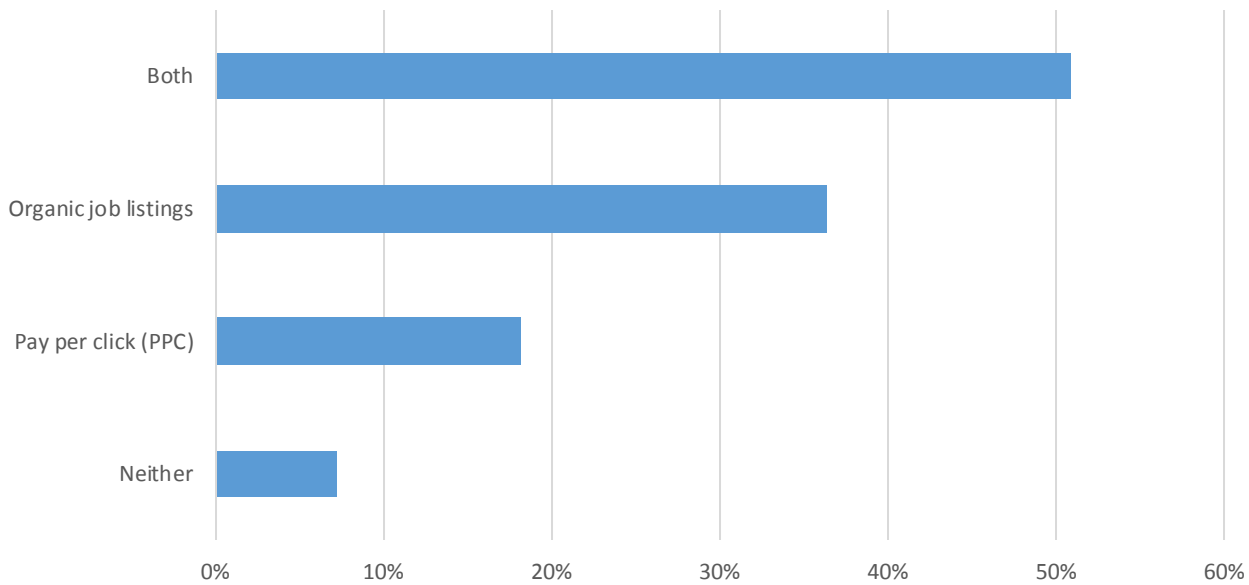
Do you currently use an aggregator (such as Indeed, Simply Hired, LinkUp, etc.) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?



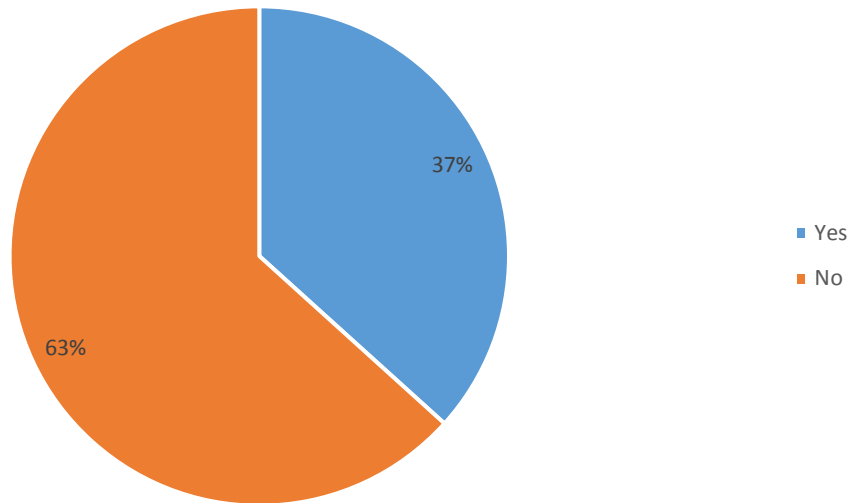
Do you plan to continue using an aggregator for the next 12 to 24 months?



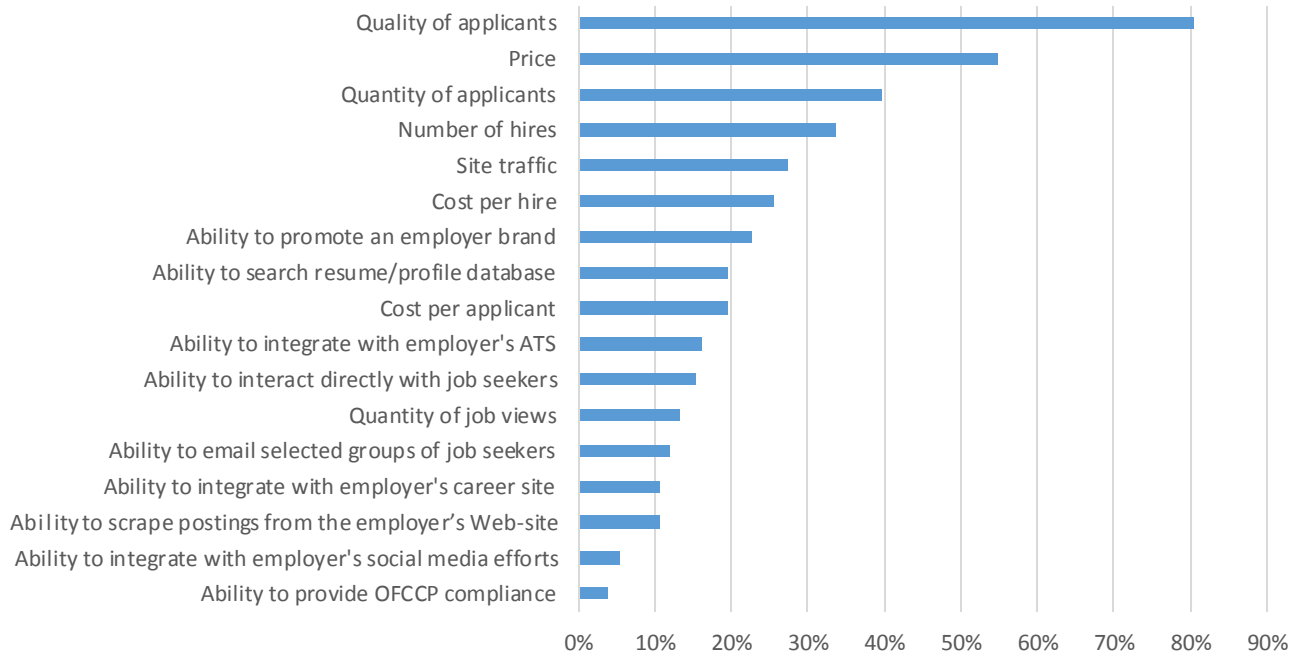
Which of the following aggregator services do you use to increase your traffic? (check all that apply)



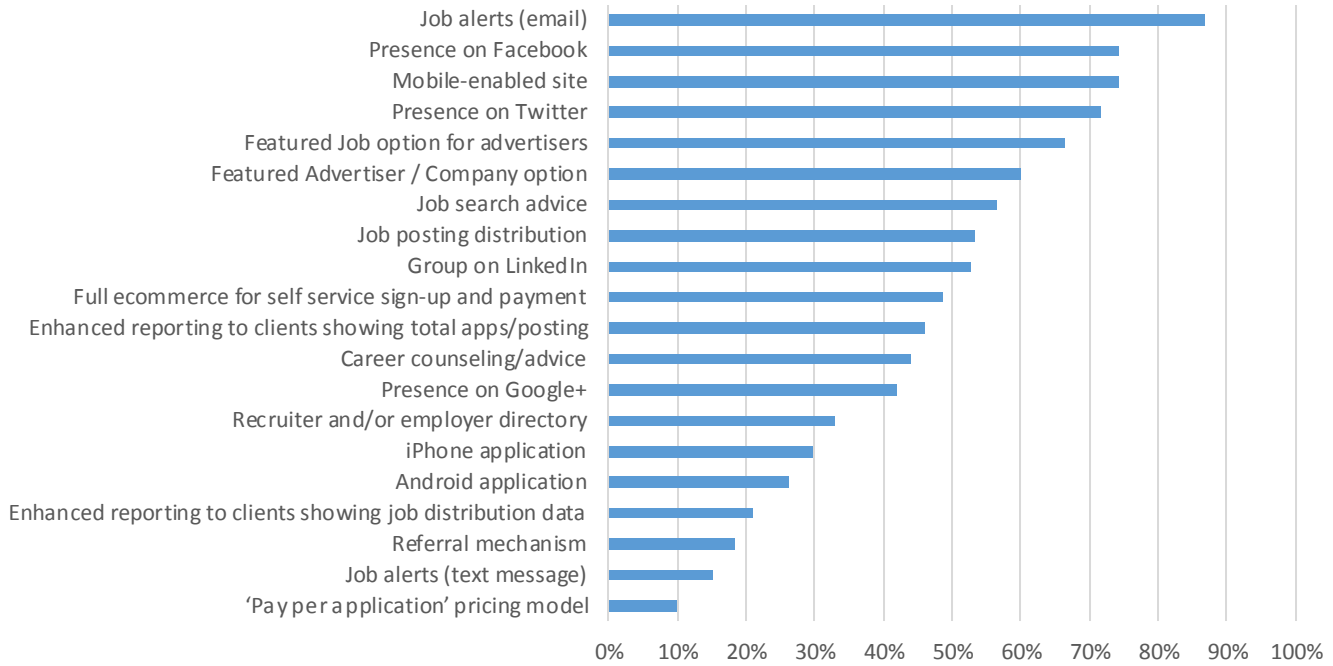
Do you plan to change the job aggregator you currently use in the next 12 months?



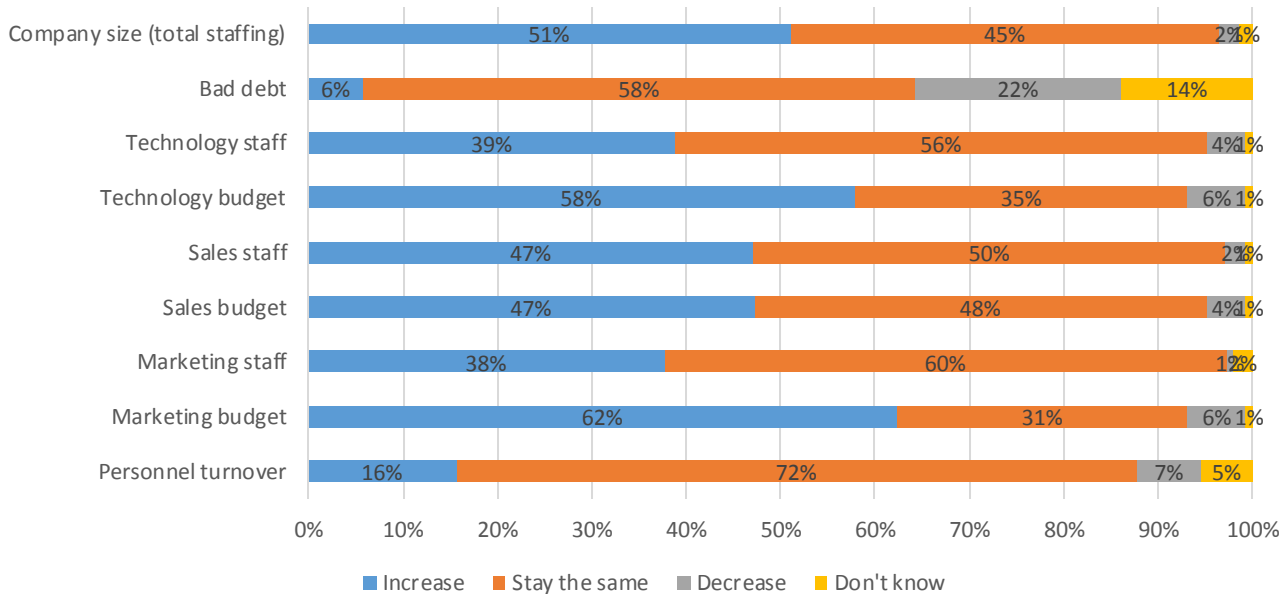
In general, which of the following criteria are most important to your clients with regard to using or renewing your job board's services? (Select the top 3)



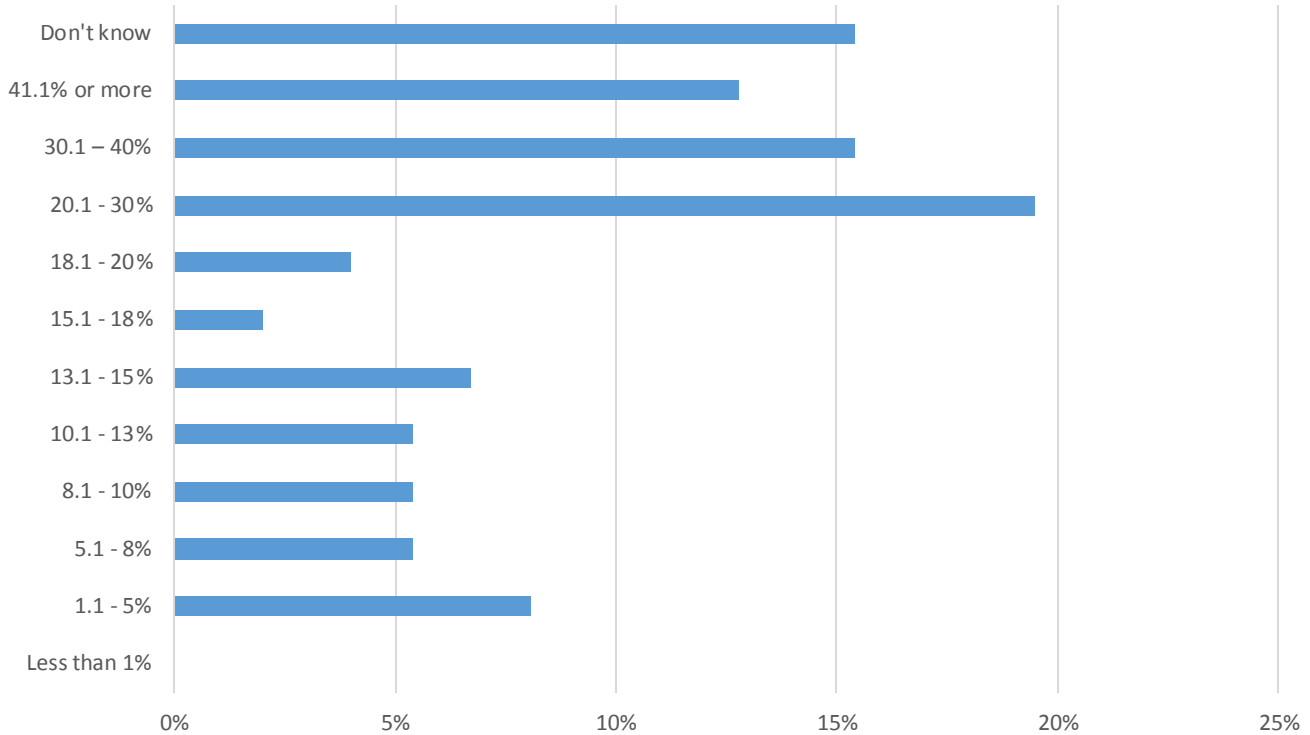
Which of the following of the services do you offer to your clients and candidates? (Check all that apply)



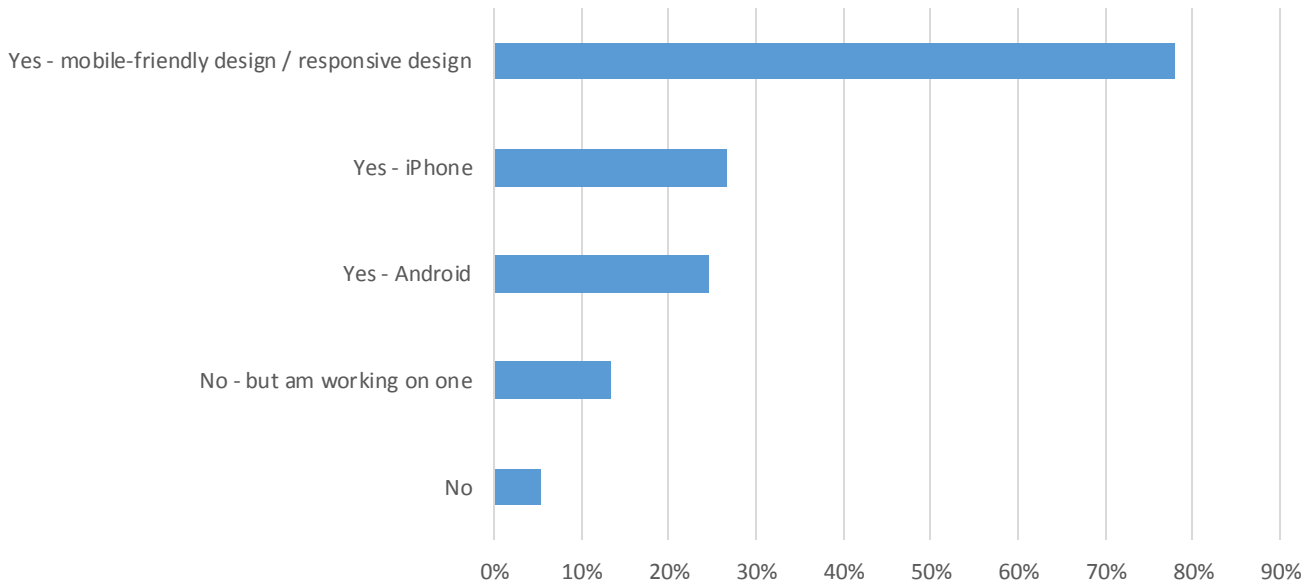
Over the next 12 months, how do you predict the following elements of your job board company to change?



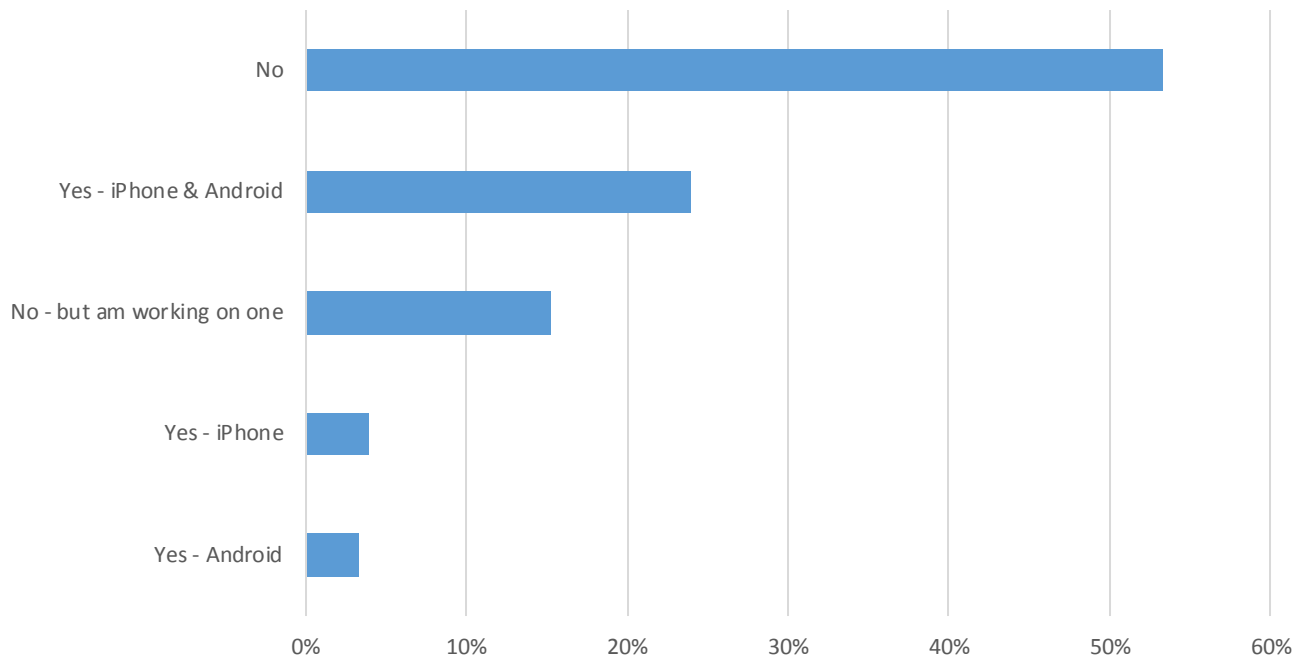
What percent of your site(s) traffic comes from mobile?



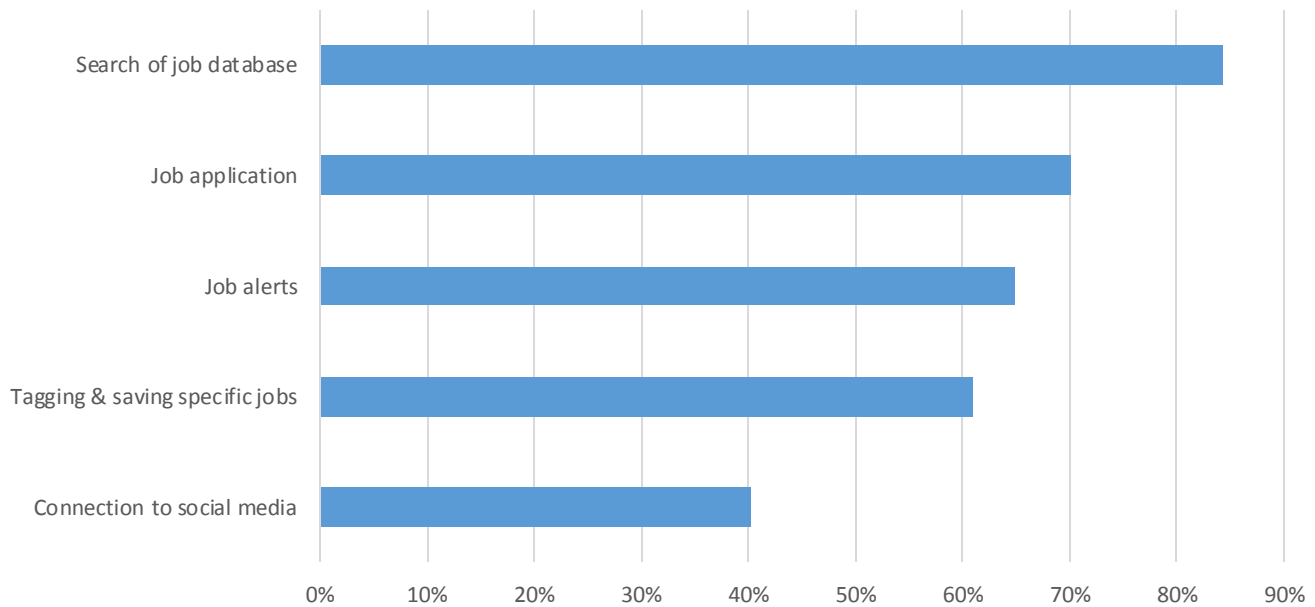
Do you have a mobile-friendly version of your site? (Check all that apply)



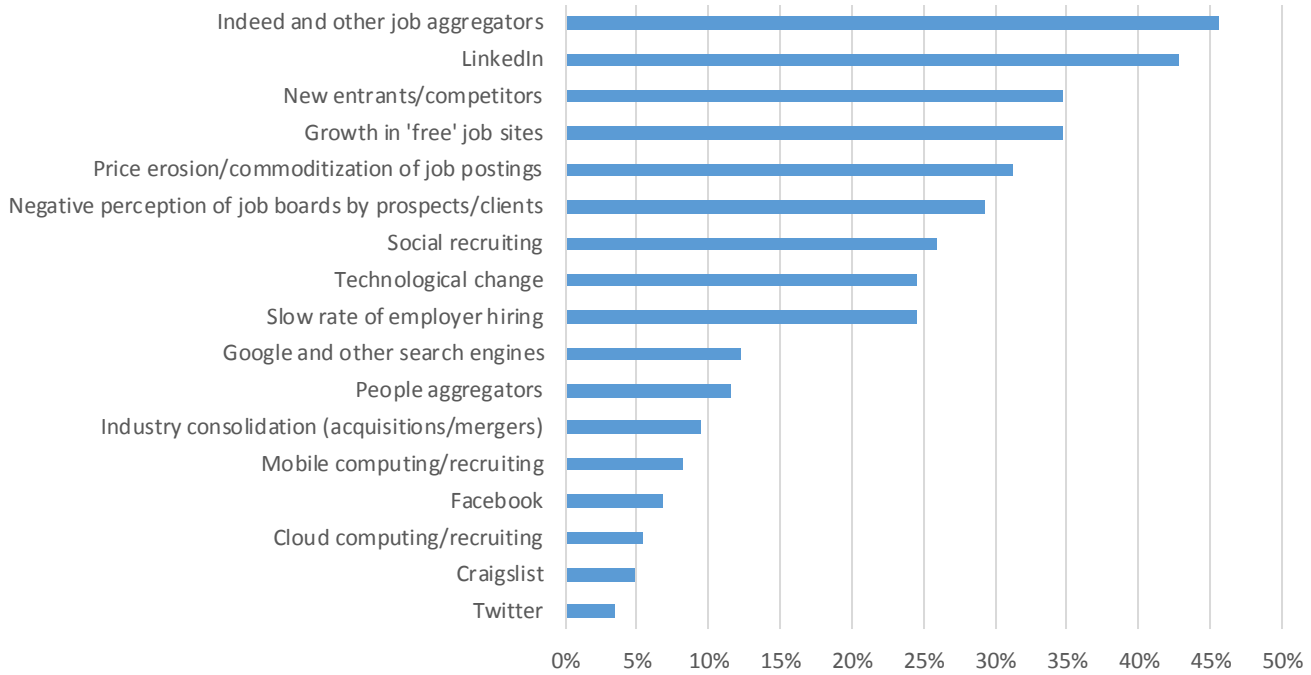
Do you have a mobile app (iPhone or Android) for your job board?



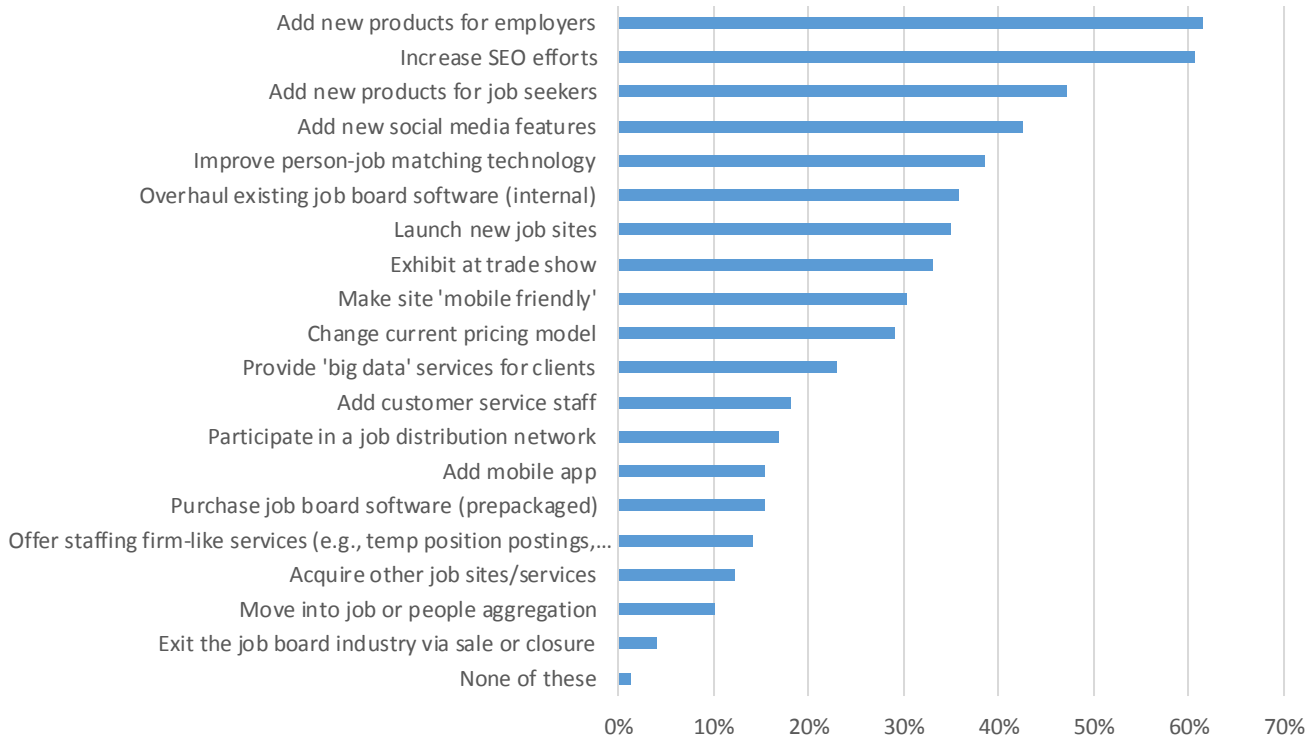
What functions can candidates and/or employers perform on mobile devices with your job board? (Check all that apply)



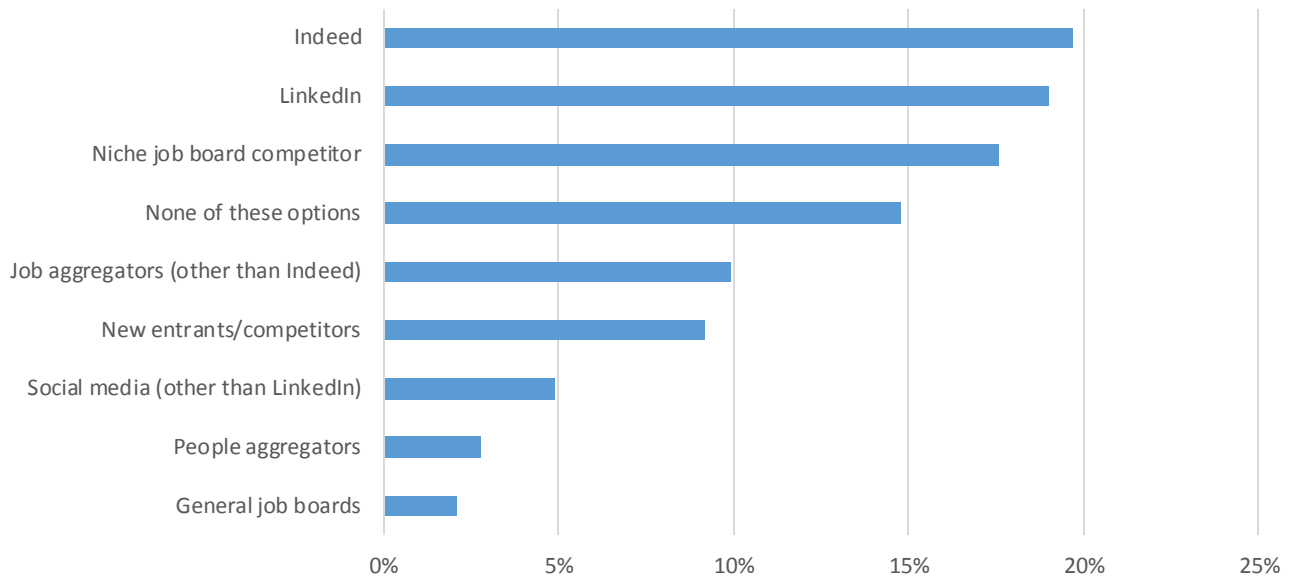
Which of the following do you see as the most significant *threats* to your organization in the next 12 to 24 months? (Check all that apply)



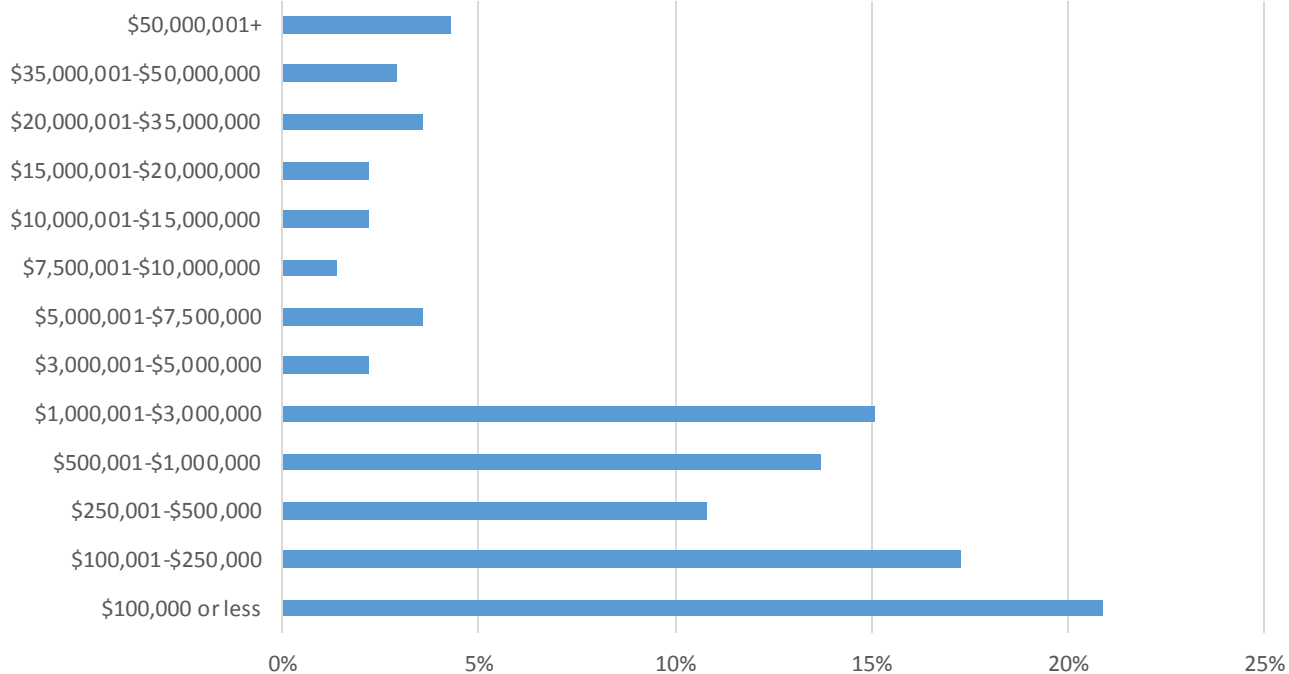
Which of the following actions are you planning in the next 12 months? (Check all that apply)



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



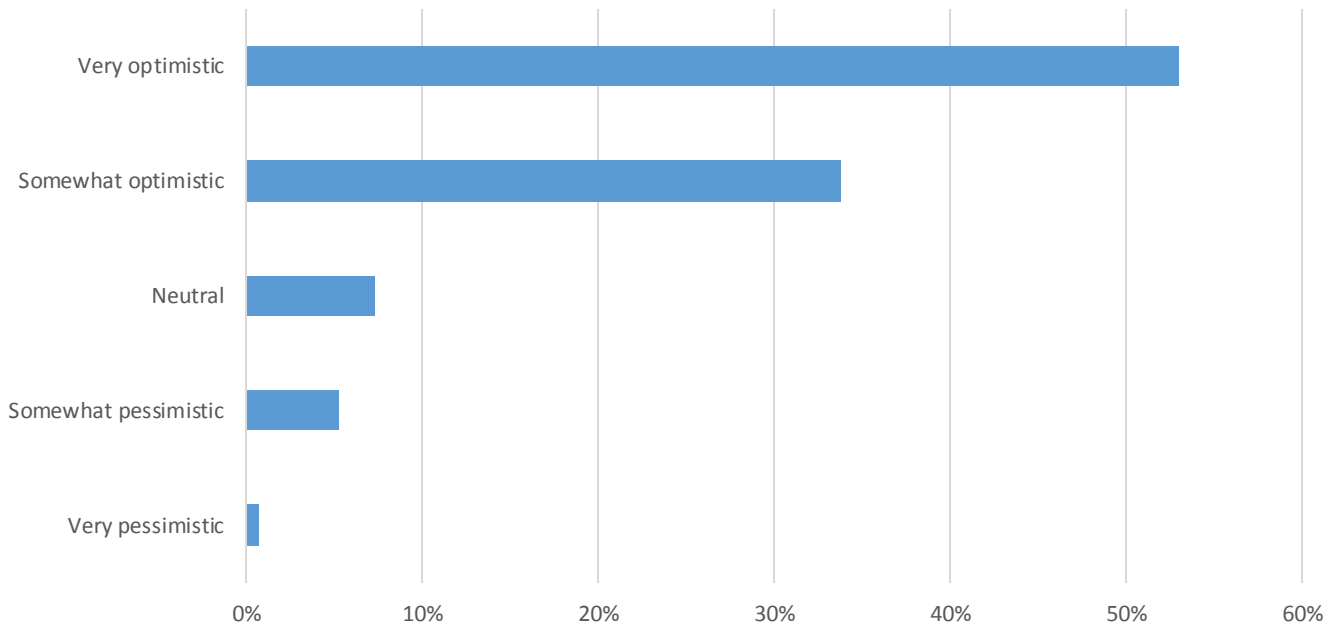
What is your best estimate of revenues for your site in the next 12 months?



Which (if any) of the following challenges or impediments will ***significantly*** affect your business during 2015? (check all that apply)



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



Selected Participant Comments:

- We are investing in several new products for employers and adding three members to our team (2 sales, 1 customer service).
- We have spent much of 2013 and 2014 launching a number of initiatives to drive engagement across our network, and 2015 is the year we will be reaping the benefits of that work.
- The hiring managers and the HR officers in my niche are NOT often using digital resources such as job boards to advertise and recruit for jobs. Increasingly, candidates are using digital. The challenge is to guide, coach, or lead the hiring managers to use digital methods and to demonstrate how well qualified candidates can be delivered.
- CareerBuilder is a safe most sustainable player out there, hands down. Company is going through its evolution to a SaaS company and experiencing growing pains, losing good loyal people to gaps in process, Marketshare due to new players (most is noise) but is transitioning itself in the right direction for the long-term with the acquisition of EMSI and Broadbean. Like with the housing industry, there are too many job boards and ATS's and several need to be dissolved as they provide limited value to the employer or candidate. Best sources trending are Broadbean, Glassdoor, LinkedIn, zip recruiter, with CareerBuilder still holding a place however Monster continues to be an epic fail at every move. Niche sites are still relevant for sure but there are too many unknowns that offer no real value.
- Growing at 20%/year and that makes me happy
- The financial events of 2008 hit us hard. We started to come back in late 2011. 2012 was OK. 2013 was solid. 2014 is significantly better - the best ever. It feels like momentum.
- Regional unemployment very low. Historically, we benefit from that. As long as we continue to distribute our jobs and build SEO, we should have a great year.
- I've hit a wall growing within my niche and haven't been able to break out of it just yet.
- I'm planning to implement a new pricing model that allows for higher ad rates based on the number of times an ad is listed in my email newsletter. This could provide a boost to my revenue.
- I got nailed by a Google penalty for which I have yet to recover.
- Just re-launched our site. Built it from ground-up with our own technology. Will allow us to better integrate with third parties and add new features and functionality better designed for the needs of our job seeker and employer audiences.
- As we have first mover advantage for both the Sales and IT candidate pool (est 2002) with an excellent cv database and established client base, it would be very hard for a new start up. Also stepstone has bought the 2 main generalist job boards in Ireland and are increasing pricing in jan by 250% which is great news for us.!!
- Seeing new efforts by longstanding competitors. But, we have a good game plan to respond and so far business hasn't been negatively impacted at all.
- I think that Job Board owners, like any business owners, need to be in a constant state of evolution. The requirements set by Employers and Job Seekers are highly dynamic, and we need to ensure that we are not only responding to those changing needs, but predicting them as well.
- People aggregation, job aggregation, aggregation in general is not going away. It is expected by both our clients and our users, so it is something that most Job Boards should be looking to incorporate in some fashion in the very near future. Data and analytics are also becoming extremely important - employers (and even job seekers) don't want to do the work, they want the software to tell them everything they need to know to make effective decisions.
- We'll have a record breaking year next year. This year, so far, is a record breaking year in terms of sales.
- Mobile is going to be a major factor from a marketing, communication, and SEO standpoint. Any lingering "mobile apply" issues will disappear since every major job board/aggregator offers mobile apply, and every major ATS will soon offer it.



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>



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