

# JOBSEEKERS PAGE.COM

Connecting Talent with opportunity



<https://jobseekerspage.com/>



# AGENDA

- About us
- Competitors
- Website Audit
- Target Audience
- Lead Funnel Strategy
- KPI'S at Funnel Level  
[TOFU,MOFU,BOFU]
- Drip Marketing
- Google analytics 4
- ChatBot Api Flow



# ABOUT

- Mr. Shantanu Garg
- Founder of JobseekerPage.com
- CEO of Ramada Hotels
- Entrepreneur at Heart
- Strategic Thinker
- Inspiring Leader





# INTRODUCTION

- India-based job portal connecting job seekers with verified employers.
- Headquartered in New Delhi.

## Key Features

- AI job matches, resume builder, WhatsApp alerts.
- For Employers: Unlimited free job postings, ATS tools.

## USP

- First platform in India offering free job postings.
- Fast, transparent, and inclusive hiring experience.

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# Strengths

- Niche focus on job seekers and interns
- Clean, modern interface with relevant content
- Personalised alerts and resume services



# Weakness

- Lower brand recognition than Naukri/Internshala
- Limited budget for large-scale paid marketing
- Fewer job listings compared to competitors



# Opportunities

- High demand for job portals post-graduation season
- Growing preference for tailored, AI-based job recommendations



# Threats

- Big players like Internshala dominate the student space
- Algorithm-based filtering might miss key candidates



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# COMPETITORS



Naukri.com is India's leading job portal for full-time roles, known for its vast recruiter base and AI-powered job matches. However, it often feels outdated and cluttered, especially for freshers.

# Strengths

- Strong brand recognition across India and abroad
- Large employer database and job variety
- Strong SEO presence and visibility on search engines
- Paid premium services and resume visibility tools



# Weakness

- Overcrowded with listings - users may feel overwhelmed
- UI/UX feels outdated compared to newer platforms
- Less targeted personalisation for niche users
- Subscription-based services may discourage freshers



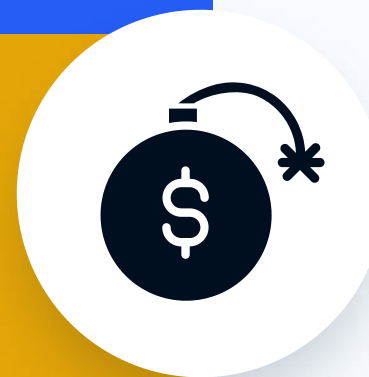
# Opportunities

- Integrating advanced AI-based filters for better matching
- Expansion into Tier 2/3 cities with tailored career resources
- Partnerships with colleges for campus placements



# Threats

- Rise of specialized platforms with better targeting
- New platforms offering more modern UX and free tools
- User fatigue with too many emails/alerts



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naukri.com

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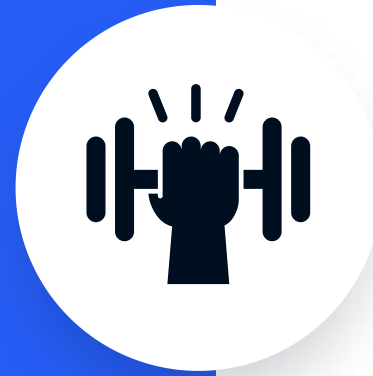




Internshala focuses on students and freshers, offering internships and online trainings with a promise of guaranteed opportunities. Its reach beyond entry-level roles is limited.

# Strengths

- Stronghold in internships and freshers jobs market
- Popular among students and new graduatesps
- Free access and good mobile experience
- Skill training + job search integration



# Weakness

- Limited offerings for experienced professionals
- Heavy dependence on college partnerships
- Lower-salary roles dominate listings
- Narrow industry focus (mostly entry-level)



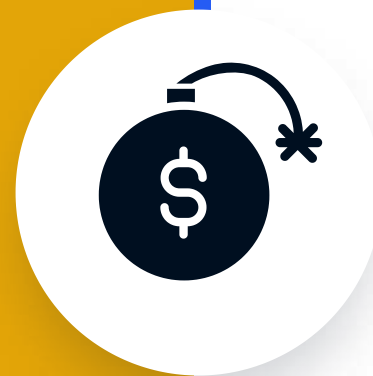
# Opportunities

- Expand to mid-level professionals and freelancers
- Launch niche internship programs with the industry leaders
- Leverage AI to match user skills to role better



# Threats

- Specialized platforms targeting premium internships
- Competition from global platforms like LinkedIn Learning + Jobs
- Users shifting towards remote, global internship platforms



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[internshala.com](https://internshala.com)

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The background features a large, light purple line-art icon of a shield with a magnifying glass over it. Inside the shield, there are two checkmarks and two minus signs, suggesting a checklist or audit process. The shield is centered on the page. The text 'WEBSITE AUDIT' is overlaid on the shield in a bold, blue, sans-serif font.

# WEBSITE AUDIT



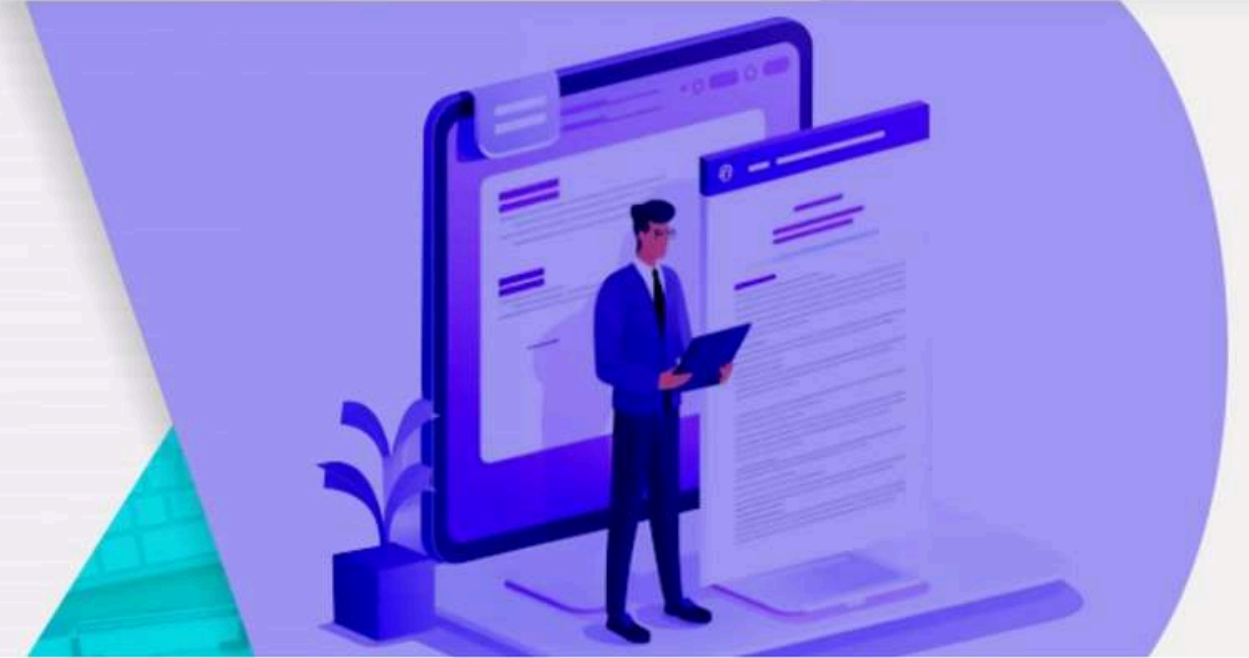
Download Our App Now! 

#createresume

# NO RESUME? NO PROBLEM !

We'll Help You Build A Professional Resume For Free On Minutes  
Sign Up Now And Get One Step Closer To Your Dream Job!

Create Your Resume Today-quick, Easy, And Free!"




## Search for a Job

 Designation (Optional)

 Select Location (Optional) 

 Find Job

 Trending Keywords: Design, Development, Manager, Senior

## Trusted by many Companies





+ Add Project

- Dashboard
- AI Search Visibility SOON
- Site Audit
- SEO Opportunities
- Rank Tracking
- Competitor Analysis

- Keyword Research
- Keyword Overview
- Bulk Analysis NEW!
- Keyword Ideas
- Keyword Visualization

Free trial available

- ✓ Track more keywords
- ✓ Increase daily limits
- ✓ Get more search results

Start a 7-Day Trial

Get a detailed SEO overview of a site or page URL

Language / Country

jobseekerspage.com

Domain

English / United States

SEARCH

Using Ubersuggest's Free Version With 1 Search | Try Our Free Trial for 150+ Daily Searches START FREE TRIAL

Traffic Overview :jobseekerspage.com

TRAFFIC

Previous month

ORGANIC

34

PAID

0



Organic 100.0%  
Paid 0.0%

ORGANIC KEYWORDS

102

DOMAIN AUTHORITY

9

PAID KEYWORDS

0

BACKLINKS

174

NoFollow: 118

MONTHLY ORGANIC TRAFFIC 34 organic visitors per month

Organic Traffic

ORGANIC TRAFFIC DOMAIN AUTHORITY BACKLINKS

50

Help

A light purple graphic in the background consisting of two concentric circles with a crosshair. Inside the circles is a stylized icon of three people.

# TARGET AUDIENCE

## Demographics

18–35 yrs, Freshers, Job Switchers, College Grads

## Psychographics

Career-oriented, Looking for growth, Learning-driven

## Behaviour

Active on LinkedIn, Job boards, Open to emails



## PROFILE

Name : Anjali Verma  
Gender : Female  
Age : 23  
Address : Alambagh, Lucknow,  
Uttar Pradesh



## BIOGRAPHY

Anjali is a recent BBA graduate actively seeking her first corporate position in Human Resources or Administration. She’s the first in her family to graduate and is motivated by the desire to become financially independent and help support her younger siblings’ education. Although highly optimistic, she often finds herself overwhelmed by job platforms filled with fake listings and a lack of guidance. She values platforms that feel genuine, easy to use, and student-friendly.

## SKILLS

communication



MS Office/Excel



Time Management



## FRUSTRATIONS

No feedback after applying to jobs

Fake job listings or scams

Lack of resume/interview guidance

Competitive job market with unclear expectations

## PERSONALITY

Adaptability



Open-minded



Analytical



## MOTIVATIONS

Anjali is driven by a desire to prove herself in the job market and become a role model for her siblings. She’s motivated by job platforms that provide not just listings but genuine support—like resume tips, interview preparation, and mentorship. A simple, mobile-first, and authentic experience is what she values most.



## PROFILE

Name : Rohan Mehta  
Gender : male  
Age : 29  
Address : Hadapsar,  
Pune,  
Maharashtra



## BIOGRAPHY

Rohan has been working in the manufacturing sector for over four years but is now seeking a career transition into the tech industry, specifically IT support or QA roles. He’s been upskilling through online courses and actively applies for remote roles. However, most platforms cater to freshers or senior tech professionals, making him feel left out. He’s practical, responsible, and highly motivated to provide better opportunities for his young family.

## SKILLS

Team Leadership



Technical Support  
(Basics)



Excel & Data Entry



## FRUSTRATIONS

- Hard to find beginner-friendly remote jobs
- Too many scam calls or fake interviews
- Doesn’t know how to pitch himself to tech recruiters
- Limited guidance on career transitions

## PERSONALITY

Adaptability



Open-minded



Analytical



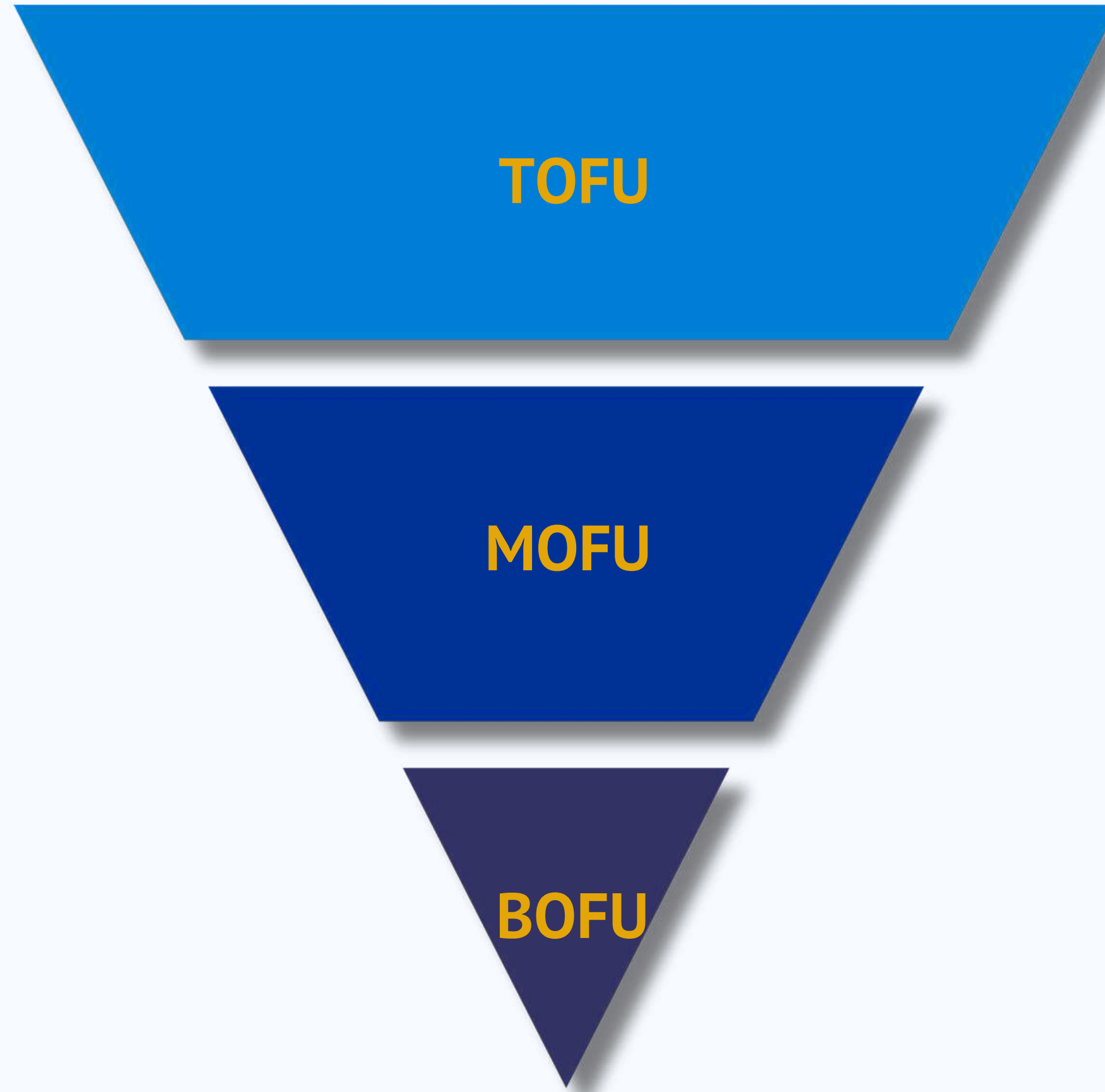
## MOTIVATIONS

Rohan wants to break out of his current industry, transition to a field with more future-proof career options, and gain remote flexibility to spend time with his family. He’s looking for job platforms that offer not just listings, but career support, verified employers, and transparent tracking of applications.

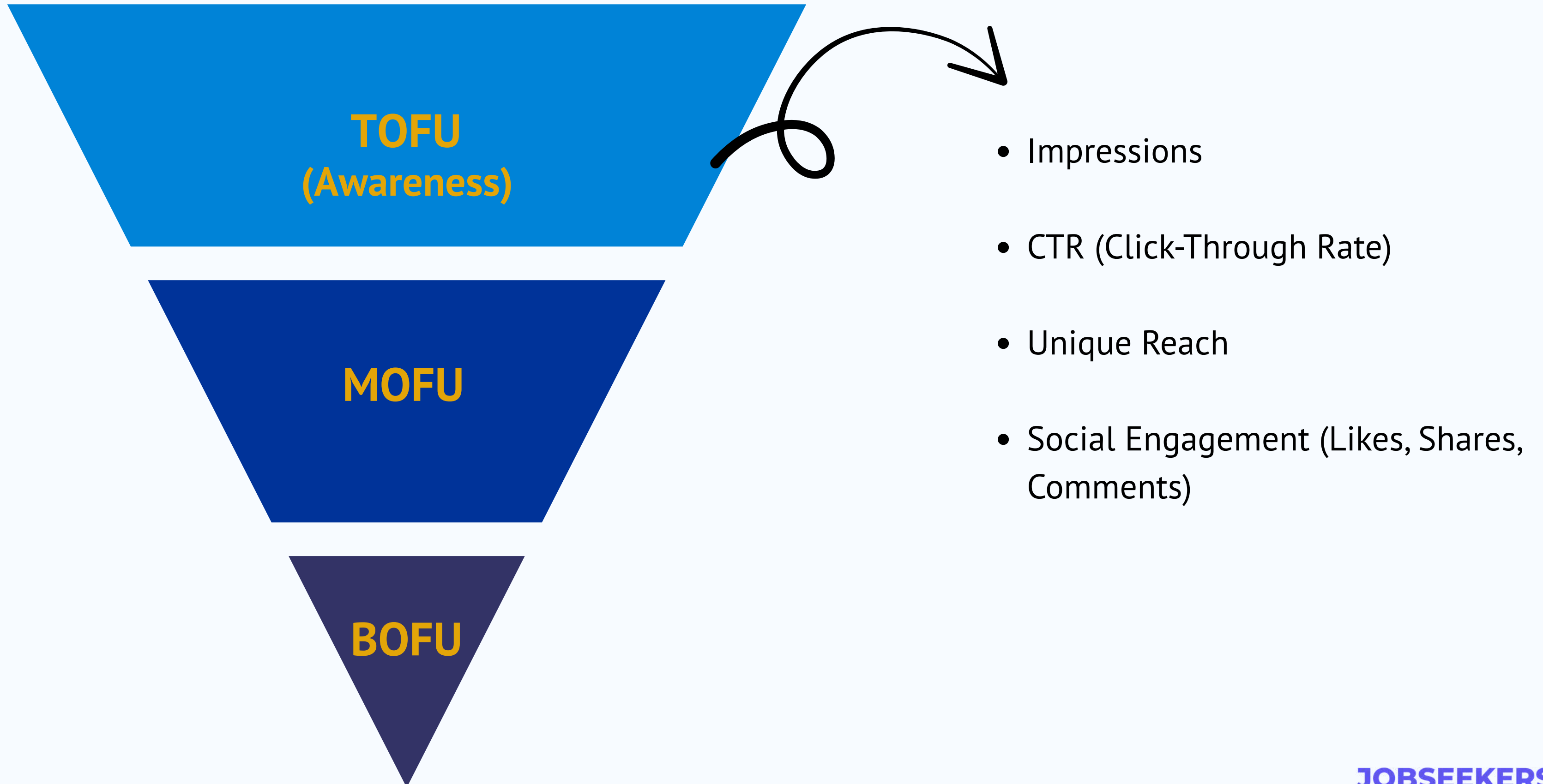


A diagram of a lead funnel strategy. At the top, three arrows point downwards into the wide opening of a funnel. The funnel is divided into four horizontal sections, narrowing as it goes down. The text 'LEAD FUNNEL STRATEGY' is written in bold blue capital letters across the top section of the funnel.

# LEAD FUNNEL STRATEGY



# KPI'S AT FUNNEL LEVEL





# TOFU

## Goal

- *Generate traffic & impressions among freshers, jobseekers, and early professionals.*

## Channels

- *Meta & Google Ads (performance marketing)*
- *SEO blogs (fresher interview tips, resume building, etc.)*
- *Webinars / AMA (Ask Me Anything) with HRs*
- *Organic content on Instagram, LinkedIn, YouTube*

## Metrics

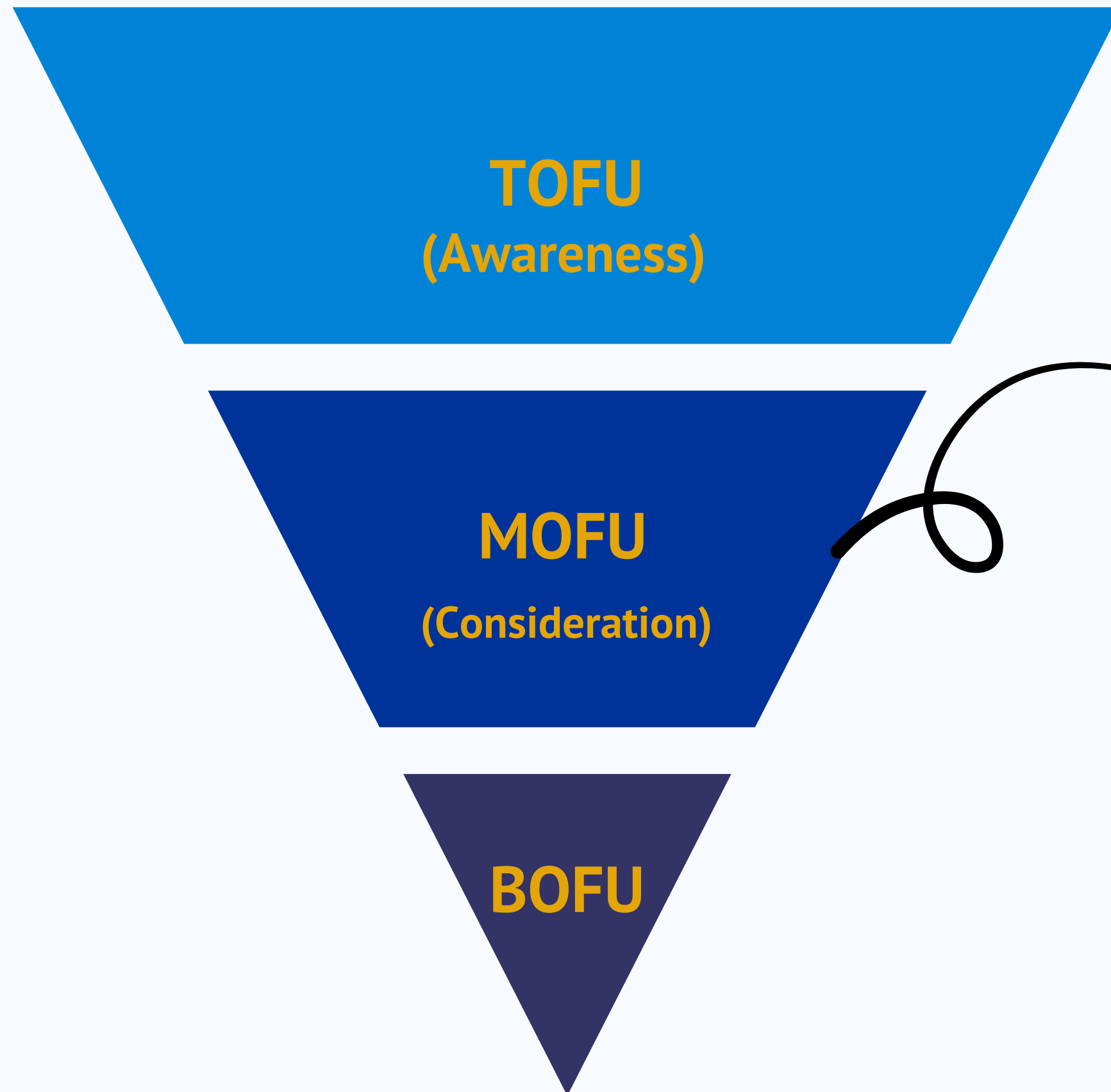
- *Impressions*
- *CTR (Click-Through Rate)*
- *Reach & Engagement (social)*

## Tools

- *Meta Business Suite*
- *Google Ads & Analytics*
- *SEO tools like Ahrefs / SEMrush*
- *Hotjar for session recordings*



# KPI'S AT FUNNEL LEVEL



- Sessions & Avg. Time on Page
- Bounce Rate
- Lead Form Conversion Rate
- Cost per Lead (CPL)

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## Action

- *Track visits & session data → Convert into Leads (C-ISL)*

## Activities

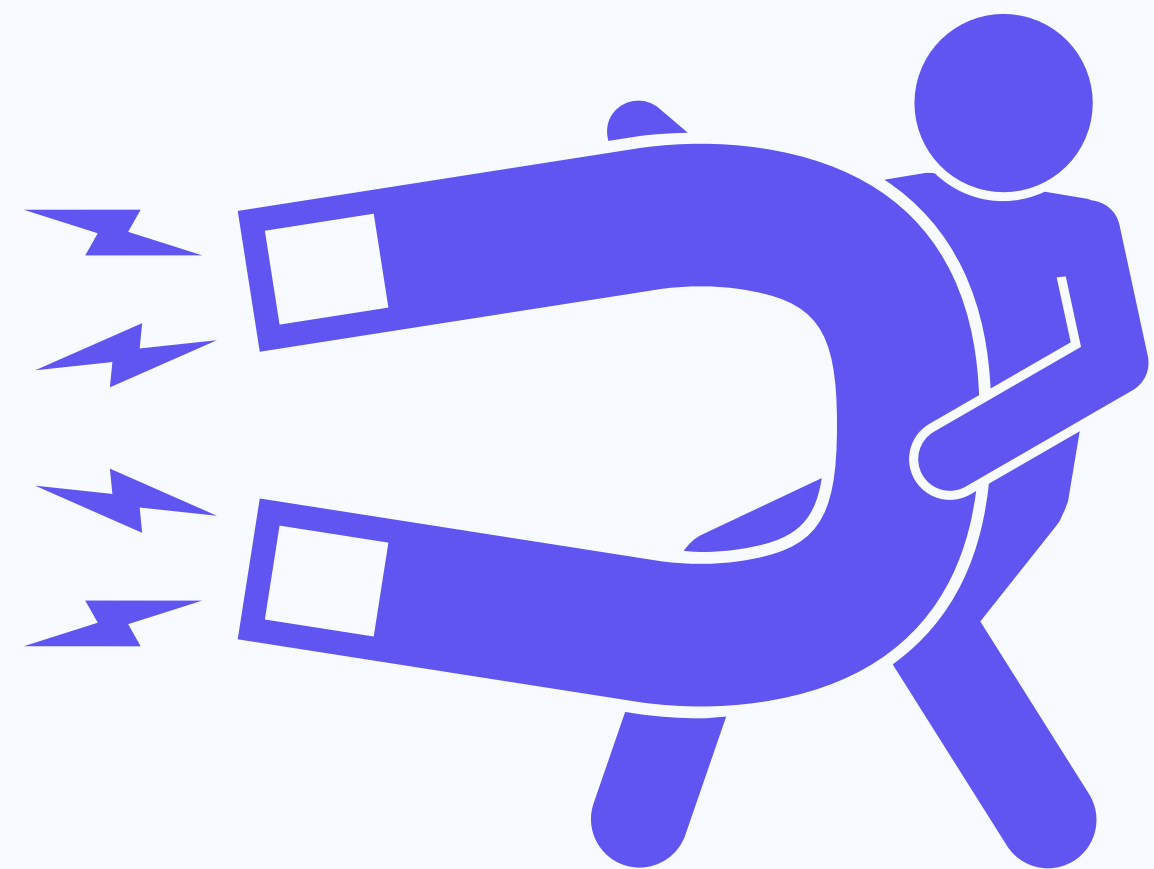
- *Landing pages with clear CTAs: “Download Resume Template”, “Apply for Internship”, “Book Free Career Call”*
- *Lead magnets: E-books, CV templates, Job guides*
- *Install pixels and UTM tracking to attribute sources*

## Tech Stack

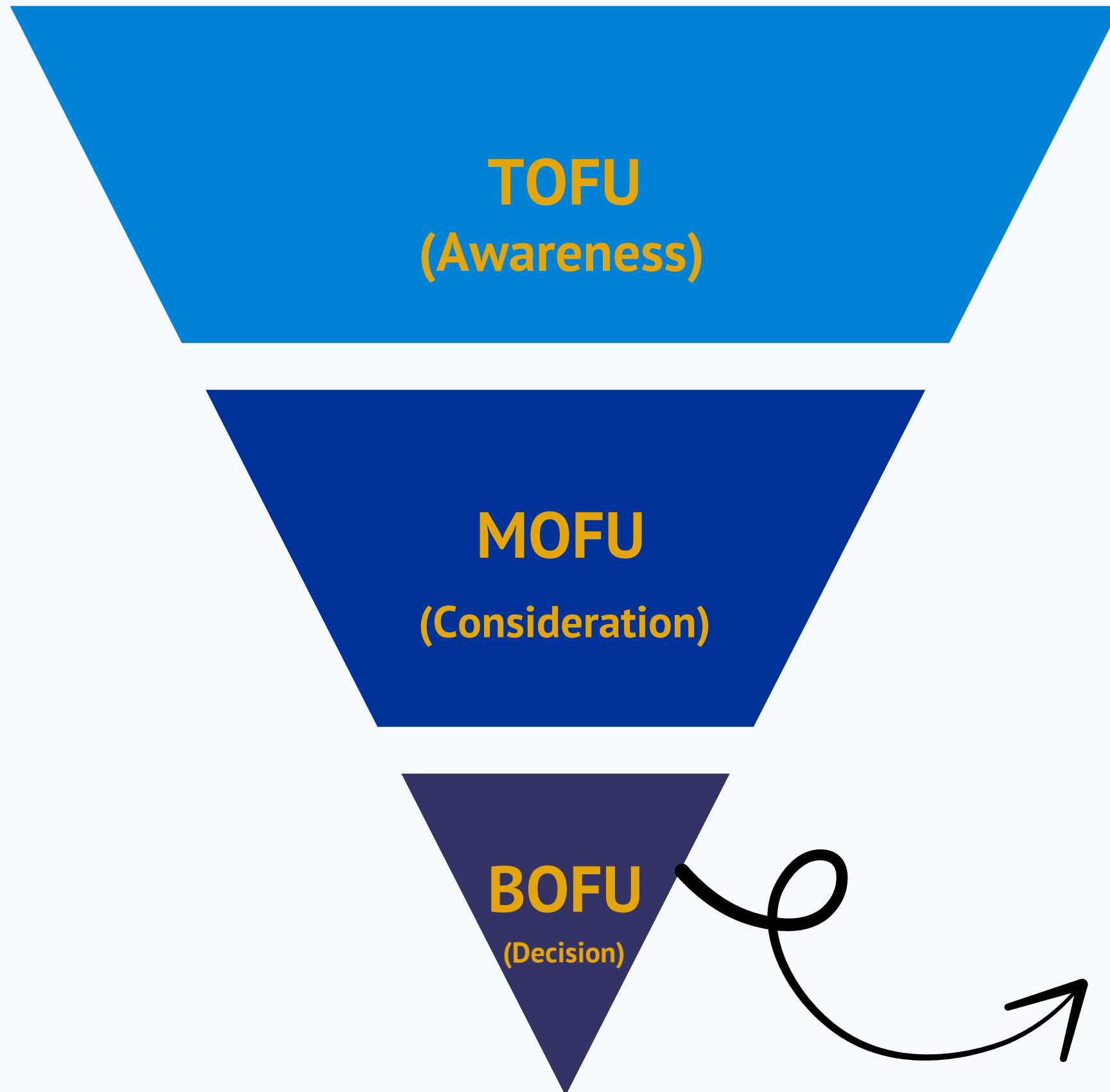
- *Google Tag Manager*
- *Web Analytics + CRM integration*
- *HubSpot or Zoho for lead capture*

## Metrics

- *Sessions / Unique Visitors*
- *Bounce Rate*
- *Lead Conversion Rate*



# KPI'S AT FUNNEL LEVEL



- Lead Score Distribution
- MQL to SAL Conversion Rate
- Email Open Rate / Click Rate
- WhatsApp Engagement Rate



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## Action

- *SALs move to Sales Interaction → Opportunities*

## Activities

- *One-on-one career counseling*

## Custom job alerts

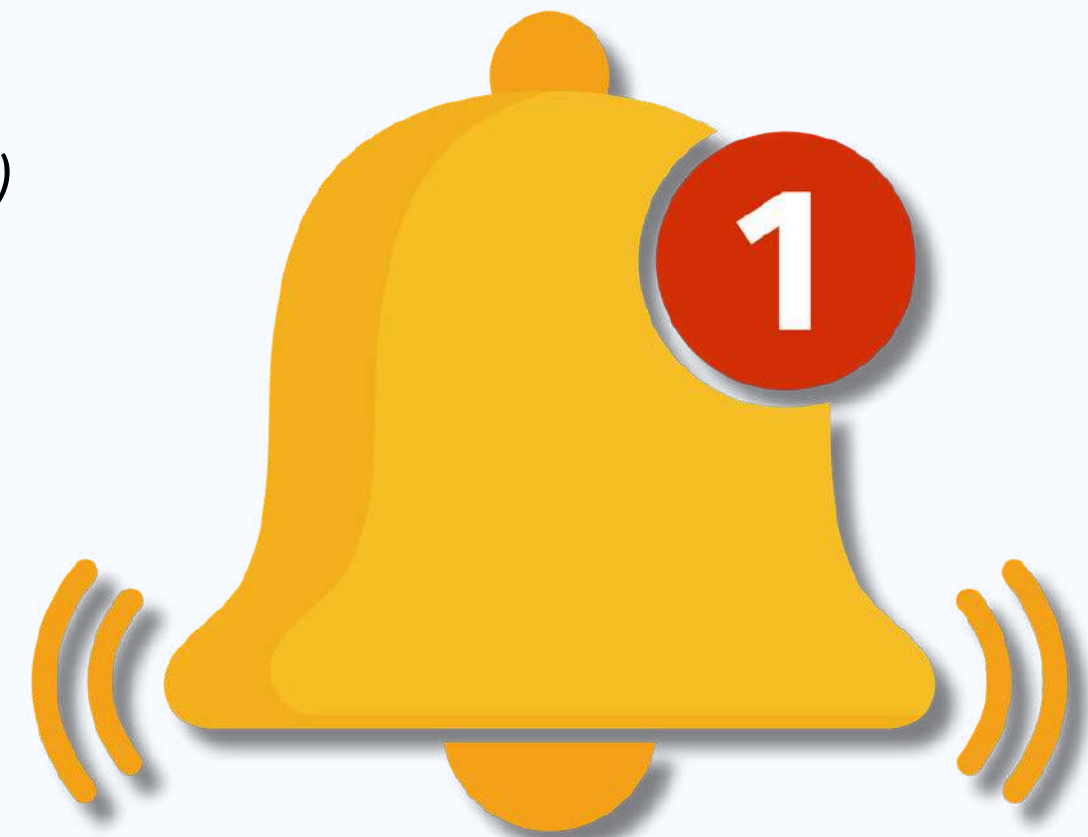
- *Premium service upsells (resume writing, mock interviews)*
- *Assign sales agents (BDR/inside sales)*

## Tools

- *SRM / CRM system (Zoho / Salesforce)*
- *Sales dashboard to track deal stages*

## Metrics

- *SAL to Opportunity rate*
- *Demo booked*
- *Conversion Rate*



# LEAD QUALIFICATION

## Process

- *Captured leads go through*
- *Lead Scoring Model (based on source, engagement, job intent, etc.)*

## Segmented into

- *MQL (Marketing Qualified Lead) – interested users showing behavior aligned with job search*
- *Non-MQLs – sent back to nurturing funnel*

## Tools

- *Marketo / HubSpot (Marketing Automation)*
- *Custom Scoring Logic (based on pageviews, time spent, job preferences, location, etc.)*

# LEAD SCORING

## POSITIVE

Action	Score (Out of 100)	Reasoning / Job Intent Indicator
Uploaded Resume	20	Strongest sign of job-seeking intent
Clicked "Apply Now" or CTA on a job	15	Direct action showing intent to apply
Completed 70–100% of Profile	15	Shows serious job search and readiness
Signed up via Organic Source (Google, Direct, etc.)	10	Indicates self-driven job seeker
Returned to Website within 3 Days	10	Sign of urgency and active exploration
Saved or Favorited a Job	7	Exploring, shortlisting jobs of interest
Location Matches Available Job Openings	5	Fit for the current market/job availability
Clicked a Link in Email (job alert, recommendation)	5	Indicates active email engagement
Visited 2+ Job Pages in One Session	7	Browsing actively, discovering more opportunities
Set Job Preferences or Filters	6	Shows intent to find tailored job results

## NEGATIVE

Action	Score	Justification
Unsubscribed from email list	-10	Lost communication channel
Invalid email / hard bounce	-5	Poor lead quality
Inactive for 15+ days	-5	Low engagement, possibly lost intent
Low profile completeness (<30%)	-5	Poor quality lead
Applied to irrelevant jobs (mismatch in skills/location)	-3	Low fit for current opportunities
Repeated visits to same job without applying	-2	Hesitant or unqualified lead
Closed job pages quickly (bounce rate >80%)	-3	Low content value or misalignment

# CUSTOMER CONVERSION

## Final Stage

- *Opportunity → Transaction Done = Customer*

## Activities

- *Post-placement feedback*
- *Referral campaign*
- *Loyalty program*

## Tools

- *CRM updates*
- *Automation for post-sale check-ins*

# LEAD NURTURING

## Goal

- *Convert MQLs into SAL (Sales Accepted Leads)*

## Activities

- *Personalized welcome emails*
- *Newsletter on trending jobs*
- *Targeted job suggestions via email*
- *WhatsApp campaigns (opt-in only)*

## Retargeting ads

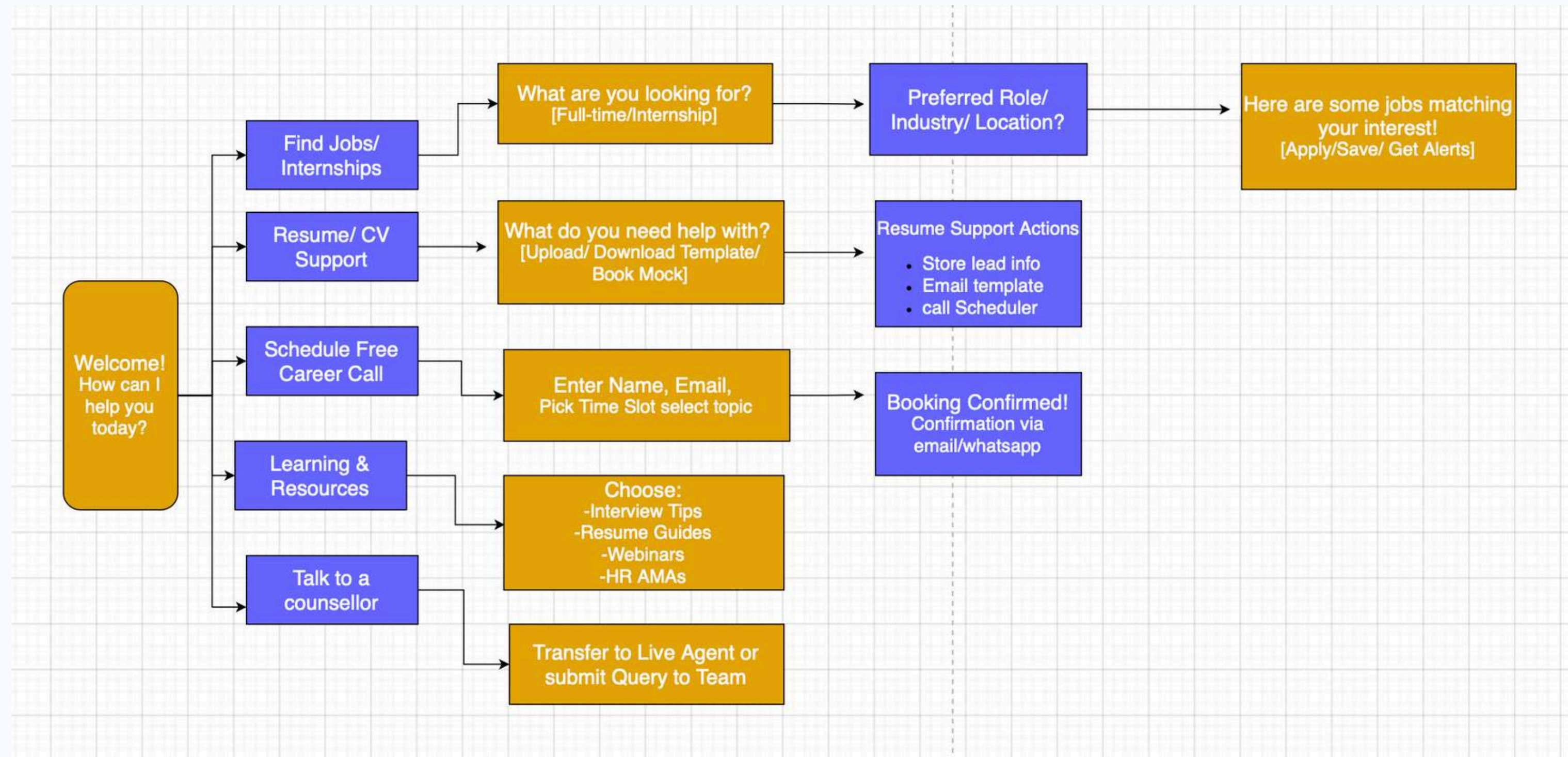
- *Key Notes (from image):*
- *Welcome Mail*
- *Newsletter*
- *“Target Mail” automation*
- *“Happens on interaction” = trigger-based workflows (email opens, clicks)*

## Tools

- *Mailchimp / Lemlist / Mailmodo*
- *WhatsApp Business API*
- *CRM with email drip capabilities*



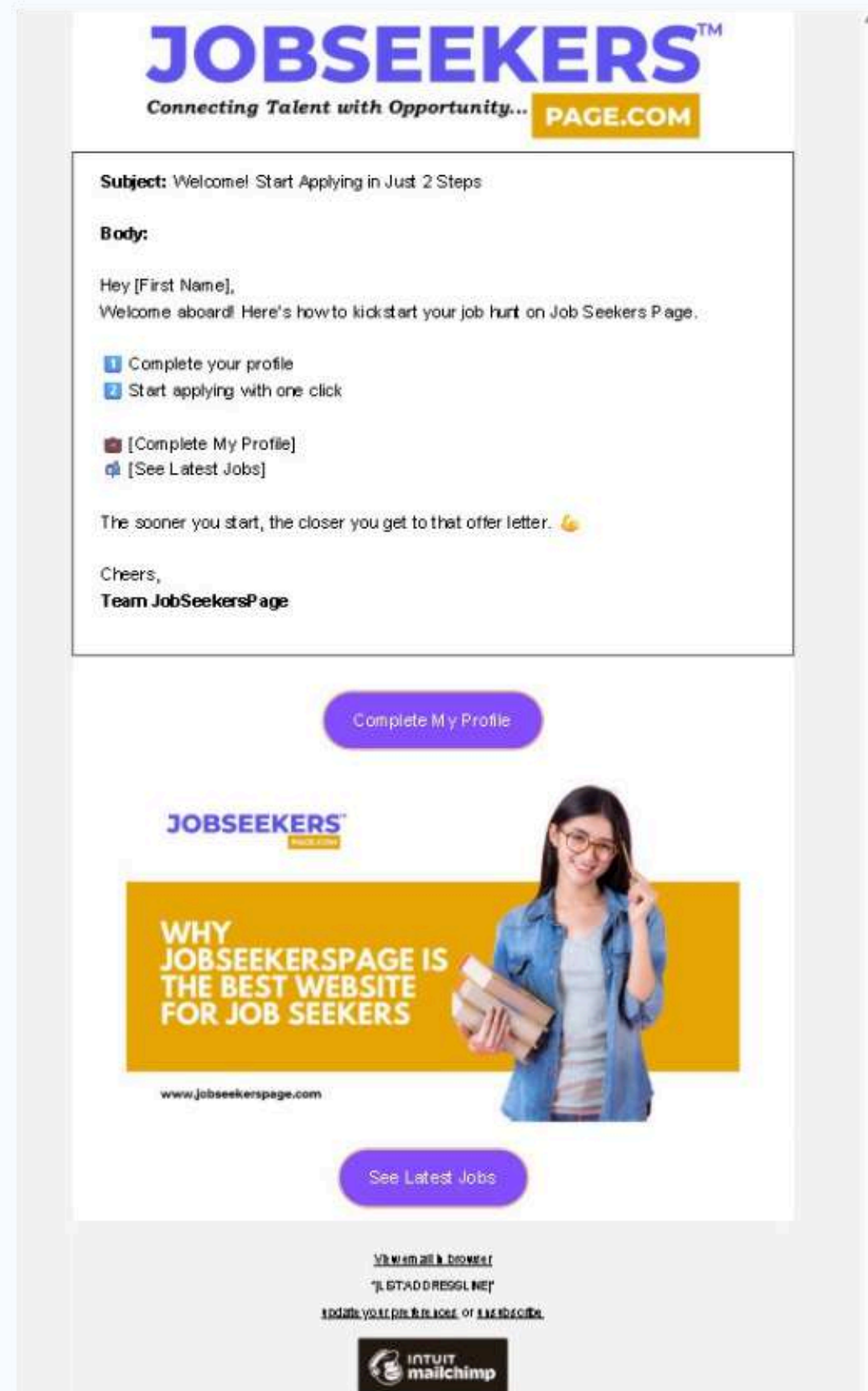
# CHATBOT API FLOW



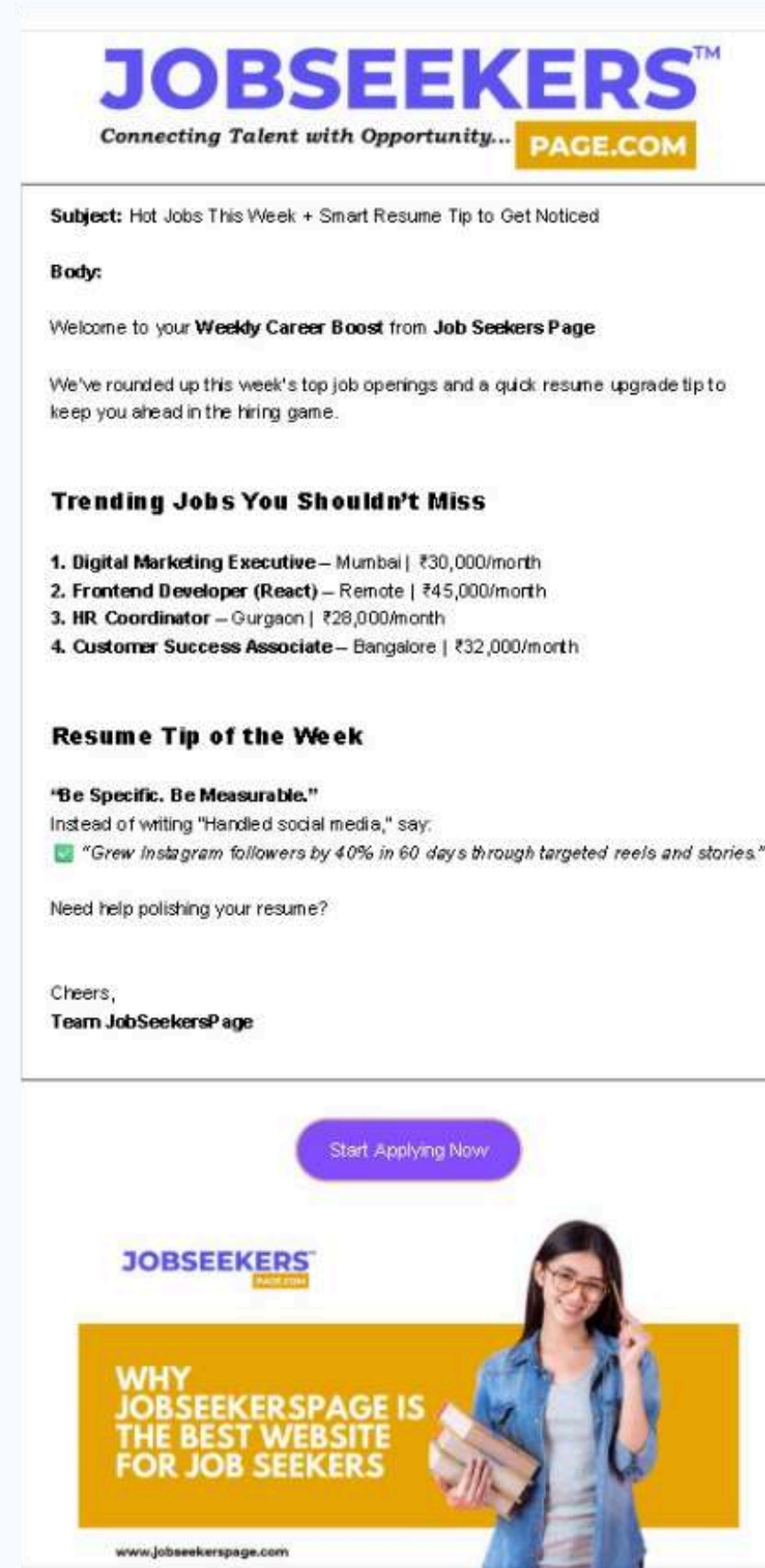
# DRIP MARKETING

A diagram illustrating the drip marketing strategy. It features a central lightbulb icon, which is a symbol for an idea or strategy. Three lines radiate from the lightbulb, each ending in an envelope icon, representing the distribution of targeted messages to specific recipients. The entire graphic is rendered in a light purple color.





Welcome Mail

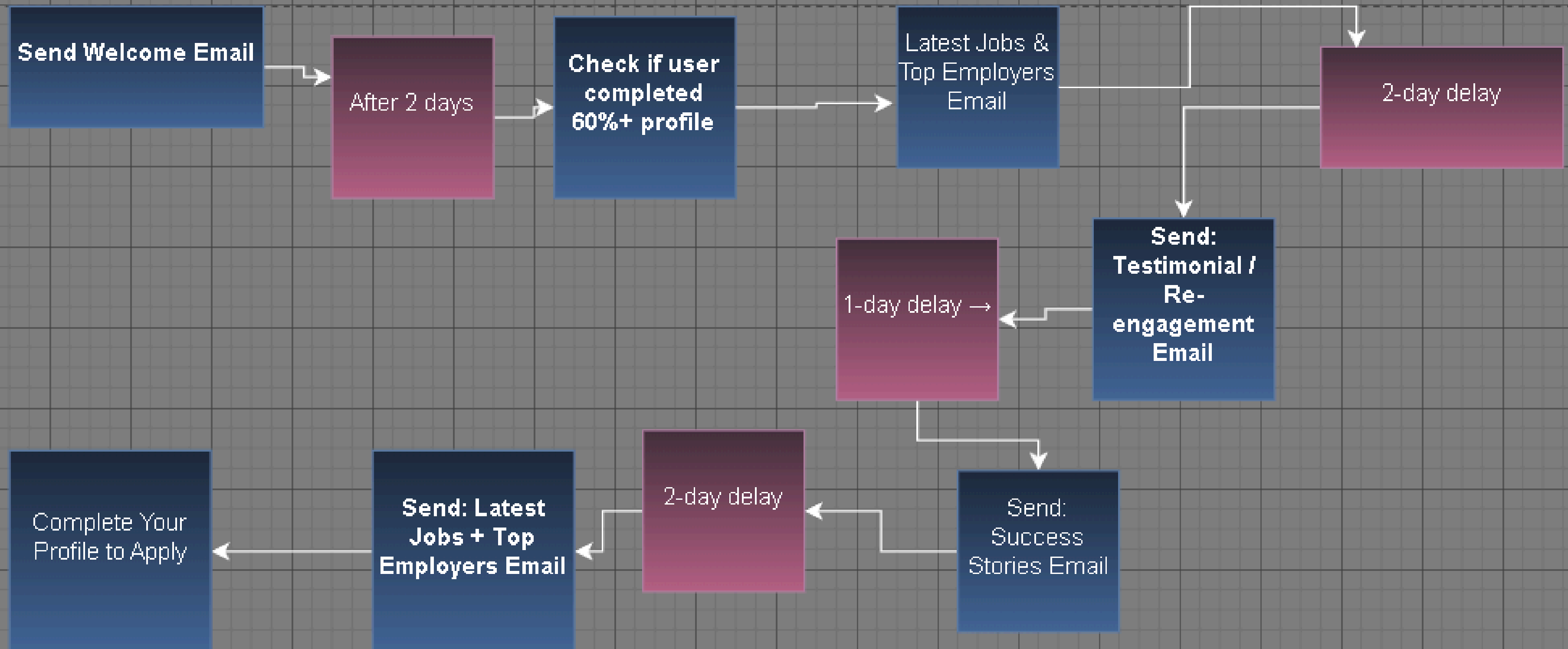


Newsletter



Job Suggestion

# Customer Journey



# GOOGLE ANALYTICS 4

# KPIS TO TRACK WITH GA4

KPI	GA4 Metric
User Sign-Ups	User conversions or Event count for sign-up event
Resume Uploads / Profile Completion	Event count for resume_upload / profile_completed events
Job Applications Submitted	Event count for job_application_submitted
Engagement Rate on Job Listings	Engagement rate, Average engagement time per page
Bounce Rate on Job Pages	Bounce rate (GA4 uses "Engaged sessions" concept)
Traffic Sources	Session source / medium, User source, Session campaign
Average Session Duration	Average engagement time, Session duration



# KPI

## BREAKDOWN

KPI	Dimension	Insight Example	Action
Conversion Rate	Traffic Source	Instagram traffic has low conversions vs. Google Ads	Improve Instagram ad targeting/creatives
Resume Upload Rate	Device Type	Mobile users upload less than desktop users	Optimize mobile upload UI
Avg. Session Duration	Job Category	Users spend more time on tech jobs than on marketing jobs	Feature trending marketing roles earlier
Bounce Rate	Landing Page	High bounce on content-led pages (e.g., blog > job page)	Add more internal job links or CTAs

# GA4 DIMENSIONS FOR FUNNEL

## Dimensions to Use

- *User Type: New vs. Returning*
- *City/Location: Where are most jobseekers coming from?*
- *Device Category: Mobile vs. Desktop behavior*
- *Landing Page: Which job categories drive more sign-ups?*

Funnel Stage	Relevant GA4 Dimensions	Insights You Can Draw
Job View	Location, Job Category, Device	Which cities browse most? Do tech jobs get more views?
Profile Signup	Traffic Source, Device Category	Where do high-converting users come from? Is mobile causing friction?
Resume Upload	Device, User Type	Are returning users more likely to upload? Is mobile upload a problem?
Job Application	Landing Page, Location, User Type	Which job types lead to more applications? New vs. returning behavior?

# WEBSITE PERFORMANCE REPORT

## Benchmarking JobSeekerPage.com

Metric	Industry Avg.	JobSeekerPage
Time Spent	2:45 mins	1:45 mins ✗
Conversion	2.20%	1.20% ✗

## Problem Areas

- *Short time on site → Users not exploring enough job listings*
- *Low conversion from sign-up to application*

# CRO STRATEGY – INCREASE TIME ON SITE

Tactic	Category	Target Metric	Expected Outcome
Add “Trending Jobs” section	Content	Average Session Duration ↑	Users browse more relevant job listings
Showcase “Top Companies Hiring”	Content	Engagement Rate ↑	Builds trust and keeps users exploring employer profiles
Publish blogs, resume tips, interview prep	Content	Pages per Session ↑, Bounce Rate ↓	Increases user stickiness through informative resources
Implement infinite scroll or pagination	UX Improvement	Job Listings Viewed ↑	Easier navigation = deeper job exploration
Add “Recommended Jobs for You” carousel	Personalization + UX	CTR ↑ on Job Listings	Personalized feed leads to higher engagement
Enable job-saving option (“Save for Later”)	UX + Retention	Return Visits ↑, Time on Page ↑	Encourages repeat visits and longer sessions

## Expected Outcome

- *Better job exploration = More applications*

# CRO STRATEGY – IMPROVE CONVERSION RATE

What We'll Do	When It Happens	What We'll Measure	Why It Helps
Allow users to sign up with Google or LinkedIn	During Sign-Up	More people signing up	It's quicker and easier – no need to type details
Show job suggestions right after sign-up	Right After Sign-Up	More job applications	Keeps users interested and active right away
Add urgency like “5 already applied” or “Closes soon”	While browsing jobs	More clicks, fewer users leaving	Makes users act faster so they don't miss out
Highlight “Easy Apply” jobs	While browsing jobs	More completed applications	Builds confidence – users feel it's quick to apply
Ask users to upload resume right away	After signing up	More resumes uploaded	Gets users ready to apply for jobs immediately

## Expected Outcome

- *Faster onboarding + urgency = Higher applications*



# GA4 + CRO INTEGRATION

What We're Tracking	How We'll Track It in GA4	Why It's Important
Clicks on job listings	job_listing_click	Tells us which jobs are getting the most interest
Users uploading their resume	Marked as a Goal: resume_upload	Shows us how many users are ready to apply for jobs
Job applications submitted	Marked as a Goal: job_application_submitted	This is our main success metric – are users actually applying?
Full profile completed	Marked as a Goal: profile_completed	More complete profiles = better job matches and engagement
Changes before & after CRO updates	Tracked using GA4 Comparison Reports	Helps us know if our design or content updates are working

- GA4 helps track user journey across the job funnel
- Current gaps show low engagement and drop-offs
- CRO strategies include faster onboarding, better job visibility, and content improvement
- Combined with GA4 tracking, these efforts aim to boost sign-ups and job applications on JobSeekerPage.com



# FINAL SUMMARY – GA4 + CRO

## FOR JOBSEEKERPAGE.COM

What We're Looking At	It Means
What GA4 helps with	It shows how people move through the site – from viewing jobs to applying
What's not working well	Many users drop off before completing their profile or uploading a resume
What we plan to improve	Make sign-up easier, show job suggestions right away, and add helpful content like tips
What we expect to happen	More people will sign up, upload resumes, and apply to jobs more often



# THANK YOU



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