

Effects of \$22 Wage Offer In HCA Job Listings On Job Seekers in Washington State

April 8, 2022



Experiment Conducted March 1 - March 25, 2022

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Funded by: SEIU 775



Summary

Home Care Aide (HCA) employment offer of \$22 per hour attracted significantly more - **9.52% more** - applicant leads than a \$20 per hour offer.

Hypothesis


Home Care Aide (HCA) employment listing in WA offering \$22 per hour plus benefits will attract significantly more applicants than an identical listing offering \$20 per hour plus benefits.

Methodology

To ensure a sample audience of job seekers facing similar economic and pandemic conditions, and to prevent competing job listings that might confuse or discourage the audience, we placed identical job listings on four common job platforms at the same time: **Craigslist, Indeed, Google and Facebook.**

Job Listing Examples

Ads ran from March 1 - 25, 2022



Do GOOD for GREAT pay
Amazing benefits worth \$\$\$!

[Learn More](#)

WAHomeCareJobs.com

Do GOOD for GREAT pay and benefits

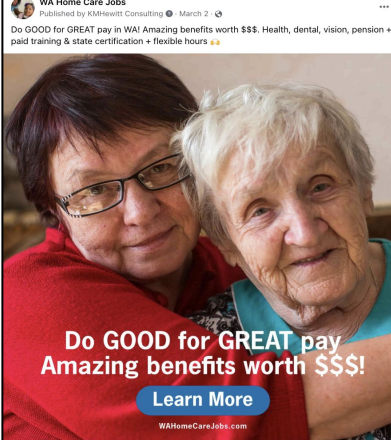
Amazing benefits for you worth \$\$\$.

Health, dental, vision, pension + paid training & state certification 🙌

Flexible hours 🙌

Get paid to become a state certified HCA 🙌

Learn more: https://www.wahomecarejobs.com/20plusbenefitsforyou?utm_medium=craigslist&utm_source=job-board&utm_campaign=for-you



Do GOOD for GREAT pay
Amazing benefits worth \$\$\$!

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WAHomeCareJobs.com

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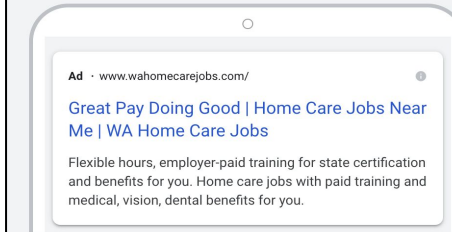
Find A Home Care Job!

\$20/hr + great employer paid benefits for you 🙌 Health, dental, vision, pe...

[Apply now](#)

173 32 Comments 26 Shares

Like Comment Share



Ad · www.wahomecarejobs.com/

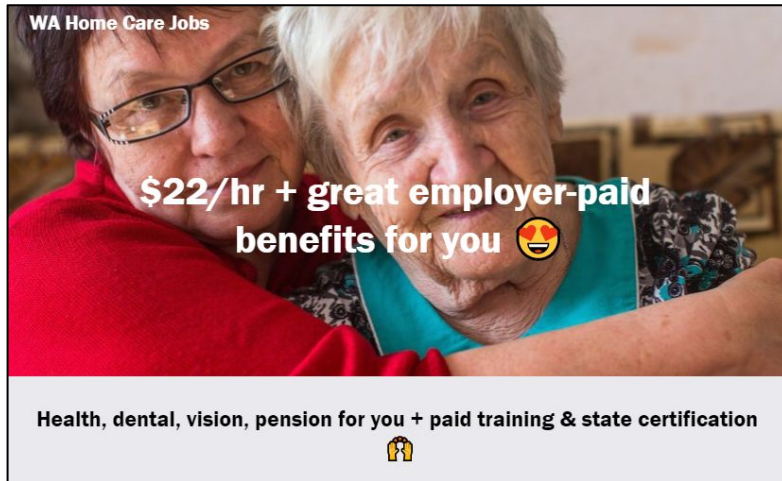
[Great Pay Doing Good | Home Care Jobs Near Me | WA Home Care Jobs](#)

Flexible hours, employer-paid training for state certification and benefits for you. Home care jobs with paid training and medical, vision, dental benefits for you.

Users Randomly Delivered A or B Offers

During the experiment period, Google recorded 3,321 experiment sessions split almost evenly between two landing pages.

Offer A

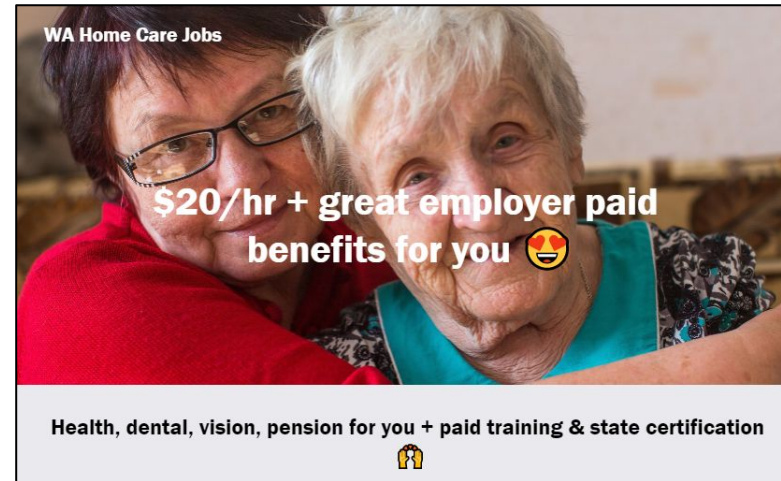
The landing page for Offer A features a photograph of a woman with glasses and a red shirt hugging an elderly woman with white hair. The text "\$22/hr + great employer-paid benefits for you" is overlaid on the photo with a smiling face with sunglasses emoji. Below the photo, a light blue box contains the text "Health, dental, vision, pension for you + paid training & state certification" followed by a person with a backpack emoji.

WA Home Care Jobs

\$22/hr + great employer-paid benefits for you 🤔

Health, dental, vision, pension for you + paid training & state certification 🧑🎒

Offer B

The landing page for Offer B features the same photograph of a woman hugging an elderly woman. The text "\$20/hr + great employer paid benefits for you" is overlaid on the photo with a smiling face with sunglasses emoji. Below the photo, a light blue box contains the text "Health, dental, vision, pension for you + paid training & state certification" followed by a person with a backpack emoji.

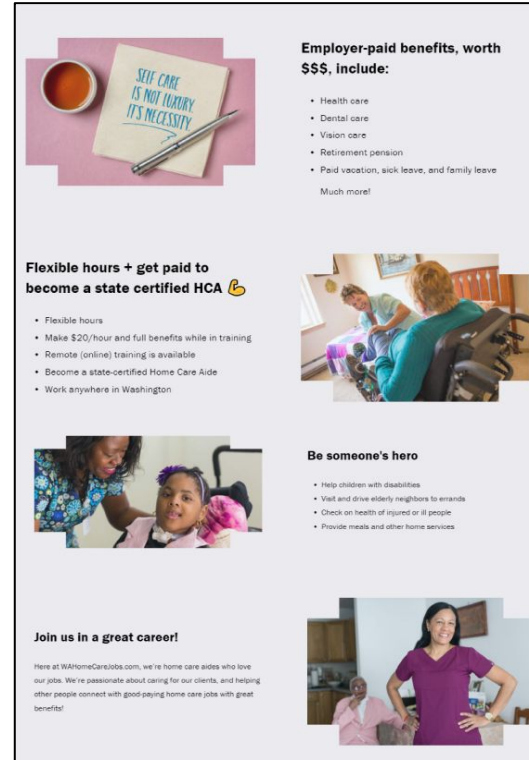
WA Home Care Jobs

\$20/hr + great employer paid benefits for you 🤔

Health, dental, vision, pension for you + paid training & state certification 🧑🎒

Only variable text: Wage Rate

Offer A and Offer B included identical images and text, including information about the job tasks, benefits, and more.



Employer-paid benefits, worth \$\$\$, include:

- Health care
- Dental care
- Vision care
- Retirement pension
- Paid vacation, sick leave, and family leave
- Much more!

Flexible hours + get paid to become a state certified HCA 🙌

- Flexible hours
- Make \$20/hour and full benefits while in training
- Remote (online) training is available
- Become a state-certified Home Care Aide
- Work anywhere in Washington

Be someone's hero

- Help children with disabilities
- Visit and drive elderly neighbors to errands
- Check on health of injured or ill people
- Provide meals and other home services

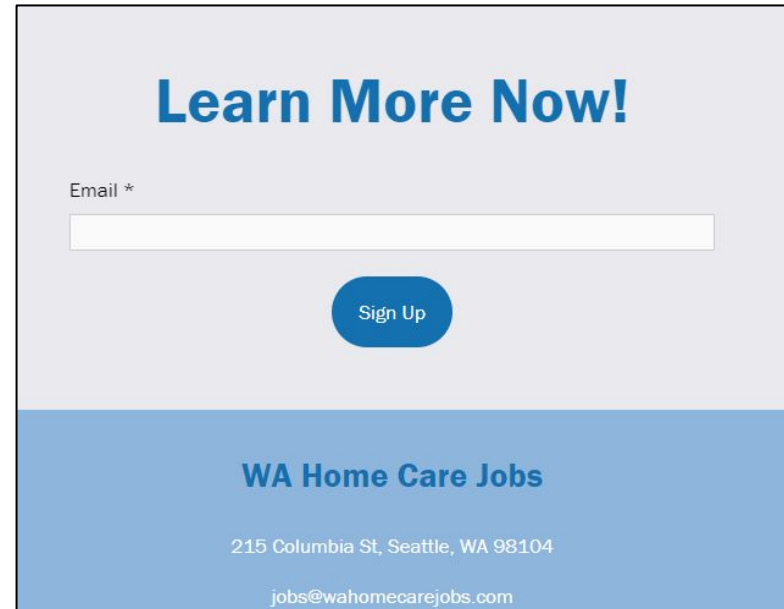
Join us in a great career!

Here at WAHomeCareJobs.com, we're home care aides who love our jobs. We're passionate about caring for our clients, and helping other people connect with good paying home care jobs with great benefits!

Conversion = Providing E-mail

Two opportunities to provide email—one on top of page and one on bottom of page.

Nearly 500 people
“converted” by giving their
email address to learn more.

A screenshot of a web form for "WA Home Care Jobs". The form has a light blue header with the text "Learn More Now!". Below this is a white input field for an email address, preceded by the label "Email *". A blue rounded button with the text "Sign Up" is positioned below the input field. The bottom section of the form has a darker blue background and contains the text "WA Home Care Jobs", the address "215 Columbia St, Seattle, WA 98104", and the email address "jobs@wahomecarejobs.com".

Learn More Now!

Email *

Sign Up

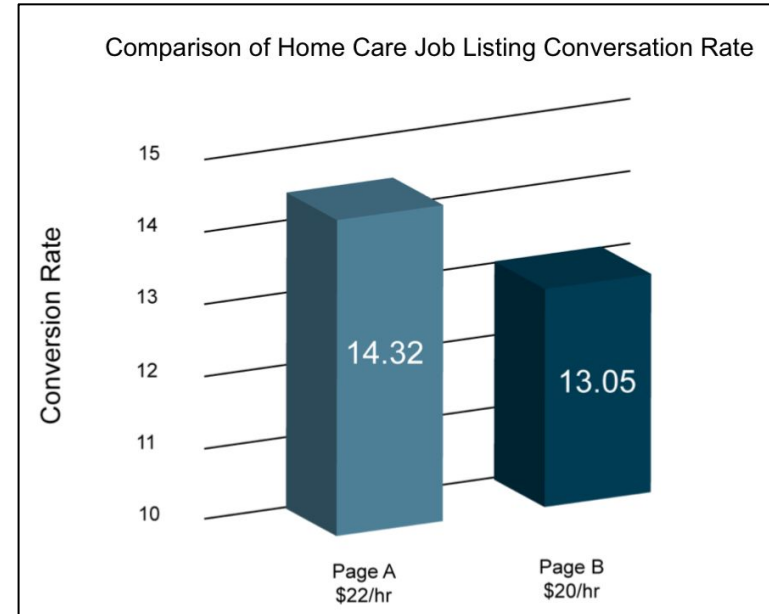
WA Home Care Jobs

215 Columbia St, Seattle, WA 98104

jobs@wahomecarejobs.com

Results: More job seekers were significantly interested in \$22/hour job offer

- 9.52% more job lead conversions
- Conversions occurred 10% faster on Offer A page, within just 46 seconds on average
- 8% more visitors scrolled down Offer A page
- 95% statistical significance, 72% probability of same result



Recommendation

To recruit a higher number of job seekers to HCA positions, employers will likely attract more applicant interest by advertising the higher pay rate of \$22 per hour.