

The State of the Job Board Industry Spring 2012

March 2012



**Job Board
Doctor**

Survey Structure:

The Job Board Industry Spring 2012 survey of job boards was conducted to better understand the current state of the job board industry. Particular focus was placed on utilization of matching and assessment technologies, mobile access, and growth trends in the industry.

There were a total of 194 responses. The online survey was conducted during February and March, 2012.

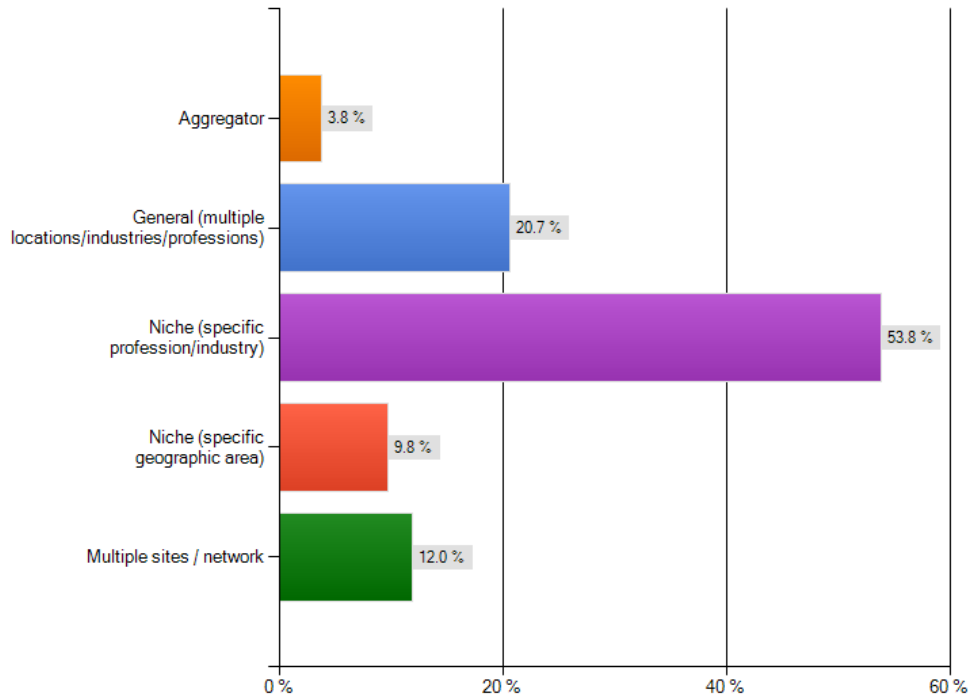
Executive Summary

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 194 owners, operators, and employees of job boards around the globe.

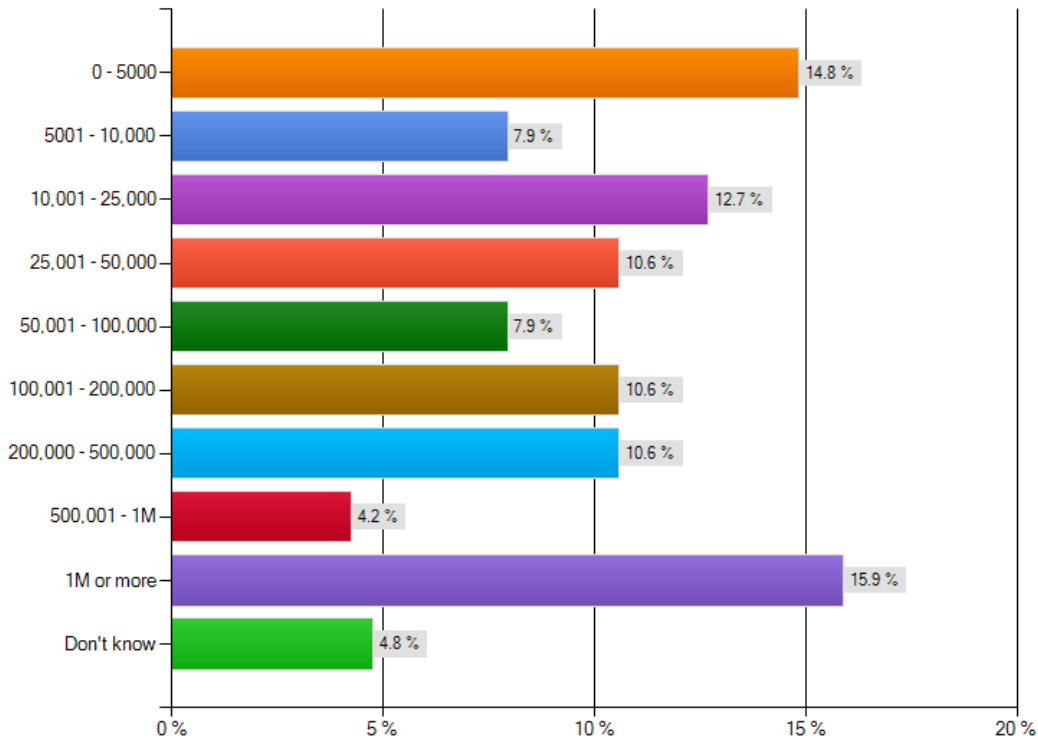
Key findings from this year's survey:

- 75% of respondents believe that the **quality of job applicants** is most important to their client with regard to starting or renewing service
- 45% have a **mobile-friendly version** of their site (up from 33% in fall 2011)
- 48% view LinkedIn as the most significant threat to their business during the coming year
- 55% plan to add new social media features to their site in the coming year
- 83% are either very or somewhat optimistic about the opportunities for their job board in the next 12 months

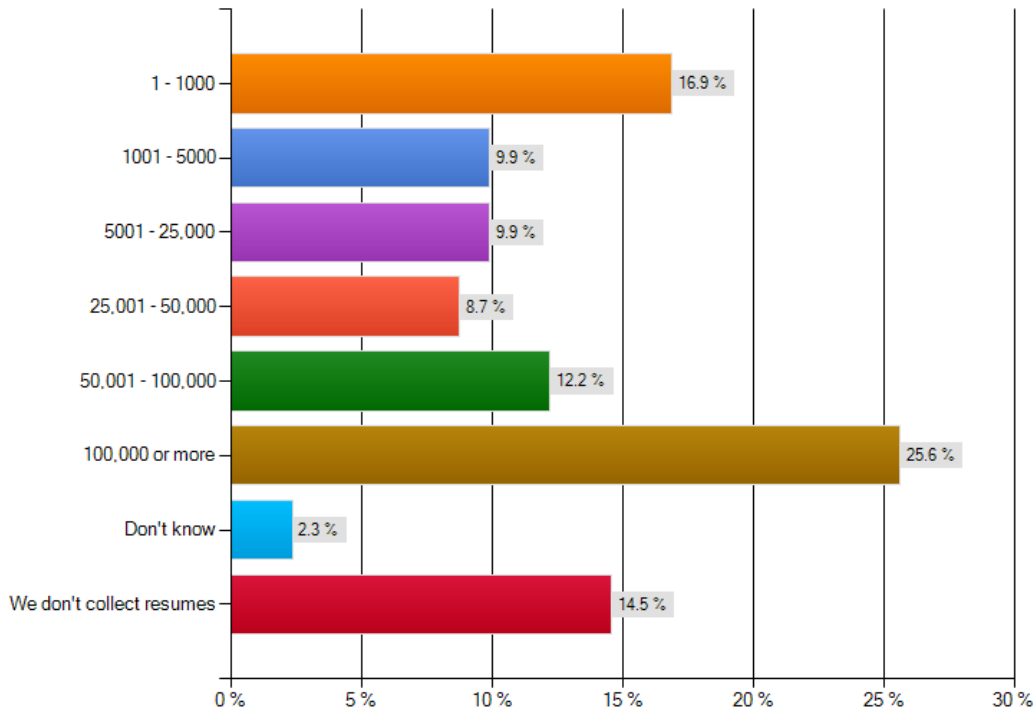
How would you characterize your job board's focus?



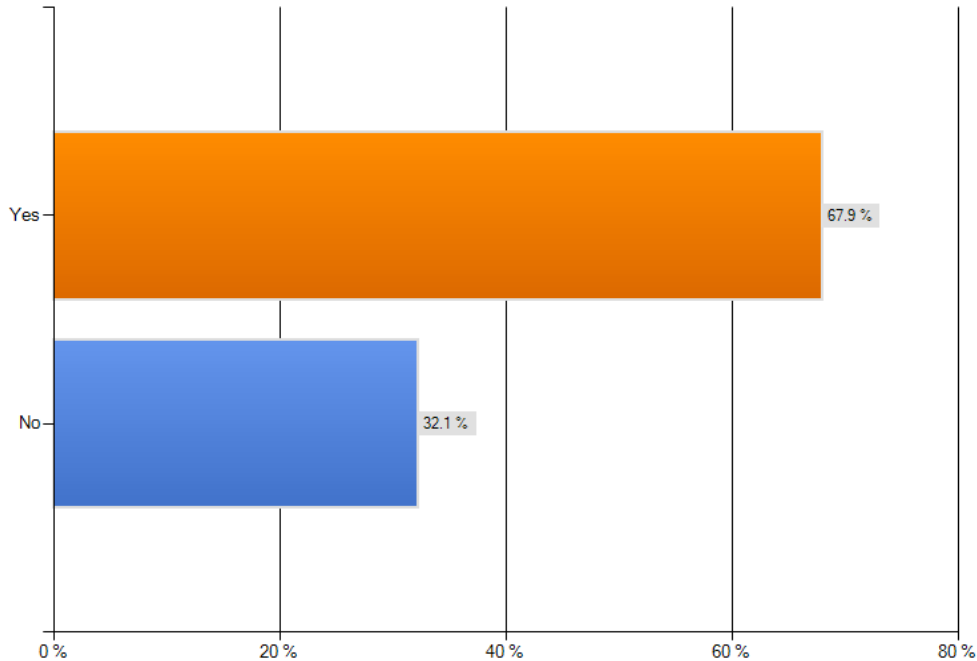
On average, how many unique visitors does your site have per month?



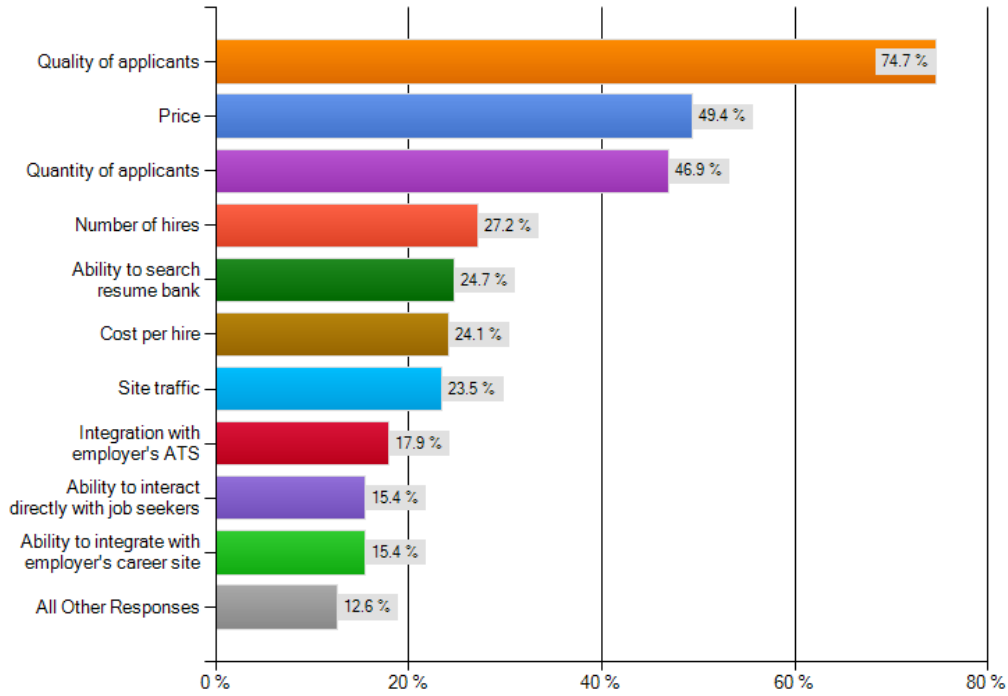
Approximately how many current or active resumes do you have in your resume database?



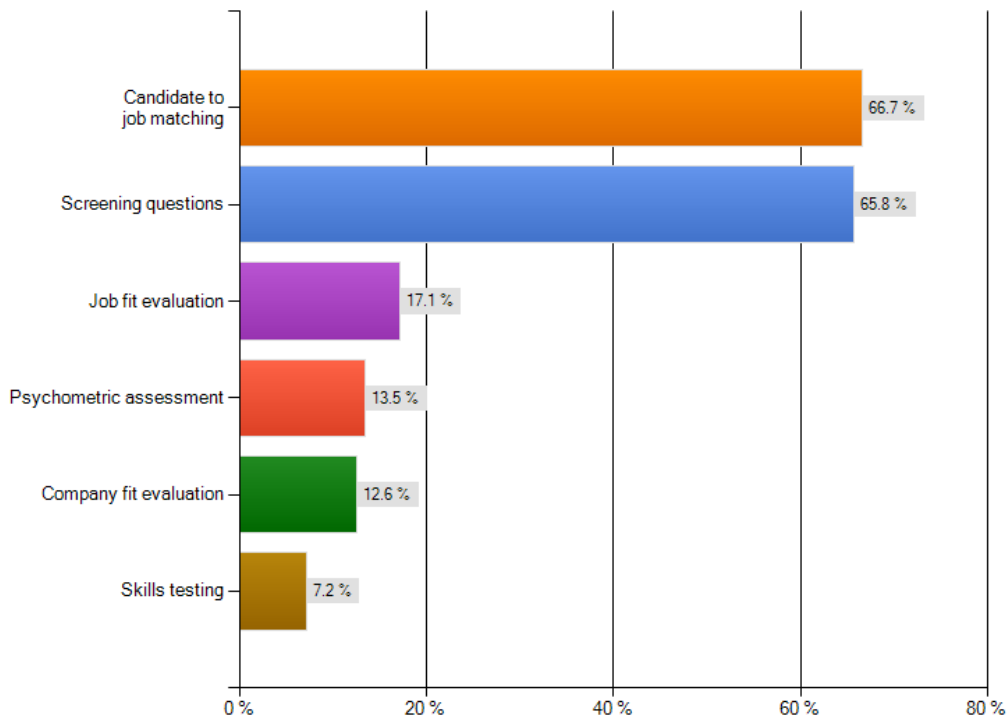
Do you use currently an aggregator (such as Indeed, Simply Hired, LinkUp, etc.) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?



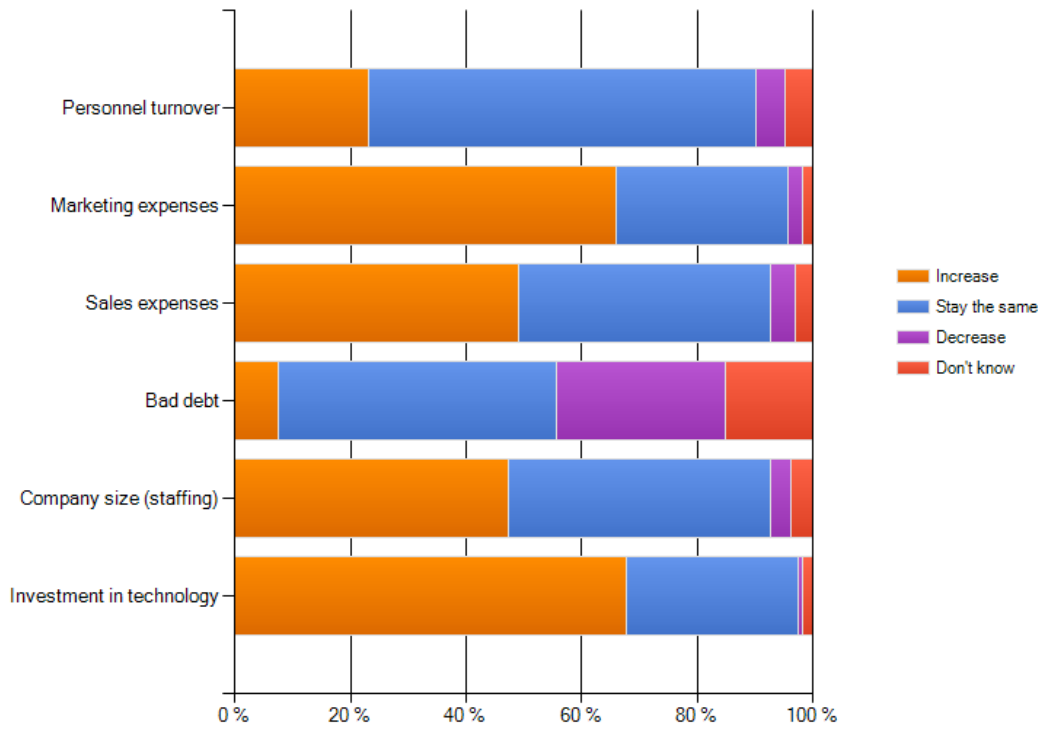
In general, which of the following criteria are most important to your clients with regard to using or renewing your job board's services? (Select the top 3)



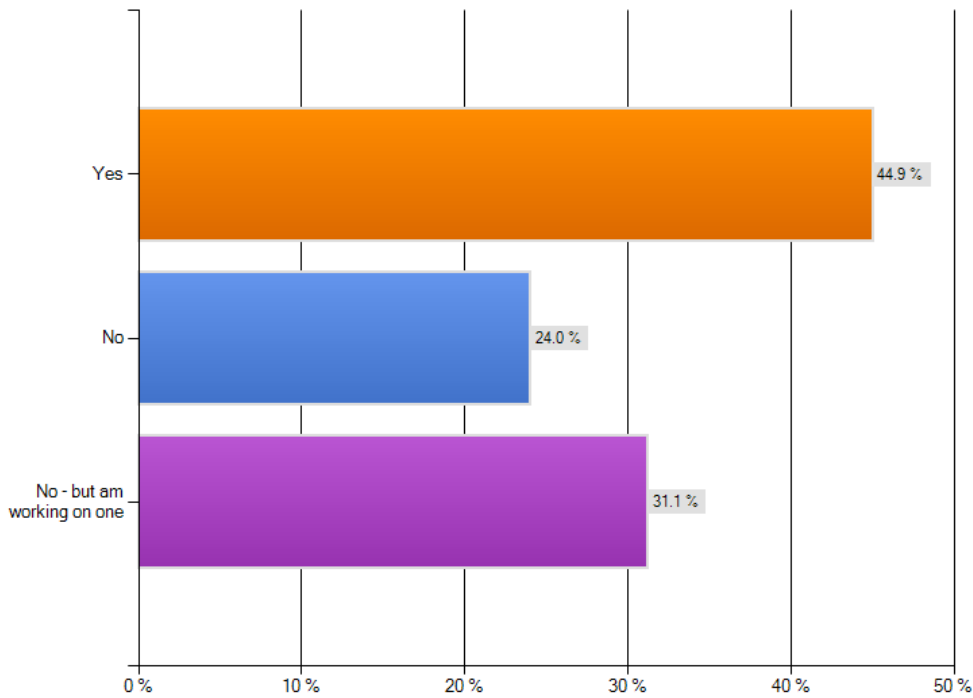
Which of the following of the services do you offer? (Check all that apply)



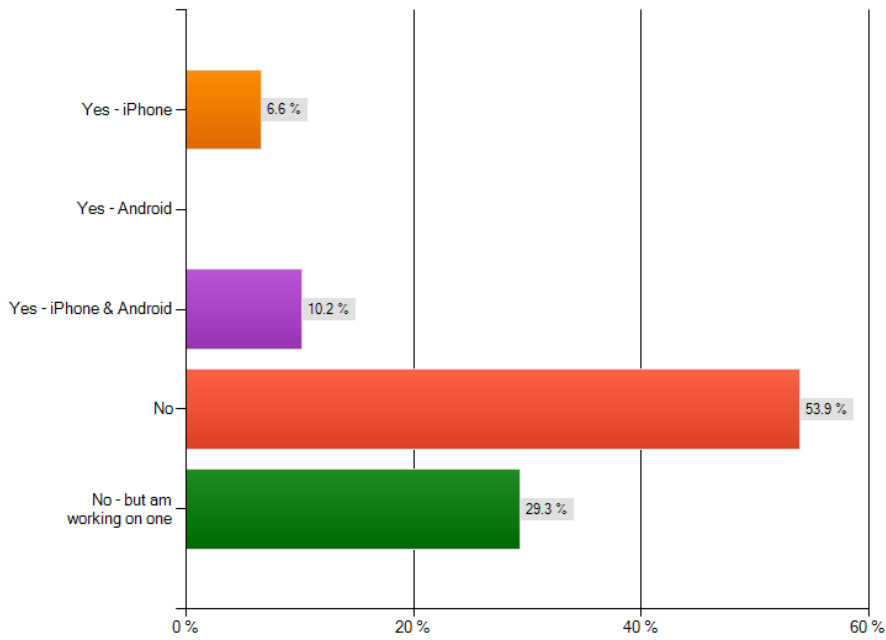
Over the next 12 months, how do you predict the following elements of your job board company to change?



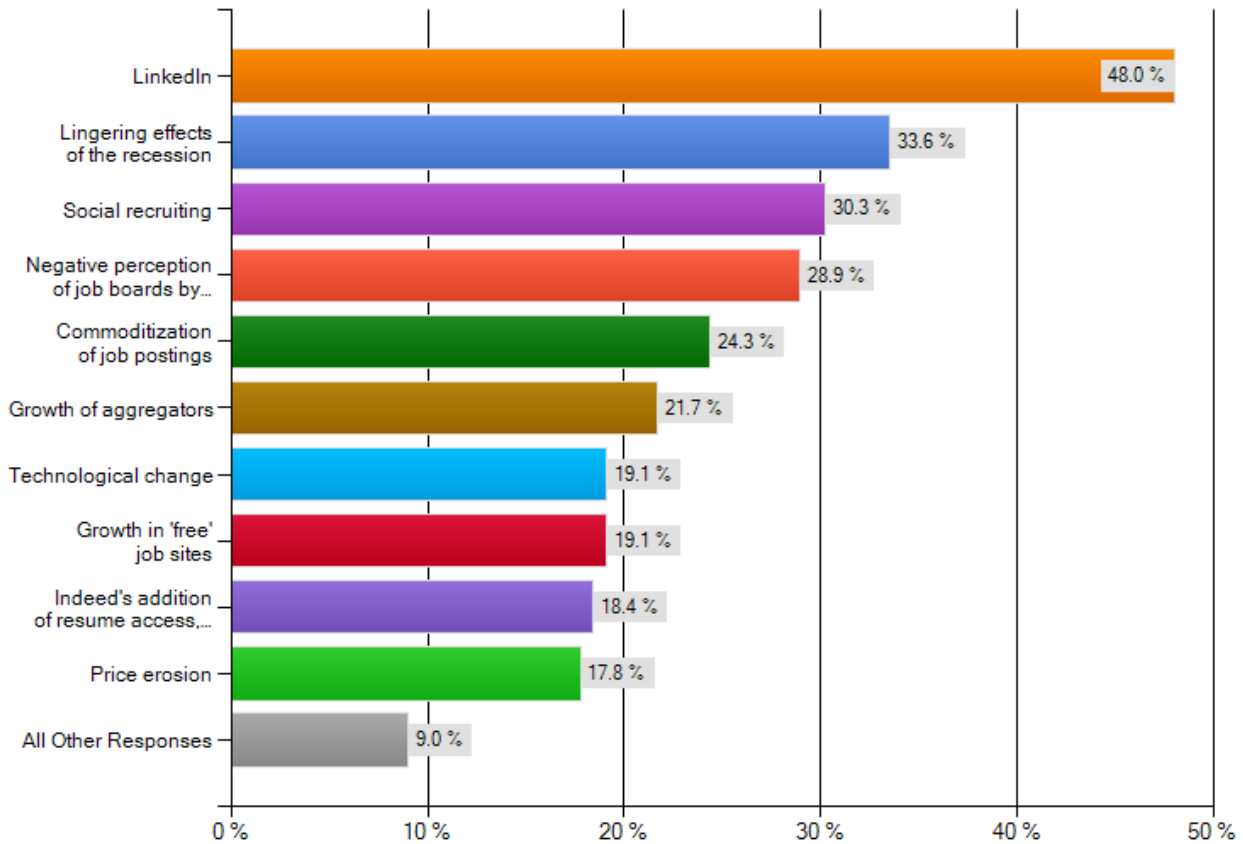
Do you have a mobile-friendly version of your site?



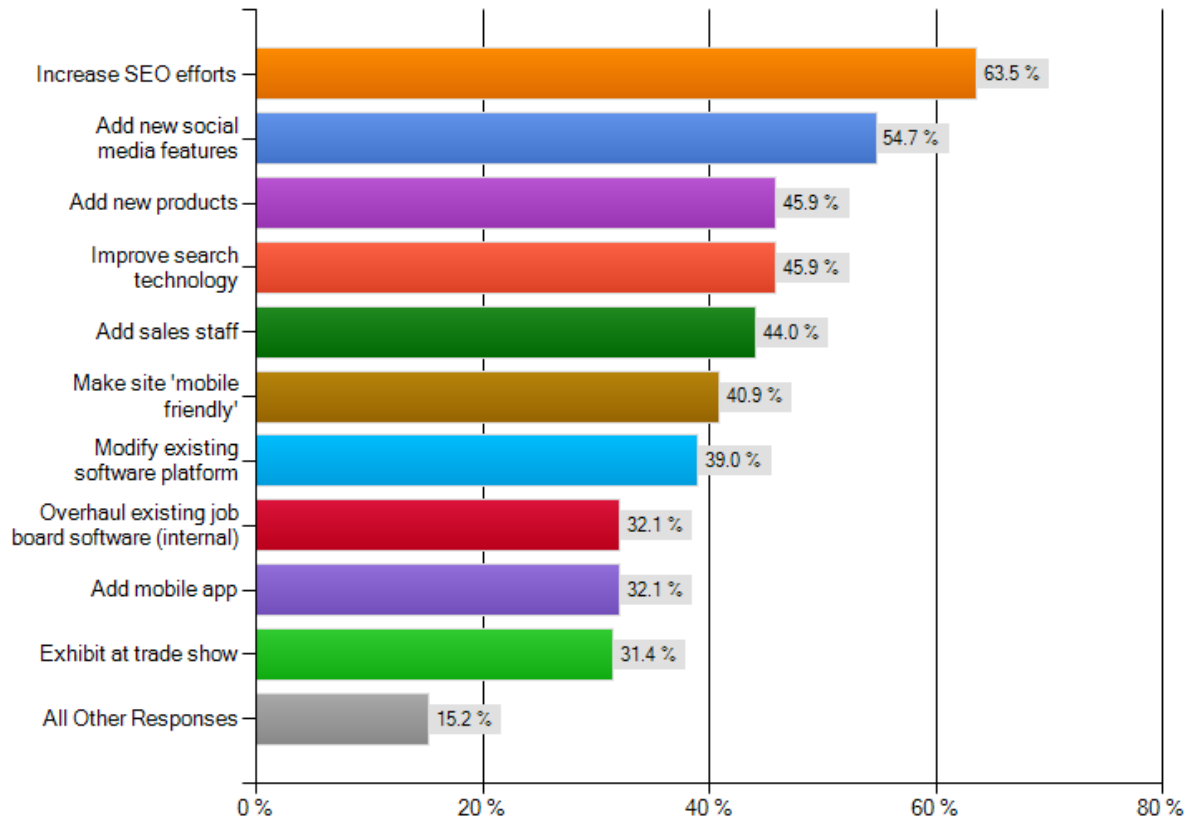
Do you have a mobile app (iPhone or Android) for your job board?



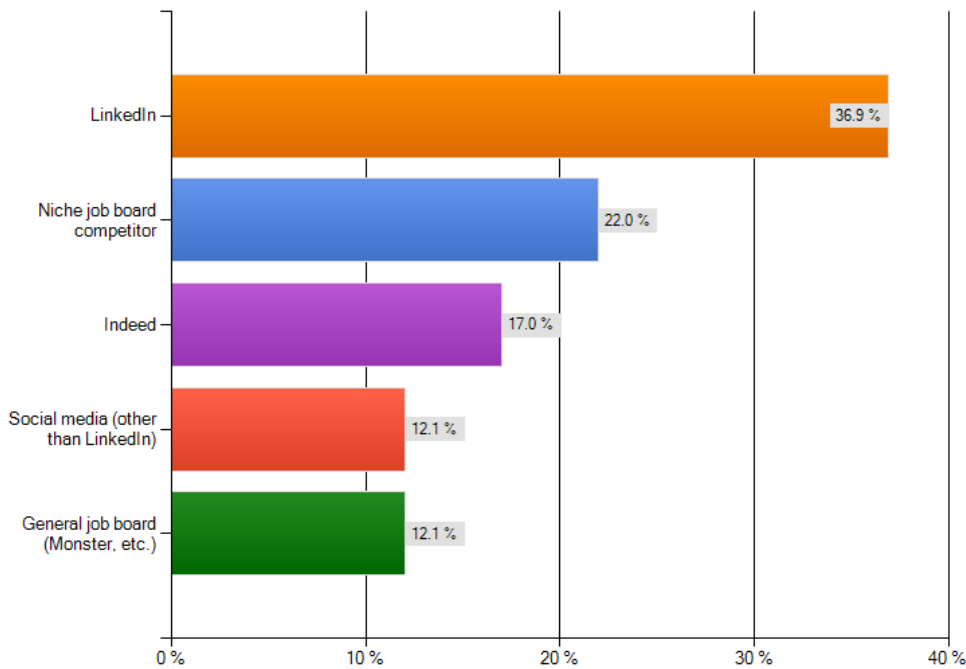
Which of the following do you see as the most significant threats to your job board company in the coming 12 to 24 months? (Check all that apply)



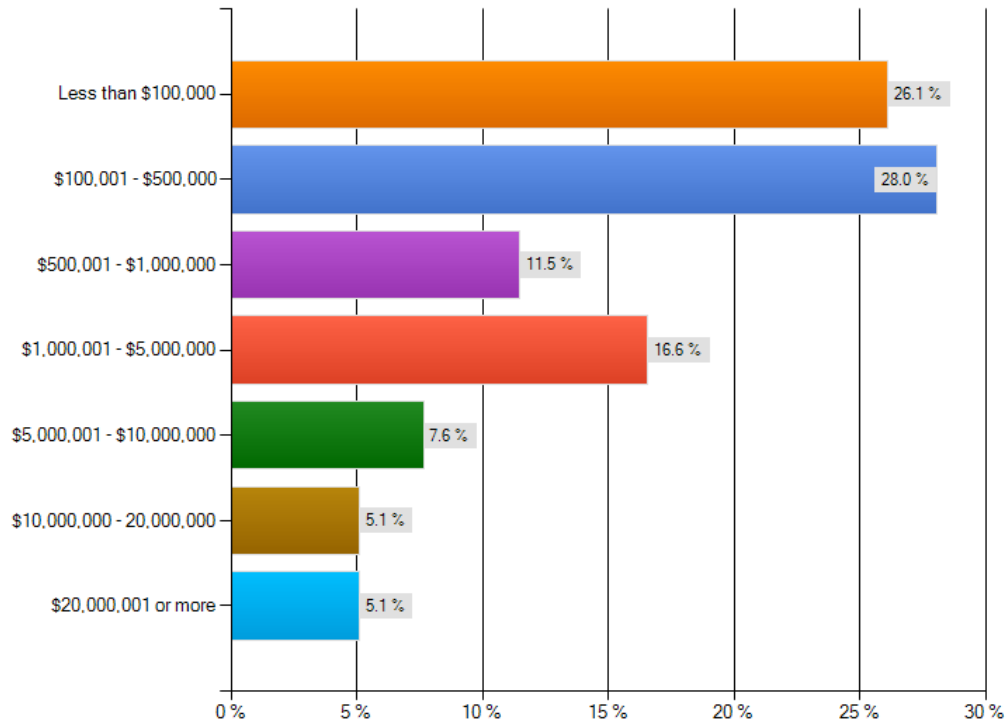
Which of the following actions are you planning in the next 12 months? (Check all that apply)



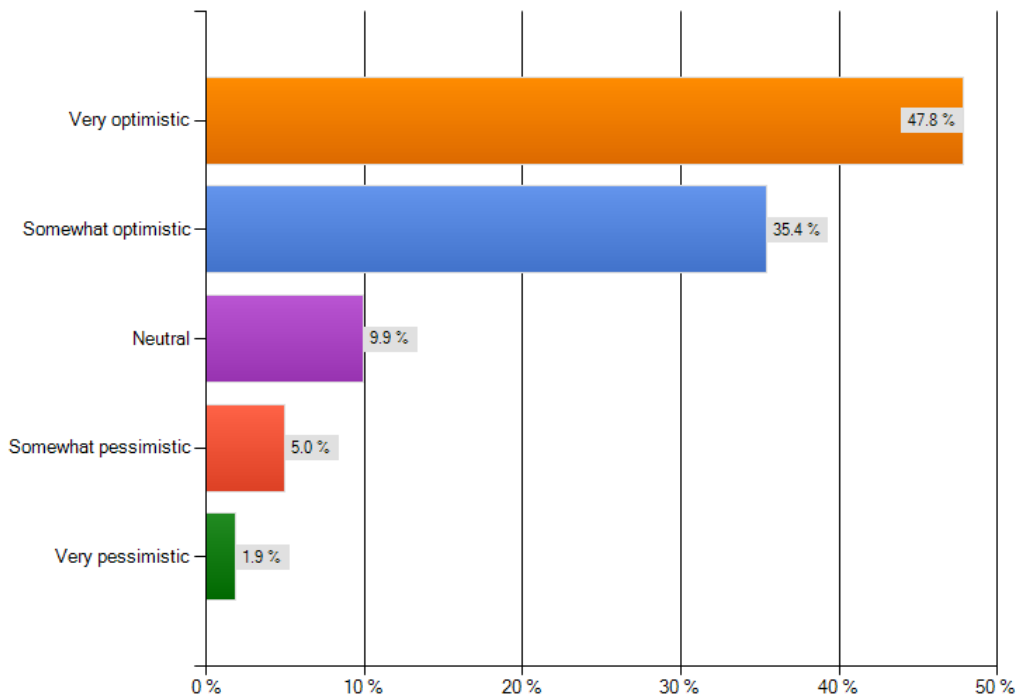
Which of the following do you see as the *single biggest* competitive threat to your business in the next 12 months?



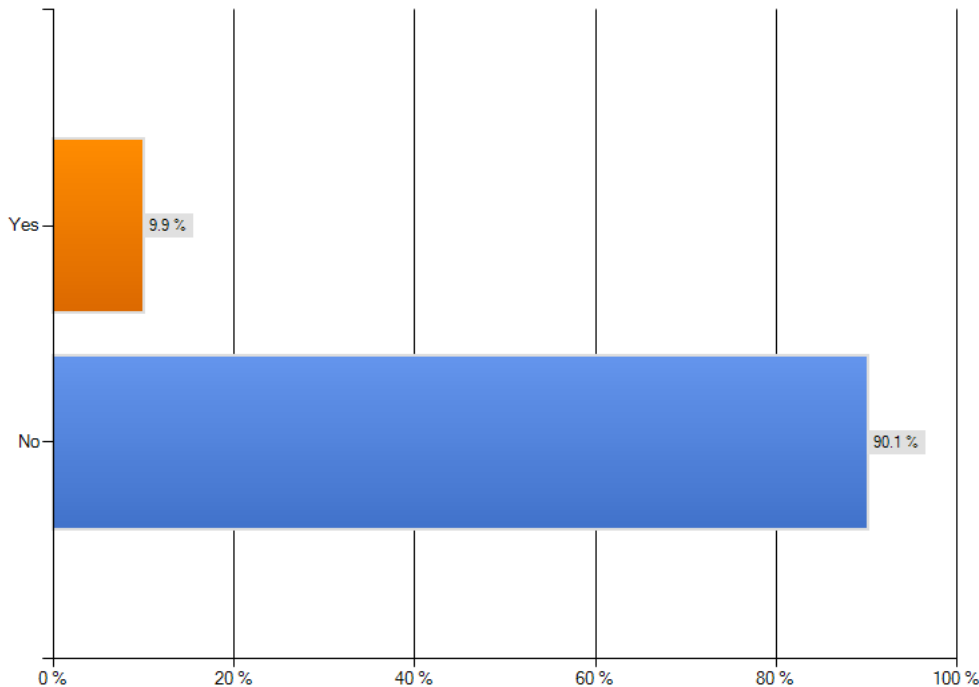
What is your best estimate of revenues for your site in the next 12 months?



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 respondents:

- *The market is still very static in product from the consumer's aspect. Most of the innovation is recruiter-biased.*
- *Just continue to do the things we have been doing. Leveraging social media - providing quality content through our blog - aggregating in the jobs that have sign-on bonuses - and continue to improve the website features for Employers and Job Seekers.*
- *Not sure if we are doing enough to keep our position in the marketplace compared to our competitors*
- *The economy is improving, and our job board generally tracks that pretty closely.*
- *The fundamental shift in the way society now communicates may eliminate job boards altogether. Companies need to take control of their own employer brand to succeed in 2012 and be ready for 2013*
- *Very tough to get new staffing agencies to sign up - too much competition, and too much belief they can use LinkedIn and Indeed instead*
- *Traffic and revenue are growing, economy is recovering.*
- *The utilization of video technology in the recruiting process is heating up and will play a major role in the job board industry.*
- *While we've missed our first/early mover advantage, our niche remains under served. And though competition has increased, a clear leader in our niche (matching) has yet to emerge.*

- *Determining how to maintain in our customers' eyes that we are still part of the recruiting package.*
- *Recent trends continue to show slow recovery in our niche, and advertisers we haven't seen in 5 years or more are returning to our paid site, instead of the many free options now out there.*
- *The last three years has been brutal, with the decrease in newspaper recruitment job boards should continue to gain market share. Threats to this progress include Indeed, LinkedIn, and Facebook.*
- *Will look to sell, probably, but may not*
- *We see that education of employers is necessary to help them to understand that social media is not the 'silver bullet' of recruiting. The old rules still apply as it relates to attracting top talent to your company. Social media is a relatively new tool which many job seekers still do not fully comprehend. Relying too much on this type of technology could be an extreme strategic error on the part of many employer's recruiting departments.*
- *We often use social media to engage potential job posters. Unfortunately, many job posters on the web are often limited to technology and education oriented opportunities (this is just fine, but there are so many other industries that have not really embraced the web). As the gen y/x crowd start filling more HR positions, we'll see even more growth in the job board industry. Don't you think?!*
- *While I selected LinkedIn as a cause for concern, we aren't seeing a huge impact. LinkedIn is helpful to recruiters BUT most are finding that it is much more work compared to job boards.*
- *Most concerning to us is the way Indeed has chosen to treat job boards. I am less worried about social media and LinkedIn than I am about Indeed. We spend almost \$100k a year advertising on Indeed and though they tell us that we are important to them, I cannot help but think that their entire focus is putting us out of business. Aggregators are here to stay and we need them to keep traffic flowing. I just wish another company could compete with Indeed so that we had better choices.*
- *There is no question about matching and its importance*
- *Aggregators continue to be the biggest threat to job boards*
- *The most frustrating thing about our job board postings is when clients insist on using newspaper-ready ads for posting online. Obviously they don't get great results because of lack of SEO.*



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
- 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 numerous job boards, software companies, and HR-related sites over the past 20 years.

You can learn more about Job Board Doctor here:

Web: <http://www.jobboarddoctor.com>
Phone: 641-236-0298
Twitter: JobBoardDoctor
LinkedIn: <http://www.linkedin.com/in/dickeychasins>