

The 3 Step Process for Mobile Recruiting



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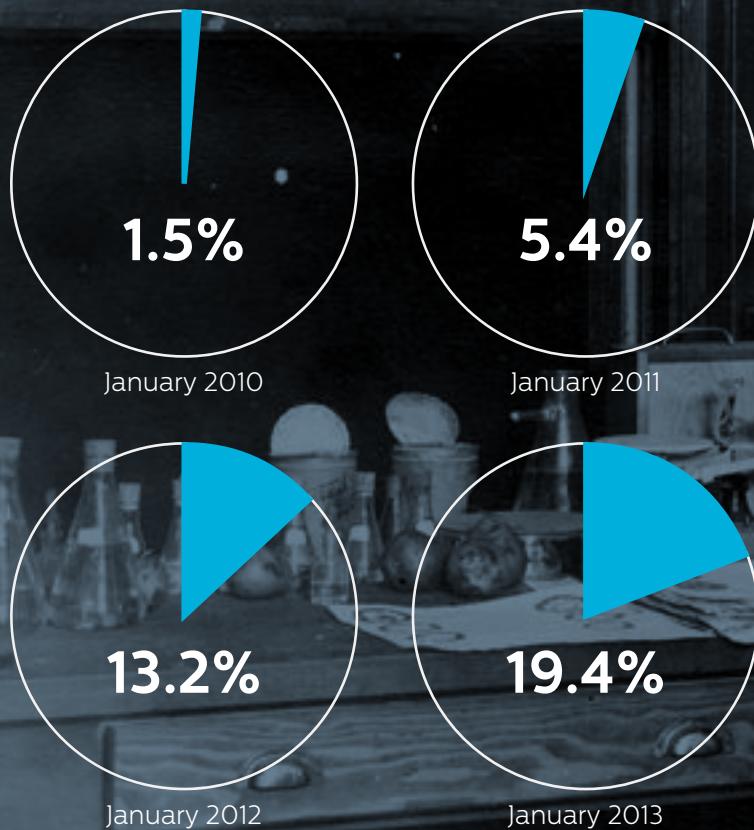
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% of traffic coming from a mobile device:

While mobile is still the minority, it's continued to grow steadily for the last four years. And it's projected to increase even more quickly in the next five.

You need to cater to mobile candidates, or you'll quickly lose them to your competitors.

The fact is—mobile recruiting is coming to the forefront as a critical piece in talent acquisition. And it's becoming part of the expected candidate experience. Mobile job seekers are looking for this information, and will engage with employers that provide it.

This makes the perfect opportunity for employers like you to plan their mobile presence. And start capturing more candidates who want to work for you!



The 3 Step Process for Mobile Recruiting

First, you'll need to change your approach. Look at your candidate experience from the mobile user's perspective.

This will help you identify their challenges, so you can choose the right solutions for their needs.

To help get you started, we've created a three step process for building your mobile presence.

Step 1. Understand your mobile usage

Step 2. Identify the right solutions

Step 3. Measure and track your results

Step 1

Understand your mobile usage

Start with research. Identify how many mobile users you attract and what challenges they face.

Look at your analytics. Ask your IT team for a report that shows:

- ▶ What percentage of your website traffic is coming from a mobile device?
- ▶ What pages are your mobile users visiting?
- ▶ How much time are they spending on each page?
What is the bounce rate for mobile users?

Tip: Don't have access to these analytics? It may be time to start leveraging data for your recruiting. In the mean time, assume that your traffic is consistent with the average of 25%.

Tip: You may notice that mobile visitors have higher bounce rates and lower pages per visit when compared to desktop. That's because mobile users tend to be more task-oriented than their full screen counterparts.

Step 1.5

Understand your mobile usage

Now it's time to test the mobile experience for yourself!

Grab a smartphone or tablet and ask yourself:

- ▶ Can I easily read the text without zooming?
- ▶ Is it easy to click links?
- ▶ Is the navigation easily accessible?
- ▶ Can I quickly find my jobs?
- ▶ Can I interact with them?
- ▶ Can I easily share them?

Help set priorities in your strategy by finding the bumps in your mobile candidate experience. So you can repair the areas of your career site where your mobile presence is lacking the most and make the biggest impact.

Tip: The best place for a link to your jobs is on the homepage of your career site.

Tip: Make sure you test across multiple devices—iOS, Android and Windows phones—to ensure a fluid experience for all.



Step 2

Identify the Right Solutions

Prioritize your efforts by understanding your mobile users and their biggest challenges.

Here are common fixes you can start today:

- ▶ Make your text readable from a small screen. Provide all the information that's accessible on your career site from a desktop.
- ▶ Bring your jobs front and center for mobile users. Make your jobs easy to share on social platforms. Update your videos so they're playable (avoid Flash).
- ▶ If you're looking to provide a fluid experience for mobile candidates, consider an experienced partner for the solution. Creating an entirely mobile-optimized experience takes specialized knowledge and the resources to act quickly.

Tip: Just because mobile users have a smaller screen, doesn't mean they should have an abbreviated experience.

Step 3

Measure and Track Your Results

Set analytics in place, so you can assess and understand the impact on your results.

Here are common areas to track:

- ▶ Measure your mobile traffic for each day, month and year. How does it grow over time?
- ▶ Track mobile candidates who only start the application process and compare that number to those who actually finish. What's holding up the first group?
- ▶ Are your mobile users sharing jobs across social platforms?
- ▶ Track mobile candidates' interactions. Are they watching videos? Spending time on informational pages? Or going straight to the jobs?

Tip: Document the specific changes you made along the way. When you compare those to your results, you'll be able to understand what elements cater to your users.

Tip: If mobile users are reading your content, it's because it's relevant to their interests. Consider creating more robust pieces around these topics. Like a video or blog article.



Moving Forward

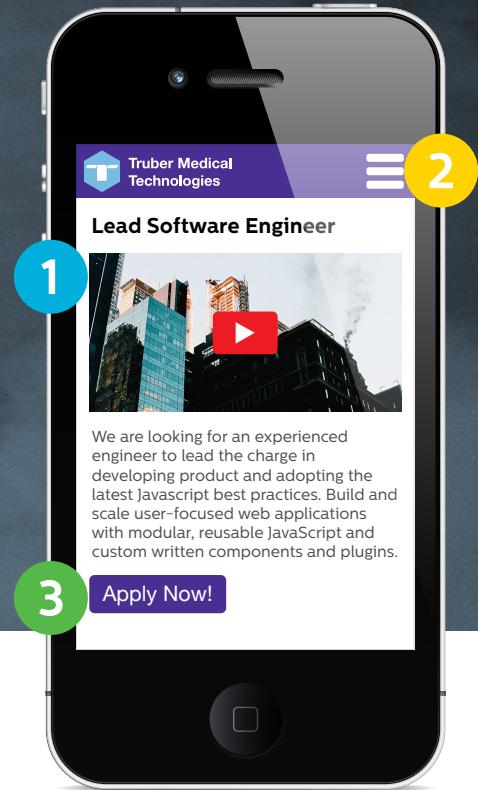
Mobile is not a stand alone strategy. Instead, it should be integrated as part of a comprehensive solution.

So you can capture candidates regardless of the device their searching from.

Recruiting.com helps employers eliminates the common frustrations of mobile users and replace them with a compelling candidate experience that's optimized for smaller screens.

If you'd like to learn more about our technology for mobile recruiting, email info@recruiting.com or call **866.637.3895** to connect with an industry expert.

We'll get to know you, your organization and your goals, so we can create a solution that meets your needs and solves your candidates' challenges.



1 | Enage:

Complete experience for mobile users

2 | Discover:

Browse on mobile devices

3 | Capture:

Collect mobile candidates