

# The Little Blue Book of Online Recruitment



in association with



# The Little Blue Book of Online Recruitment

**The Little Blue Book of Online Recruitment** is an indispensable guide to getting the best results from online recruitment advertising, and using job boards.

This particular copy of **The Little Blue Book** belongs to:

---

If you would like to receive your own **complimentary copy** to keep and to call *your own*, email [bluebook@jobserve.com](mailto:bluebook@jobserve.com)



©2011 JobServe Limited  
[www.jobserve.com](http://www.jobserve.com)



## The Little Blue Book of Online Recruitment

Published by:

JobServe Ltd.,  
Tower Business Park, Kelvedon Road  
Tiptree, Essex. CO5 0LX. United Kingdom

[www.jobserve.com](http://www.jobserve.com)

Copyright ©2011 JobServe Limited

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form, by any means, electronic, mechanical, photocopying, recording or otherwise, except as permitted by the UK Copyright, Designs and Patents Act 1988, without the prior permission of the publisher.

Designations used by companies to distinguish their products are often claimed as trademarks. All brand names and product names used in this book are trade names, service marks, trademarks or registered trademarks of their respective owners. The publisher is not associated with any product or vendor mentioned in this book, other than JobServe Limited and Jobg8 Limited. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. If professional advice or other expert assistance is required, the services of a competent professional should be sought.

### **LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY**

**THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD/PROVIDED WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING OR OTHER PROFESSIONAL SERVICES. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANISATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR POTENTIAL SOURCE OR FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLICATION ENDORSES THE INFORMATION THE ORGANISATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT WEBSITES/PRODUCTS LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THE WORK WAS WRITTEN AND WHEN IT IS READ.**

## About the Author

**Wendy Cowell** is *Global Online Sales & Business Development Manager* at one of the world's leading job boards, JobServe.

Wendy's wealth of knowledge and experience in online recruitment advertising spans 12 years.



Having worked exclusively for JobServe throughout this time she has a thorough understanding of all aspects of online recruitment, along with a proven track record of achieving outstanding results for her customers.

*"In 1993, JobServe became the world's first Internet job board. With there being an estimated 4.7 Internet years to every calendar year, much has changed in the world of online recruitment since then - Google, Facebook, Twitter and the iPhone to mention only a few.*

*Job boards are now an essential tool for employers, recruiters and advertising agencies alike. The effective use of them can make all of the difference between a placement, and the associated placement fee, or a near-miss.*

*In this guide I have imparted some of the knowledge that I have built-up during my time working in online recruitment, and hope you find this of benefit."*

A handwritten signature in black ink that reads "W. Cowell". The signature is fluid and cursive, with a small dot at the end.

wendy.cowell@jobserve.com

# Contents

Introduction .....	6
Understanding the Medium.....	8
Measuring Results.....	10
Search Engine Optimisation.....	15
Applicant Tracking Systems.....	18
Social Media .....	23
Branding .....	27
Advert Shelf Life.....	28
The Secrets of an Effective Job Advert .....	30
Search Techniques .....	38
Maximise your Reach .....	41
Solutions from JobServe.com.....	44
Contacting JobServe.....	47
My JobServe .....	48
Glossary of Online Recruitment Terms .....	49

## **Introduction**

The days of heavy-weight jobs supplements in newspapers are long gone. The worldwide web and online jobs boards have revolutionised the way that recruiters advertise - and the way that job seekers find employment.

For the modern recruiter, job boards are a phenomenally important tool in their “recruiting toolbox”.

Job boards enable recruiters to tap into an instantly available pool of quality job seekers - both through the receiving of applications to published job advertisements, and also through the proactive searching of registered job seeker CV/resume databases.

Using a job board is not ‘rocket science’. Most are designed so that the core functionality is straightforward to use, quick and user friendly.

However, for the savvy recruiter, it is essential to understand how job boards work, how job seekers interact with them, how to make the most from a job advertisement and, most importantly, how to stay ahead of the competition.

As job board technology has continued to grow in sophistication, so have the types of searches performed by the job seekers that use them.

Many job seekers are familiar with Boolean search techniques, and the majority will setup jobs-by-email searches through which they will receive proactive notifications of new job postings.

Often recruiters or employers will post their advert to multiple job boards to maximise the exposure of their job, and to attract

the highest number of suitable applications. Many will use “multi-posting tools” such as Broadbean or Idibu to enable them to distribute their job to multiple boards, whilst only processing the advert once.

**The Little Blue Book** is your guide to the essential “must know” elements of using job boards.

By reading this guide, you will learn how to:

- Identify a good job board
- Write and upload an effective job advertisement
- Measure and track your advert’s performance
- Understand the pro’s and con’s of applicant tracking systems
- Make the most of referral systems
- Benefit from the additional power of brand awareness
- Distribute your job advert to the widest *relevant* audience
- Harness social media

With the help of **The Little Blue Book** you too can be a *Savvy Online Recruiter*.



## Understanding the Medium

When looking at job boards, trying to understand how they work and the behaviour of their users, it is important to consider the different methods through which a board may interact with its audience.

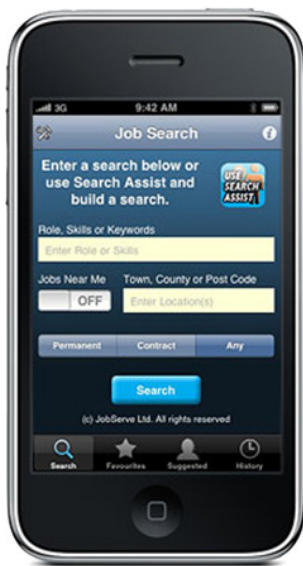
### Website

The website, for most job boards, remains the most popular interface between the board and its job seekers. Typically the website versions of job boards have the richest functionality and, arguably, the strongest user experience.

### Mobile Websites and 'Apps'

As technology continues to advance, and as time demands on job seekers ever increase, there is a very strong rise in the number of job seekers accessing job boards through their mobile telephones and other such devices.

Many job boards now have "mobile friendly" versions of their websites, with the majority of the industry leaders having dedicated 'apps' for devices such as iPhones, iPads, Android and other mobile platforms.



### Jobs by Email

The proactive sending of matching jobs to candidates by email was a service pioneered by JobServe back in 1994. It is now a staple of almost every job board, and remains a popular function with job seekers.

Typically, most job boards perform overnight matches for jobs posted against the criteria job seekers have specified as their interests. Matching jobs are collated, summarised and sent by email - ready for the job seeker to view them at their convenience.

As jobs by email has evolved, some job boards now offer “immediate” notifications, whilst others use artificial intelligence to “learn” the types of jobs that a job seeker may be interested in.

### **Jobs by RSS/Atom**

RSS and Atom are similar mechanisms for receiving streams of job data. An increasing number of job seekers now use these to pro-actively pull matching job information into their computer desktops, Google homepage, news reader applications etc.

### **Jobs via Social Media**

Although there is less consistency in approach, some job boards are experimenting with distributing job content via social media, such as through Tweets or via publication on Facebook.

It is expected that social media will play an ever-growing role in online recruitment over the coming years but is still, relatively, in its infancy. Although there is much hype surrounding it, the tangible results appear to be more limited.

Further information on the effective use of social media in support on online recruitment, is provided later.

## Measuring Results

Although a small handful of job boards allow free postings, the primary revenue stream for the majority of job boards is through chargeable job advertisements.

With the economic climate changes of recent years, and the tight recruitment budgets that have resulted, it is more important than ever that recruiters advertise wisely - and ensure they get the maximum possible *return on investment* (ROI).

For the savvy recruiter, metrics are a daily method of monitoring performance. However, for many others, online advertising is more of a hit-and-miss process and it's less clear where they should advertise and what they should be tracking or how.

### Identify your source

Although this may seem really basic, it is surprising how many recruiters find themselves unable to track the source of their applications.

It is good practice to ensure that each job advert is sent out with a unique reference number. By adding a further part to the reference number, it becomes much easier to track the origin of an application - as well as enabling the identification of the job advert that has performed well.

An increasing number of recruiters use multi-posting tools, such as Broadbean or Idibu. These can further help in tracking the origin of an application.

Where an application is pulled directly into a recruitment management system, it is important that the source of the application is retained. Not only is this critical for measuring

the performance of a job board, but it also creates a natural conversation flow with a job seeker. E.g. *"Thank you for your application to our job via..."*

Recruiters will also want to track which types of adverts attract the best candidates. "If you can't measure it - you can't manage it". Peter Drucker, Management Guru.

### **Meaningful numbers**

When measuring statistics for your job posting, it is important to understand how to interpret the numbers and to give them context.

#### *Job Views*

The number of views an advertisement receives on a job board is a popular metric with many consultants but is, arguably, largely irrelevant. Does a shop keeper worry about how many people enter his store, or does he worry about how many visitors buy something?

The fact is that it is practically impossible for *any* job board to accurately measure the number of eyeballs that view a given job advert. A large part of the reason for this is due to 'spiders'.

A good job board will be crawled by search engine spiders *at least* once per day. The role of these 'spiders' is to trawl the website and to index the content, making it available to search in the host search engine (e.g. Google).

In trawling a website, these spiders often clock-up "page views". Whilst all major search engines will generally identify their spiders, and thus they can be eliminated from page view numbers, they also send in anonymous spiders.

These 'anonymous spiders' are designed to impersonate 'real users', and can therefore not be identified for exclusion from the page view figures. It is important for search engines that they do this anonymous crawling, as it is a mechanism for them eliminating search engine 'spam'.

As well as search engine spiders, many job boards - especially the larger ones - will be crawled by data harvesters.

Many aggregators, such as Indeed, will use data harvesters to pull data from other job boards and aggregate them on their site. As with the search engine spiders, sometimes these can be identified and eliminated from page views, other times they cannot.

### *Job Applications*

The number of applications a job advert receives from a given job board is probably the most important metric a recruiter can measure.

Applications are direct expressions of interest by a job seeker to a given role. Often a recruiter will be able to submit an applicant to the prospective employer, with the aim of securing the job seeker employment - and the recruiter the placement fee.

For the savvy recruiter, all applications are of value. Even if a given applicant is not suitable for the role for which they applied, they may be perfect for another job. Tracking a job seeker from their origin to their ultimate placement, is therefore also highly important.

### **Apples and Oranges**

When comparing metrics, you should take care to ensure that you are comparing like-for-like.

If you advertise your job on one board, purchase banner advertising, featured promotions and sponsorship keywords, it is not appropriate to then compare the response against a board where you have submitted the same job, but only as a standard listing.

Also, when comparing advert responses, you should consider whether the advert content was consistent. If different wording is used on one job board to another, this could as much point to the advert presentation than as to the performance of the board.

### **Quality versus Quantity**

Whilst the quantity of job applicants is a good (and valid) measurement, this must be tempered against quality.

It is very easy to perceive a job board as performing well if you receive plentiful quantities of applications to every advert. However, if you don't ever place any of those job seekers, then the exercise has been fruitless.

A seemingly lesser-performing board (one delivering less applicants) might be the superior if you are able to place more job seekers and accrue more fees from the applications received.

### **Working the numbers**

There are various different ways in which the value of a job board can be qualified. These include the tangible, as per the example below, and the intangible - such as the value of 'brand awareness'

through promotion on a given board.

It should be possible for recruiters to determine the 'typical value' of each new job seeker they receive through an application via a job board. Ideally this calculation would be performed on a per-board basis.

### **Example**

Typical placement fee:	3000.00
For 'board x', the average no. of applicants before a placement is secured:	20
'Value' of each applicant:	$3000/20 = \underline{150.00}$
Cost of job advert on 'board x':	80.00
Typical number of applicants (per job) from 'board x':	14
Cost per applicant:	$80.00/14 = \underline{5.71}$
Return on investment, per job seeker, from 'board x':	$150.00 - 5.71 = \underline{253\%}$

The figures you derive can then be compared across boards, and give you a KPI for your online recruitment advertising. As already warned, though, do make sure that you compare like-with-like.

You can also make the data more specific, and calculate the returns on a per-job-type basis, or include other defining criteria that distinguish between different types of role. This will help you identify those boards that are good for some types of role, but less so for others.

## Search Engine Optimisation

When advertising on a job board, you are expecting return on your expenditure by receiving applications from relevant job seekers. But how do job boards attract those job seekers in the first place?

The strength of a brand and word-of-mouth will play a part for some job boards - as will prominent advertising campaigns. However, by the nature of job boards being on the Internet, one of the most important lead sources of job seekers to job boards is from the search engines, such as Google, Yahoo, MSN etc.

When evaluating a job board, you should consider the sorts of searches the job seekers you are looking to attract will be performing, and how the board ranks against those searches.

Google remains, without doubt, the most popular (and most sophisticated) search engine. As such, you can reasonably perform your evaluation against Google, and assume similar (or better) results from the others.

Below are some of the things you should look out for when evaluating the efforts a job board is making to ensure it attracts the best audience from the search engines.

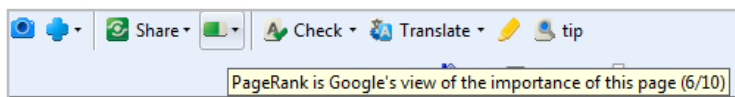
### Google Page Rank

Google has an algorithm through which it ranks website pages. The ranking figure for a given website page is shown on the Google Toolbar, which is a free browser plugin (search "Google Toolbar").

You should use the Google Toolbar to ascertain the page ranking of key pages within the job boards website. This



metric represents the “importance” of the site and its pages to both the search engine, and to its audience.



### **Alexa Reach**

Alexa is an independent organisation that collects web usage data through toolbars installed in web browsers.

Although the data should not be viewed as an “absolute” it is very useful for performing relative comparisons of job board reach.

The Alexa Traffic Rank for a given website can be found either by visiting [www.alexa.com](http://www.alexa.com), or by installing the free Alexa toolbar (search “Alexa Toolbar”).

Depending on your desired audience, you should view both the broad (worldwide) traffic rank and the local ranking for your country. A website might have a weak global rating, but perform very well in a given country.

Alexa also provides a number of further additional statistics, such as the number of inbound links into the site (i.e. links from other websites into the given board). When taken relatively, these can also be of value.

### **Search Engine ‘friendly’ pages**

For pages to be ‘friendly’ to the search engines, they should comply with a number of key criteria:

- Pages should have relevant and content-rich page titles (as displayed in the browser header bar/tab)

- Relevant meta tags (description and keywords) should be included in each page - seen by viewing the HTML source (the language used to build the web page).
- The pages within the website should be HTML compliant in their core structure.
- The job board should be quick to load, search and navigate, with concise, well written mark-up.
- Job description pages should have search engine friendly URLs. So, instead of */jobdetail.aspx?id=2928*, they should be more akin to */vb-developer-london-united-kingdom-permanent.aspx*.
- The site should be 'friendly' to search engine spiders, offering good, **relevant**, page cross-linking, and easy methods for the spiders to identify and trawl the entire contents of the website.
- The fact is that a well structured job board, with good up-to-date content, will naturally rank well in the search engines.

As a result of recent search engine changes (Google "Panda"), aggregators are ceasing to rank as well as they did previously, and "content originators" are now getting their rightful recognition by search engines.

Any job board that resorts to extraneous and SEO specific keywords and links should be considered with some suspicion. Bad SEO practice is often penalised in the long run.

## Applicant Tracking Systems

Applicant Tracking Systems (or ATS systems) are recruitment management systems often used by larger corporations, and are particularly popular in the United States. They are also sometimes referred to as Talent Management Systems.

Some of the big names in the provision of ATS systems include Taleo, Bullhorn, Hiredesk.com and iCIMS.

Most of the major ATS systems have a web interface that is used to capture online job applications. Typically this interface is linked to the careers section of the employer's website and then this, in turn, is often linked to the "Apply" button on job adverts on the job boards.

A high-level view of a typical application process using an ATS would be:



ATS systems are exceptionally useful for companies managing large quantities of applicants, and have regular recruitment needs.

It is a typical human trait that we crave data. ATS systems serve this hunger, and are capable to storing vast quantities of diverse information about an applicant - from their name, down to their shoe size!

Whilst knowledge is valuable, it is important to remember the goals - especially in a competitive market. When a job

seeker is potentially looking at applying for several jobs, there is the risk of “missing-out” by making the application process disproportionately onerous.

Whilst, for some, the mantra of “if they’re the right applicant they’ll work their way through the process” is fine, it is perhaps a little over-simplified for other scenarios - and particularly when considering more senior roles.

The following is a *real-world* example of a popular ATS application model that is widely in use today. It is not atypical, and comprises no less than 16 steps that the job seeker has to complete, just to submit their application!

#### **Step 1: The Job Search**

The job seeker calls up their job board of choice, and performs a job search.

#### **Step 2: The Search Results**

A list of matching results is displayed, and the job seeker selects one that appears of interest.

#### **Step 3: The Job Description**

Having read the job description, reviewed the package and location, the job seeker decides to apply, and hits the “Apply” button.

#### **Step 4: The Application Form**

Depending on the job board in use, an application form of varying complexity is displayed. The more “ATS aware” job boards will display a very basic “email address/resume” form.

#### **Step 5: Another Homepage**

Having completed the application form the job seeker

then finds themselves taken to the homepage of another website. This is, in fact, the homepage of the employer's career's portal.

#### **Step 6: Re-searching and trying to find the job again**

The job seeker now has to re-locate the job that they had already started applying for. The search interface is different and, by this point, many potential applicants have already dropped-out.

#### **Step 7: The job description (again)**

Having re-located the job they were interested in, the job seeker is now re-presented with the job description they already read previously.

#### **Step 8: Global Legal Agreement**

At this point the job seeker is presented by a *substantial* set of terms and conditions, entitled "Global Legal Agreement". They haven't even yet applied, and are already being tied-down in legalese.

#### **Step 9: Login**

Having accepted the legal agreement, the applicant is then presented with a login form. At this point they haven't even registered, and this confuses many. Often job seekers think this is the job board login (which it isn't), and get frustrated at being unable to login.

In fact, the ATS system requires them to press the "New User" button located at the bottom of the form.

#### **Step 10: Login Failure**

Granted step 10 may not be seen by all, but some of the ATS systems require the job seeker to follow an almost military

level of security to be able to register.

A sample screenshot of the warning message from this example ATS application process is shown below:

**The password you entered is not valid**

Please note that the password must respect the following rules:

- It must contain between 7 and 32 characters. Use only characters from the following set: ! # \$ % & ( ) \* + , - . / 0 1 2 3 4 5 6 7 8 9 ; : < = > ? @ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z [ \ ] \_ `
- It must contain at least 1 lowercase letter(s) (abcdefghijklmnopqrstuvwxyz)
- It must contain at least 1 capital letter(s) (ABCDEFGHIJKLMNOPQRSTUVWXYZ)
- It must not contain more than 2 identical consecutive characters (AAA, iii, \$\$\$\$...)
- It must not contain your user name.
- It must not contain your email address.
- It must not contain your first name.
- It must not contain your last name.

### Step 11: Security Question

Having made it through the complexities of registration, I am now invited to provide my security question and answer. It is not made clear to the user this is something for them to provide, and often many think they ought to know this as an existing question and there are further drop-outs.

### Step 12: Comprehensive Application Form

The applicant, at step 12, has finally made it to the first page of the application form.

The form is substantial, and contains dozens of in-depth, yet generic, questions.

### Step 13: Job Specific Questions

The applicant now has a set of job specific questions, the first being which of the listed 30+ possibilities makes them legally eligible to work within the given geographical territory.

**Step 14: Work History and Education**

Despite it all being present on the applicant's CV/resume, they are now required to complete all of their work history and education background - providing 6-8 pieces of information for each.

**Step 15: Diversity**

Having made it this far, the applicant now has to answer 6 questions on diversity - each with as many as 20 possible answers.

**Step 16: Standard Confirmation Email**

Their ordeal over, the applicant receives a standard, templated confirmation email advising that, if their skills are deemed to fit, they will be contacted in due course.

Statistics from global job board JobServe.com show that typically 50% of applicants drop-out during an ATS application process.

Further argument could be made that those who do persevere are possibly those in greater need of employment, and it may be that the most desirable applicants are lost within the 50%.

ATS systems are valuable, and provide an effective solution to mass information management. However, those implementing online ATS application processes should think beyond the system capabilities, and reflect on the applicant process for the job seeker.

Ultimately the goal is to find the best person for the job.

# Social Media

The emergence of *social media* is something that has caused much excitement within the Recruitment Industry.

Although tangible validation of results is hard to come by, few dispute that social media is important, and will be increasingly so in the coming years.

## **Definition: Social Media**

*The term **Social Media** refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.*

Social media can take on many different forms, including Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social book-marking.

The most well known social media sites are, beyond any doubt, Facebook and Twitter. LinkedIn is another phenomenally popular community site, and in this context, could be included within social media.

With web technologies having evolved to the point of such simplicity, many job seekers now have their own online journals, or blogs (*weblogs*). These vary in sophistication, with eager bloggers quickly amassing a significant quantity of data.

All of these sites are a potential gift to Recruiters, as they provide a route to the most elusive of animals - the *passive job seeker*.

## **Definition: Passive Job Seeker**

*A **Passive Job Seeker** is one who is not actively looking for new employment, but is open-to-offers. Typically they are content*



*with their current employment.*

To many recruiters, any individual is open to offers of employment! The offer simply has to be attractive enough to whet the appetite.

The majority of the social media sites can be used from two directions:

- for the searching of passive job seekers and prospective suitable employees
- for the promotion of current job opportunities

Twitter and LinkedIn are both very popular media for advertising or announcing new job opportunities. Links are then typically provided to a job board, or similar site, upon which the interested party can then apply.

Facebook is similarly employed, with many recruiters and employers creating their own Facebook pages. These tend to vary wildly in their sophistication, and the regularity with which they are updated.

To maximise the chances of attracting the best quality candidates, it is important for recruiters to maximise the reach of their job adverts. Social media is one way of working towards this and, ideally, it should form a core part of a modern recruitment practice.

Further methods for reaching the widest range of job seekers are covered later in this guide.

## Some key statistics about Social Networking websites

Site	Registered Users
Facebook	750 million +
LinkedIn	120 million
Twitter	100 million
MySpace	60 million
Google +	25 million

**N.B.** Figures were accurate at the time of going to press

Out of all these Social Media sites - Twitter has the most useful search functionality. Twitter is actually the second largest search engine in the world behind Google.

You can access the Twitter search engine at this link:

<http://search.twitter.com/>

Many Twitter users are on the site for business purposes. For this reason coupled with the advanced search functionality and no cost - many organisations post their job adverts to Twitter.

It's worth noting on these social networks that for all the people viewing your business page, only a small percentage of these users may be looking for a job and willing to submit their CV/ resume. Job Boards deliver a much higher quantity and quality of job seekers compared to social networking websites. As a result of the ROI compared to using job boards, consider how much time you allocate to social media.

However many job boards themselves use social media sites to market their jobs to passive candidates, and some of these job

boards offer social media distribution to their clients.

JobServe offers a service where, if you would like to post the jobs that you advertise on JobServe.com to Twitter, an automatic feed can be setup to achieve this. This means that your Twitter account is always updated with your latest vacancies.

If you are interested in this service, and would like to learn more, email [socialmedia@jobserve.com](mailto:socialmedia@jobserve.com).

## Branding

*Brand awareness*, and the smart application of it, is a useful way for recruiters to increase the number of applicants to their job.

Studies show that a typical job seeker is more likely to look at a job advert where the employer is disclosed, versus one where they are not. This increases further when the employer is a well known and well reputed brand.

Of course, it is the nature of recruitment that employers may wish to remain anonymous when placing their advertisement. This may be because the role is confidential or, more likely, to prevent direct applications or the approach of other agencies to the employer.

Where a recruiter, and particularly an advertising agency, is working for a known brand (and it is not confidential) this opens up a number of opportunities to include value-add branding to a job advertisement.

Banner advertisements are a particularly popular way of drawing attention to a prominent recruitment campaign. For large campaigns, a homepage or “headline” banner can be considered whereas, for smaller campaigns, keyword targeted banners might be more appropriate.

Where permissible, branding should always be applied to the job advertisement. This helps provide credibility to the advert, and assurance to the job seeker.

The major job boards provide “featured job” advertisements. These can be used to draw additional attention to a given job, and can help maximise job seeker applications.

## Advert Shelf Life

Statistics show that job advertisements have a 'shelf life', with the majority of jobs typically receiving 76% of their applications within the first 3 days after advertisement. This appears to be almost uniform, regardless of geographical territory.

Despite many job boards offering 28-day/1-month postings, recruiters might be better considering 7-day postings.

Although some job boards provide a superior "best match" order to their search results, many job boards will still display jobs with the latest first. Thus, when a job is advertised it will often show at the top of relevant search results. However, over time, new jobs will replace it and the job will slip further and further down the list until it expires. "Refreshing" jobs by re-advertising pushes the job back to the top of the list again, when searching by date order.

The "fresh job" phenomena is shown to be a consistent feature of the online recruitment advertising industry, with only a small drop-off. Therefore, by posting a job for 7-days, and then renewing it three times, substantially more applications may be received than posting the job once for 28-days.

Logic and extrapolation might lead one to believe that re-posting the job *even-more* regularly could bring further gain. In fact, the opposite is true. This is due to the way that many job boards operate.

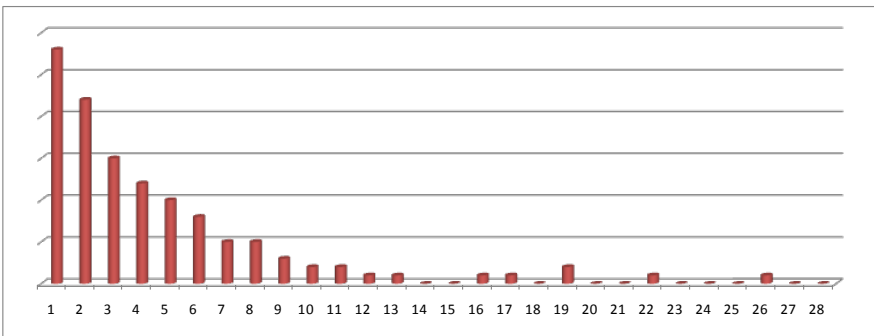
Typically, when a job is posted on a job board, it will be matched against those job seekers with ***jobs-by-email*** configured. The job advertisement is then sent to those matching job seekers.

If, in the meantime, the job is removed then when the job seeker

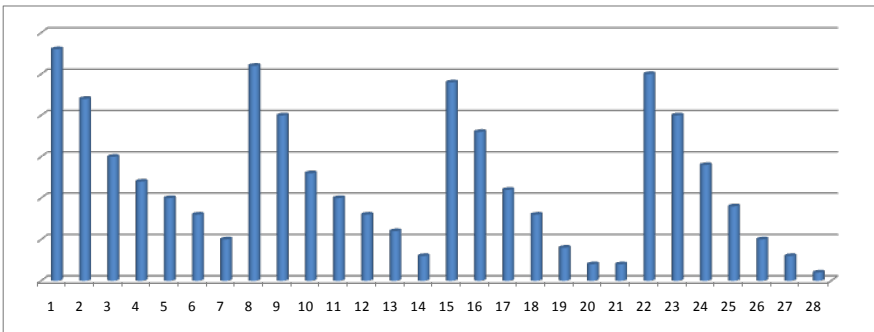
reads their email and chooses to view more about the job, the job is no longer available. This is exceptionally frustrating for the job seeker, loses the application and is also unpopular with most job boards.

Similarly, if a job seeker sees the same job in their jobs-by-email day-after-day, they start to become “blind” to it, and further frustration results.

The magic renewal period is **7-days**, and most recruiters will find benefit from implementation of this “refresh” strategy.



**Figure 1:** A sample application response to a 28 day job posting



**Figure 2:** A sample application response to a 7 day job posting, refreshed 3 times

## The Secrets of an Effective Job Advert

It should go without saying that the fundamental of a good job advertisement is that it is attractive to its desired audience.

However, writing a good job advert goes beyond these basics, and should be based upon an understanding of the techniques employed by job seekers in searching for jobs, and by job boards in delivering (what they perceive as being) the most *relevant* jobs.

It has been demonstrated that, for the same job role, a well written advert can receive as many as 71% more applications than a less well written equivalent.

Some of the secrets of writing a good job advert become obvious once an understanding is gained of how job seekers search for jobs, and how job boards deliver their results.

For the majority of job boards, the primary search criteria are determined from the job seeker entering one or more keywords or phrases that describe their requirements.

As an example, an IT job seeker may enter **Visual Basic Developer**.

A more sophisticated user of keyword searching might use Boolean search techniques, such as **“Visual Basic Developer” OR “SQL Analyst”**.

### **Definition: Boolean Searching**

*The use of Boolean operators (also called logical operators) such as AND, OR, NOT, in making keyword-based text searches more precise. Boolean searching is named after the UK mathematician George Boole (1815-64).*

Whilst some job search engines might try to include synonyms in the search (i.e. for the search “**Visual Basic Developer**” also search “**VB Developer**”, “**Visual Basic Programmer**”, “**VB Programmer**” etc.) this alone is not the answer.

Fundamentally the job boards can only match based upon the content you provide in your job advert. It is therefore important that your job advert contains all of the necessary constituent parts.

### **Job Title**

It is perhaps of little surprise that the job title is one of the most important parts of the job advert. The job title is the first thing to catch the job seeker’s eye, and draw them to read your advert further.

When writing the job title, you should appreciate the length constraints applied by different job boards. Typically you should keep your job title to **100 characters**, or less. However, make the most of this space by including popular alternate titles for the same role, identifying the key skill for the role.

For example, rather than just having the job title as “**JAVA J2EE Developer**”, use the job title “**JAVA J2EE Developer/ JAVA Developer/Java Applications Programmer**”.

### **Job Description**

You should write your job description with two audiences in mind – i) the job seeker who will be reading your job advert and deciding whether they wish to apply and, ii) the job search engines that will be matching your advert against the search criteria entered by the job seeker.



By way of general guidelines:

- Include the job title in your job description also, placing it towards the front - ideally the first line.

When weighting job adverts for “level of match”, some job boards exclude the job title from the algorithm, and unless you are aware of this you could end up missing out.

- Whilst giving prominence to the role’s key skill, ensure that you also include all secondary and associated skills. You may find your ideal candidate even though they performed their search on a secondary skill.
- Keep your job description concise, yet readable. You should aim for between 200 and 500 words.
  - Tell candidates the skills you’re looking for
  - Give an idea of what the company culture is like
  - Write plainly and clearly, avoiding jargon
  - Try to avoid repetition of the same skills and keywords. This could be viewed as “spamming”
- Try to get your key skills mentioned towards the beginning of the advert, as early words will receive more prominence/weighting with some search algorithms.

### **Location**

The reality is that most candidates will be looking for a job within about 15 miles of their location.

When completing the location information for your job, always try to be as specific as possible. Many job seekers

will run proximity searches to refine the results for where they would like to work.

If requested, you should always complete the postcode location of the role. Most job boards will not display this information, but it will be used for proximity searching.

### **Salary**

Naturally job seekers want to know what they will be able to earn in a given job.

Statistics show that:

- Contract roles with salaries disclosed receive twice as many applications as those without
- Permanent roles with salaries shown receive 20% more applications than those jobs which do not show the salary

### **Benefits**

If the job you are advertising has extra benefits, include these with your salary information.

Some of the modern 'intelligent' job search engines, such as JobServe, will expand the salary search criteria percentage by an amount when the phrase "+ benefits" is present.

### **Advert Structure**

Learning to structure your advert to achieve the best results in the job board search engines, and thus maximising your chances of attracting the most suitable job seekers, is one of the most important aspects of online advertising.

A sample of a job advertisement structure to maximise the reach across relevant job seekers is shown overleaf.

### A skills-focused, targeted job advertisement

The following is an example of a targeted job advertisement for a role that is 'skills heavy'.

#### **C# Developer (T-SQL, MSSQL Server, ASP, VB, Java)**

Permanent

C# Developer with T-SQL, MSSQL Server, ASP, VB and Java required to join a prominent organisation based in the Financial District of London. The role offers an attractive £30-35k salary, with additional benefits.

#### **Key Skills & Background**

- You will be expected to have proven a development background that includes C#, T-SQL, MSSQL Server, ASP, VB, Java
- Excellent communications skills
- Background/experience in Telecoms/Networks
- Experience of LAMP (Linux, Apache, MySQL, PHP/Perl/Python) would be desirable.

#### **About the Role**

- In a core supporting role to the Operations Director, you will be expected to be capable to react to situations and needs as they arise
- You will be working on streamlining and optimising current procedures, and will be working with technologies including C#, Transact-SQL, Microsoft SQL Server, ASP, Visual Basic and Java.
- The role will include creating small executables to support on-site engineers, including web portals and login scripts
- You will have responsibility for end-to-end process gathering, liaising with various departments and individuals – including board level
- The software development responsibilities of the role will include the design, development and modification of in-house systems using your core skills

#### **About the Company**

Our client specialises in helping organisations meet the growing demands found within global contact centres. Offering a wide range of end-to-end customer solutions, they work with major telecoms operators within a variety of industries, including the Government and NHS

For more information about this opportunity please submit your details.

Eutopia Solutions Ltd. is acting as an Employment Agency in relation to this vacancy.

<b>Location</b>	Financial District, London
<b>Country</b>	UK
<b>Start Date</b>	ASAP
<b>Salary</b>	£30k – 35k per annum + benefits

Shown below is the all-important structure for writing an advert, structured to work well with job board technology. Recruiters are advised to follow this format when writing their own job adverts.

**Job Title**

The job title should both accurately describe the role using the terminology most likely to be used by job seekers and, for skills-focused roles, should also contain the key skills.

**Key Skills**

The start of the job description is one of the most important areas, and your wording in this area can have quite a significant effect on the ranking of your job in search results.

You should start your job description with a repeat of the job title. Try to avoid prefixing it with superfluous words, such as "My client is seeking....".

In this first section you should make sure you include all the key skills you are seeking, along with location and salary information.

**Secondary Skills and Aliases**

Follow up the key skills with any secondary skills that the role requires. You should also include in here any commonly used aliases for your core skills.

**About the Role**

Now explain a little more about the role, including sufficient detail that it will be attractive to relevant candidates.

**About the Company**

Tell the job seeker about the environment in which they will be working, and the benefits of working for this employer.

**Legal Statement(s)**

Any legal statements required for your territory should be included in your job advertisement. Where possible, most job boards will insert these automatically.

**Extra Information**

Complete as much of the information as you can. Salary and location information should, always be provided (where available).

### A role-focused, targeted job advertisement

The following is an example of a targeted job advertisement for a role that has fewer specific keyword skills.

#### Business Analyst/Systems Analyst

Permanent

Business Analyst/Systems Analyst required to join a blue-chip organisation based in Ottawa. You will ideally be working in this role presently, or that of a Requirements Engineer/Requirements Analyst.

#### Key Requirements

- Elicit requirements using interviews, document analysis, requirements workshops, surveys, site visits, business process descriptions, use cases, scenarios, business analysis, task and workflow analysis.
- Critically evaluate information gathered from multiple sources, reconcile conflicts, decompose high-level information into details, abstract up from low-level information to a general understanding, and distinguish user requests from the underlying true needs.
- Pro-actively communicate and collaborate with external and internal customers to analyse information needs and functional requirements and deliver the following artefacts as needed: (Functional requirements (Business Requirements Document), Use Cases, G.U.I, Screen and Interface designs)
- Utilize your experience in using enterprise-wide requirements definition and management systems and methodologies required.
- Successfully engage in multiple initiatives simultaneously
- Work independently with users to define concepts and under direction of project managers
- Drive and challenge business units on their assumptions of how they will successfully execute their plans
- Strong analytical and product management skills required, including a thorough understanding of how to interpret customer business needs and translate them into application and operational requirements.
- Serve as the conduit between the customer community (internal and external) and the software development team through which requirements flow.
- Develop requirements specifications according to standard templates, using natural language.
- Collaborate with developers and appropriate experts to establish the technical vision and analyse trade-offs between usability and performance needs.
- Be a liaison between the business units, technology teams and support teams.

<b>Location</b>	Ottawa
<b>Country</b>	Canada
<b>Start Date</b>	ASAP
<b>Salary</b>	\$50k – 75k per annum

### A missed opportunity

This is a typical style of advert, often seen on job boards.

However, it misses a number of opportunities to maximise both exposure and to attract the most relevant job seekers.

#### Junior C# Developer

Permanent

We have an exciting opportunity with a city based consulting company to the capital markets industry. We are looking for C# Engineers with between 2 and 5 years experience, particularly in the capital markets industry. You must come from a very strong mathematical background and a proven track record in software development. Knowledge/experience in the below is very desirable.

Credit Derivatives, Credit Risk, Equities, Equity Derivatives, Options, Fixed Income, Foreign Exchange, FX, Bonds, Futures, FRAs, Swaps, Market Data, Interest Rate Risk, Interest Rate Derivatives

**Location**      UK

In the above,

- the job title is not repeated within the job advert
- the location provided is not specific enough for candidates performing location matching
- the key skills are missing from within the narrative, but have been bulk listed at the bottom
- there is no salary information
- the client and the working environment is not described in any way

## Search Techniques

Most of the high profile job boards offer several different methods for searching. Each has its benefits, and together they offer a wealth of searching flexibility.

N.B. Not all of the following techniques will apply to all job boards. All three techniques are supported by **JobServe.com**, and may be employed to full effect on that site.

### Search Basics

Search for multiple keywords or phrases by separating them with spaces or commas:

Examples: *Java C++ HTML*  
*Surrey, London, Berkshire*

Search for combined words or phrases by enclosing the words within quotation marks:

Examples: *"Project Management"*  
*"Central London"*

Find partial word matches by using wildcards:

Examples: *Develop\** (search for developer, development etc.)  
*Manag\** (search for manager, management etc.)  
*Consult\** (search for consultant, consulting etc.)

Make your searches more effective by using Boolean search techniques (outlined further below):

Examples: *Java AND HTML*  
*London OR Birmingham*  
*Manager NOT Sales*  
*Engineer AND (London OR Birmingham)*

The Math search technique is another option, as below.

## Boolean Searching

Improve the effectiveness of your searches by using one or more of the following three Boolean search terms:

### AND

Results must include *all* words before and after the AND

Examples: *Java AND HTML*  
*London AND Developer AND London*

### OR

Results must include *either* word from each side of the OR

Examples: *Java OR HTML*  
*Bristol OR Bath OR "South West"*

### NOT

Results must *not* include words that follow the NOT

Examples: *Manager NOT Sales*  
*"Sales East" NOT London*

A variety of different Boolean terms can be included within the same search string. However, you may need to include brackets to change the order of precedence:

Examples: *(Java OR HTML) AND London*  
*(Java OR HTML) AND (London OR Surrey)*  
*Java AND (Developer OR Engineer)*

## Math Searching

It is possible to improve the effectiveness of your search by using one or more of the following Math symbols:

+ The following word is a must-have

Example: *+Java +HTML* (must have Java AND HTML)



. The following word is desirable

Example: *.London .Surrey (must have London OR Surrey)*

- The following word must be excluded

Example: *+Manager -Sales (must have Manager, but NOT Sales)*

### **Saved Searches**

Many recruiters often need to run the same searches, particularly when working in specialist fields.

Most of the larger job boards will allow you to save searches, which can then be re-run or amended upon subsequent visits.

### **Matches by Email**

Although the process varies slightly between different job boards, most of the high profile boards have functionality whereby recruiters may opt to receive matches to their saved searches by email.

This is particularly useful when on the constant search for that elusive 'ideal candidate', and is a useful tool for recruiters to help streamline their workflow.

## Maximise your Reach

When advertising a job online, most recruiters will post the role to more than one job board. This is typically done to try and maximise the audience that the job reaches.

Whilst the theory is correct, this can be a costly practice - as multiple posting fees are accrued for each job advert.

In these days of restricted budgets, the savvy recruiter can ensure they get the most “bang for their bucks” by careful job board selection and favouring job boards with networks and associates.

### Measuring Results

Described previously, measuring results is an essential method of determining the best job board to which you should post your job advertisement.

If your statistics show that, for a given job type, you get 90% of your successful applicants from one particular board then there is no doubt that is where you should advertise your job!

### Network Reach

Every job board has areas where it performs strongest, and areas where job seeker applications are more scarce.

Some are strong in particular geographical areas. Others are stronger in certain sector, industry or job type (e.g. Contract) niches. Some are a combination of the above.

The companies behind the world’s leading job boards are all aware of their respective strengths and weaknesses. Most importantly, they all share a common goal in that they strive

to provide the best customer service and delivery to their clientele.

Over the past few years, an ever-increasing number of 'more enlightened' job boards have started collaborating together and sharing job content.

Although competitors, this sharing of job content and applications allows all of the participating boards to ensure that they deliver the strongest response and applications to their customers.

One popular job distribution network that presently spans Europe, the Americas and Australia is **Jobg8**. At the time of writing, the Jobg8 network comprised over 2,000 websites and had a worldwide reach of over 60 million unique visitors per month.

When selecting a job board, recruiters should consider whether that board is part of a network such as Jobg8, and therefore their advert reaches the maximum number of 'eyeballs' for the one advertisement fee.

### **Partner Sites**

The larger job boards often have multiple, complimentary strategies for delivering the best results to customers. One of the more popular strategies is to partner with strong organisations in a particular niche.

By partnering with companies, such as niche media organisations, job boards are better able to target a specific audience. By then building a number of these partnerships, the audience is again strengthened - resulting in the best possible applicants for the board's customers.

Recruiters can find out which job boards have the best networks and associates by looking at their “Our Partners” or “Our Network” pages.

### **Intelligent Behavioural Matching**

Traditional jobs-by-email searches involve the job seeker specifying their search criteria. Searches are then run against that, collated, and then sent back to the job seeker.

Having pioneered jobs-by-email in 1994, JobServe took this a whole stage further with their *Artificial Intelligence* matching engine, **Alchemy**. Their patented technology examines *actual* job seeker behaviour.

Whilst a job seeker may say they are looking for a job in London, if they subsequently apply for a job in Birmingham, the Alchemy engine will intelligently modify their search.

Similarly, a job seeker seeking a job in one industry might be perfectly suited for another without realising. Alchemy is aware of this, and makes appropriate suggestions.

Alchemy has been proven to increase *relevant* applications for JobServe customers by **upwards of 20-30%**.

### **Affiliate Schemes**

Some larger job boards, such as JobServe, provide an affiliate scheme.

Such schemes enable individuals (e.g. bloggers) and website owners to provide a targeted link into the job board. These links bring additional, *relevant* job seeker traffic to the job board - further increasing the visibility of the job advertisements on the site.

## Solutions from JobServe.com

As the first, and still one of the leading job boards, *JobServe* has a proud heritage in providing the very best in online recruitment solutions.

For recruiters, JobServe's products are broadly grouped into three categories: *Job Advertising*; *Job Seeker Database* and *Promotional Products*. Each have been developed and perfected by working closely with customers, understanding their needs, and appreciating that *one size does not fit all*.

### Job Advertising

JobServe's job advertising products offer a number of solutions for the online display of job requirements.

#### eCommerce

Perfect for occasional usage, JobServe's *Quick Post* offering enables ad-hoc advertisers to effortlessly post their job online, optionally select value-add features and pay via an online credit/debit card payment.

#### Job Credits

For regular or bulk advertisers, JobServe *Job Credits* are the logical choice. With attractive volume discounting and no expiry date, this provides a valuable and cost-effective way to advertise jobs on JobServe.

#### Advantage/Platinum

For those seeking the ultimate in flexibility *JobServe Advantage/Platinum* provides between 1 and 100 interchangeable job spaces, where each space may be changed a number of times throughout the month.

## **Optimize**

*Optimize* is JobServe's ground-breaking performance based product.

For each job, simply indicate the maximum number of applications you wish to receive, and specify application questions that applying job seekers must complete.

Because Optimize only delivers the job seekers that passed your questions, you only pay for those you receive.

All of JobServe's job advertising products interface with the powerful Jobg8 network, thus enabling recruiters to receive the maximum return on their job posting investment.

## **Job Seeker Database**

JobServe has an extensive database of quality candidates, which is available for searching. Job Seeker resumes/CVs are accessible for immediate download, and may either be purchased on an ad-hoc basis via eCommerce, or through up-front purchase.

## **Instant Search**

Instant Search makes JobServe's vast job seeker database available to all. Searching the database is free, and immediate resume/CV access is obtained via an online credit/debit card payment.

## **Search Subscription**

For volume database search customers, a *Resume/CV Search Subscription* is the sensible choice. By buying up-front, customers benefit from attractive bulk purchase pricing, thus maximising their job seeker yield.

## Promotional Products

In support of the job advertising and database search products, JobServe offers a number of promotional products.

### Banners

With tens-of-thousands of unique daily visitors, JobServe's *headline and impression banners* are both extremely effective ways to target JobServe's job seeking audience, and to capitalise on your brand value.

### Sponsorship

*Sponsored keyword banners* and *SmartAds* provide a flexible and powerful way to deliver messages to your target audience.

### Featured Jobs

A *Featured Job* is the ideal way to both promote and maximise the visibility of your job.

Furthermore, with JobServe's *International Promotion* product it is possible to target previously hard-to-reach overseas job seekers.

In addition to the above discrete products, JobServe also offers a number of *bundle packages*. These are particularly beneficial for recruiters involved in a campaign, and provide a cost effective way of purchasing multiple products.

The JobServe *Reward Scheme* is also worthy of mention. Subscribers earn reward points for each product purchased, and may redeem them in the future against further products or gifts.

Further information on JobServe products may be found at:

[www.jobserve.com](http://www.jobserve.com)

# Contacting JobServe

## United Kingdom

JobServe Limited

Tower Business Park, Kelvedon Road, Tiptree. Essex. CO5 0LX

Telephone: +44 (0)1621 817335      Facsimile: +44 (0)1621 813357

## United States

JobServe USA Corporation

23245 Mercantile Road, Beachwood, OH 44122

Telephone: +1 800 691 8413      Facsimile: +1 216 595 3688

JobServe Atlanta

1995 North Park Place, Suite 425, Atlanta, GA 30339

Telephone: +1 800 850 0045

## Canada

JobServe Limited

44 Byward Market, Suite 270, Ottawa, Canada, K1N 7AN

Telephone: +1 800 304 7573      Facsimile: +1 613 667 5799

Toronto: +1 416 944 2444      Ottawa: +1 613 216 4650

## Australia

JobServe Limited

Level 1, 263 Clarence Street, Sydney, NSW 2000

Telephone: +61 (0)2 9268 8600      Facsimile: +61 (0)2 9268 8601

## Thailand

JobServe (Thailand) Co., Ltd.

99/29 m.4 6th Fl., Software Park Building Unit E,

Chaengwattana Road, Klongglua, Parkkred, Nonthaburi 11120

Telephone: +66 2 964 9725 8      Facsimile: +66 2 964 9729



## My JobServe

Use the space below to keep note of useful information regarding your JobServe account.

**Account Manager:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_

**Login Name/Email:** \_\_\_\_\_

**Login Password:** For security, do not write down your password

---

---

---

---

---

---

---

---

---

---

---

# Glossary of Online Recruitment Terms

The following is a list of terms that you may encounter in relation to online recruitment.

**Active Job Seeker**

An individual who is consciously and pro-actively seeking new employment.

**Affiliate Programme**

An affiliate programme, web link or web affiliation is a method for an individual or company to link to a site using a combination of button, banners and/or links.

**Artwork**

The visual appearance of an advert.

**Alexa**

[www.alexa.com](http://www.alexa.com) is an independent traffic analysis organisation.

**Applicant Tracking System**

A system for collecting, storing and managing job seeker applications. Sometimes known as a Talent Tracking System.

**Banners**

Graphical advertisements on a website designed to encourage the user to click through to the advertisers website, job listing or other relevant content. Some websites support animated and/or Flash banners.

**Boolean Searching**

The use of Boolean operators (also called logical operators) such as AND, OR, NOT, in making keyword-based text

searches more precise. Boolean searching is named after the UK mathematician George Boole (1815-64).

**Blog**

A blog, or weblog, is an online journal. Updating a blog is known as 'blogging', and the author of a weblog is called a 'blogger'.

**Browser**

A browser is a piece of software designed to allow the user to view web pages from the Internet. The most popular browsers are Internet Explorer, Chrome, Firefox and Safari.

**Clicks**

A way of measuring the actions performed by users in relation to a given job advert or other call-to-action on a website.

**Click through Ratio (CTR)**

The number of impressions (advert displays) divided by the number of click-throughs.

**Copy**

Written text, such as that used in a job advertisement.

**Cost per click**

The amount of money paid every time a user clicks on a paid link or advert.

**Cost per acquisition (CPA)**

The cost agreed per sale or per client acquisition.

**Cost per thousand (CPM)**

The cost for every 1,000 people reached when purchasing

advertising space.

**Company Profile**

Information pertaining to a given company, displayed on a website for users to access.

**Conversion Ratio**

The number of click-throughs received, divided by the number of sales/leads attained.

**CRM**

Customer relationship management (CRM) is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes - principally sales activities, but also those for marketing, customer service, and technical support.

**CV database**

A database of CVs/resumes that job seekers have uploaded onto a recruitment website so that they may be found by recruiters.

**DHTML (Dynamic HTML)**

HTML documents (web pages) containing dynamic content. For example, popup advertisements.

**Direct Employer**

Employers that advertise their own roles and recruit directly, rather than a company recruiting on behalf of another.

**Download**

The act of transferring data (e.g. a CV/resume) from a

website to a user's computer. This is the opposite of upload.

**End user**

The actual person who uses a given product.

**eCRM:**

An electronic communication (e.g. newsletter email) that assists companies with their customer relationship management, and marketing via the Internet.

**E-cruiting**

A shortened term referring to online recruitment.

**Facebook**

*www.facebook.com* is, at the time of writing, one of the world's most popular and successful social media websites. It was conceived by Mark Zuckerberg, with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes.

**FAQs**

The most commonly asked, or "frequently asked questions".

**File size**

The size of an electronic file, typically measured in bytes, kilobytes or megabytes.

**Flash**

Software originally developed by Macromedia (now Adobe) to create small-form interactive graphics-based animations.

**FTP (File Transfer Protocol)**

A common method of transferring electronic files between two locations/sites.

**GIF (Graphic Interchange Format)**

A popular format for web-based images, GIF's of simple images are often smaller than a JPEG. An animated GIF a series of image frames displayed in succession, and thus resulting in an animation.

**Hit**

One hit is the measure of a single file or page being requested from a website. It is important to appreciate that 1 page can register several hits or page requests. E.g. For one web page to appear containing 5 graphics, 6 hits would occur. Hits are largely meaningless in measuring website popularity.

**Home page**

The first page of a website, this is served as a starting point for users visiting that site.

**Host**

A computer containing data or programs that another computer can access by means of a network or modem.

**Hosting**

The housing, serving and maintaining of files or servers for one or more websites.

**HR-XML**

HR-XML standards are principally concerned with defining messages communicated between and among software components. These messages relate to personnel data for job seekers.

**HTML (Hypertext Markup Language)**

A language used to build web pages, and to publish text on

the worldwide web.

**HTML Email**

An email built with the content in HTML format, thus enabling both text and imagery to be displayed to the recipient. For HTML emails to be readable, the recipient must be using an HTML compliant email client.

**HTML Banner**

An advertising banner that is formatted in HTML, thus enabling the user to click on different areas of the banner.

**HTTP (Hypertext Transfer Protocol)**

A protocol for moving hypertext (HTML) files across the Internet. This requires an HTTP client program (e.g. browser) at one end, and an HTTP server (i.e. web server) at the other.

**Hyperlink**

A piece of text or graphic that, when clicked, takes you to another website or to another page in the same website.

**Hypertext**

A piece of text or image that can be linked to another document (similar to hyperlink).

**IAEWS**

The International Association of Employment Web Sites is the trade association for the global online employment services industry.

**Icon**

A small graphical representation of a product or action.

**Internet**

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide.

**Intranet**

An intranet is a computer network that uses Internet Protocol technology to securely share any part of an organization's information or network operating system within that organization.

**IP number (Internet Protocol Number)**

An Internet Protocol address (IP address) is a numerical label assigned to each device (e.g., computer, printer) participating in a computer network that uses the Internet Protocol for communication.

**ISDN (Integrated Services Digital Network)**

ISDN is a way of moving data across existing phone lines. ISDN lines are connected point-to-point and, unlike DSL. ISDN lines are used to send hi-resolution (typically uncompressed) data.

**ISP (Internet Service Provider)**

An ISP is a company that supplies Internet connectivity to home and business customers.

**Javascript**

JavaScript is an implementation of the ECMAScript language standard and is typically used to enable programmatic access to computational objects within a host environment - predominantly to enable web pages to be more interactive.



**JPEG**

JPEG is a commonly used method of lossy compression for photographic images. The degree of compression can be adjusted, allowing a selectable trade-off between storage size and image quality.

**Jobg8**

An online global marketplace for employment web sites that enables job boards to buy and sell qualified applications.

**Job board**

A website that facilitates the advertising of jobs, and often provides other services to job seekers and recruiters.

**Jobs by Email**

The proactive receiving of jobs (in email form) that match a job seekers requirements. Jobs by Email was pioneered by JobServe in 1993/4.

**Job posting**

Describes the submission of a job onto a job board for online advertisement. Job adverts typically contain the job title, description, location and salary. The job advertisements may then be searched and viewed by job seekers.

**Job Seeker**

An individual that is looking for employment.

**Keywords**

Keywords are words that, when used in any kind of search on the Internet, result in matches for that word.

**LAN (Local Area Network)**

A local area network (LAN) supplies networking capability to a group of computers in close proximity to each other such as in an office building, a school, or a home. A LAN is useful for sharing resources like files, printers, games or other applications. A LAN in turn often connects to other LANs, and to the Internet or other WAN.

**LinkedIn**

LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. , LinkedIn has more than 75 million registered users, spanning more than 200 countries and territories worldwide.

**Login**

The process of identifying oneself to a computer, usually by entering one's username and password.

**Meta Tag**

Meta elements are HTML or XHTML elements used to provide structured metadata about a Web page. Such elements must be placed as tags in the head section of an HTML or XHTML document. These include titles, descriptions and keywords so that search engines can crawl the site and index them appropriately and reliably.

**Microsite**

A microsite, also known as a landing page, minisite or weblet, is an Internet web design term referring to an individual web page or cluster of pages which are meant to function as an auxiliary supplement to a primary website.

**Mobile Internet**

The Mobile Internet/Web refers to the use of Internet-connected applications, or browser-based access to the Internet from a mobile device - such as a smartphone or tablet PC - connected to a wireless network.

**Multi-poster**

A multi-poster is an organisation that facilitates the distribution of job adverts simultaneously to multiple job boards. Examples of multi-posters include Broadbean, Idibu, JobDispatch, LogicMelon and JobMate.

**Network**

In information technology, a network is a series of points or nodes interconnected by communication paths. Networks can interconnect with other networks and contain sub-networks.

**NORAS**

The National Online Recruitment Audience Survey is a pertinent piece of online recruitment research.

**Opt-in**

Of a selection, the property of having to choose explicitly to join or permit something; a decision having the default option being exclusion or avoidance; used particularly with regard to mailing lists and advertisement.

**Outdoor advertising**

The promotion and advertising of a product or service outdoors. Examples would include billboards and street posters.

**Page Impressions**

A page view (PV) or page impression is a request to load a single HTML file ('page') of an Internet site. On the World Wide Web a 'page' request would result from a web surfer clicking on a link on another 'page' pointing to the 'page' in question.

**Passive Job Seeker**

A passive job seeker is an individual that is not actively seeking new employment, but is potentially open to offers.

**Pay per click (PPC)**

Pay per click (PPC) is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market.

**Pay per lead (PPL)**

Cost Per Action or CPA (sometimes known as Pay Per Action or PPA) is an online advertising pricing model, where the advertiser pays for each specified action (a purchase, a form submission, and so on) linked to the advertisement.

**Pay per sale (PPS)**

Pay Per Sale or PPS (Sometimes referred to as Cost per Sale or CPS) is an online advertisement pricing system where the publisher or website owner is paid on the basis of the number of sales that are directly generated by an advertisement.

**Platform**

In computers, a platform is an underlying computer system on which application programs can run. On personal computers, Windows 2000 and the Mac OS X are examples

of two different platforms. On enterprise servers or mainframes, IBM's S/390 is an example of a platform.

**Pay Per Action (PPA)**

See *cost per acquisition*.

**Pixel**

A minute area of illumination on a display screen, one of many from which an image is composed.

**Pop-ups and Pop-unders**

These are advertising messages that either pop up in front of the page loading or remain behind the given window. They are viewed by some as being an intrusive form of advertising, but can be useful for promoting brand awareness.

**Portal**

Portal is a term, generally synonymous with gateway, for a World Wide Web site that is or proposes to be a major starting site for users when they get connected to the Web or that users tend to visit as an anchor site. There are general portals and specialized or niche portals.

**Reach**

The estimated number of individuals in the audience of a broadcast that is reached at least once during a specific period of time.

**Referral incentive**

A financial Incentive payment used to encourage users to refer a website to friends or acquaintances.

**Reciprocal link**

Reciprocal links are based on an agreement by two sites to link to each other. Reciprocal linking is often used by small/mid-size sites as an inexpensive way to increase Web site traffic and link popularity.

**Registered users**

The number of users that have subscribed to use the services of a website, such as email alerts.

**Repeat Visitors**

A visitor that has made at least one previous visit. The period between the last and current visit is called visitor recency and is measured in days.

**Response**

A measure of the success of a recruitment advertising campaign, based on quality as well as quantity of CV/resume delivery.

**Resume Database**

See *CV Database*.

**RMS**

A Recruitment Management System is a software application used by recruiters (often agencies) to manage their recruitment campaigns and the responses received to them.

**Rich Media**

Rich/Interactive media normally refers to products and services on digital computer-based systems which respond to the user's actions by presenting content such as text, graphics, animation, video, audio etc.

### **Search Engines**

A program that searches documents for specified keywords and returns a list of the documents where the keywords were found. Although search engine is really a general class of programs, the term is often used to specifically describe systems like Google, Yahoo! and Bing that enable users to search for documents on the World Wide Web.

### **Search Engine Optimisation (SEO)**

Search engine optimization (SEO) is the process of improving the visibility of a web site or a web page in search engines via the “natural” or un-paid (“organic” or “algorithmic”) search results. Other forms of search engine marketing (SEM) target paid listings.

### **Session**

A session is the time spent by a single user at a web site. The recording of the path taken through the site is referred to as session tracking.

### **Site Map**

A site map (or sitemap) is a list of pages of a web site accessible to crawlers or users. It can be either a document in any form used as a planning tool for web design, or a web page that lists the pages on a web site, typically organized in hierarchical fashion.

### **Social Media**

The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

### **Spam**

The word “Spam” as applied to Email means “Unsolicited

**Bulk Email".** Unsolicited means that the Recipient has not granted verifiable permission for the message to be sent. Bulk means that the message is sent as part of a larger collection of messages, all having substantively identical content.

### **Spider**

A Web spider is a computer program that browses the World Wide Web in a methodical, automated manner or in an orderly fashion. Other terms for Web crawlers are ants, automatic indexers, bots, or Web crawler, Web robots, or - especially in the FOAF community - Web scutters.

### **Splash Page**

Splash pages are beginning page on a website that generally uses Flash or another type of heavy graphics that usually has little value by the search engines but aesthetic value to website visitors.

### **Sticky content**

Sticky content refers to content published on a website, which has the purpose of getting a user to return to that particular website or hold their attention and get them to spend longer periods of time at that site.

### **Syntax**

A programming language's surface form is known as its syntax. Most programming languages are purely textual; they use sequences of text including words, numbers, and punctuation, much like written natural languages. On the other hand, there are some programming languages which are more graphical in nature, using visual relationships between symbols to specify a program.



**Talent Tracking System**

See *Applicant Tracking System*.

**Target audience**

In marketing and advertising, a target audience, or target group is the primary group of people that something, usually an advertising campaign, is aimed at appealing to. A target audience can be people of a certain age group, gender, marital status, etc.

**Top level domain**

A top-level domain (TLD) is one of the domains at the highest level in the hierarchical Domain Name System of the Internet. The top-level domain names are installed in the root zone of the name space, and include .com, .uk, .net etc.

**Thumbnail**

A reduced image of a graphic or document page, used in order to view multiple images on a screen simultaneously or to download such images more rapidly.

**Total visits**

The total number of browsers accessing a website in a specified time period.

**Traffic**

Web traffic is the amount of data sent and received by visitors to a web site. It is a large portion of Internet traffic. This is determined by the number of visitors and the number of pages they visit

**Twitter**

Twitter is an online social networking and microblogging service that enables its users to send and read text-based

posts of up to 140 characters, informally known as “tweets”, and images. Twitter was created in March 2006 by Jack Dorsey.

**Unique User**

According to IFABC Global Web Standards, a unique user (UU) is “An IP address plus a further identifier”. The term “unique visitor” may be used instead of “unique user” but both terms have essentially the same meaning.

**Upload**

The act of transferring data from one computer to another.

**User Session**

The session of activity that a user with a unique IP address spends on a Web site during a specified period of time. The number of user sessions on a site is used in measuring the amount of traffic a Web site gets. The site administrator determines what the time frame of a user session will be (e.g., 30 minutes). If the visitor comes back to the site within that time period, it is still considered one user session because any number of visits within that 30 minutes will only count as one session. If the visitor returns to the site after the allotted time period has expired, say an hour from the initial visit, then it is counted as a separate user session.

**Visits**

A visit is a series of requests from the same uniquely identified individual (a visitor) in a set period of time. A visit is made up of several hits and page views and often shows a track through a site.

Visits are usually defined as a set period of time, typically 24 hours or 1 hour. For example, if you go to a certain site 3

times in the same day, if their visit period is 24 hours, your 3 page views will be ascribed to 1 visit. But if their visit period is 1 hour, and you visited in 3 different hours, your page views will be logged as 3 different visits.

**Web page**

A hypertext document accessible via the World Wide Web.

**Website**

A collection of one or more web pages grouped under the same domain name.

**XML**

Extensible Markup Language, a meta-language that allows users to define their own customized markup languages, especially in order to display documents on the World Wide Web.

## Would you like additional copies?

To receive additional copies of the *The Little Blue Book* complete the following form and return it to your nearest JobServe office.

Full name: \_\_\_\_\_

Company name: \_\_\_\_\_

Email address: \_\_\_\_\_

Company address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business sectors: \_\_\_\_\_

\_\_\_\_\_

Are you an existing JobServe customer? Yes / No

If yes, who is your account manager: \_\_\_\_\_

No. of copies requested: \_\_\_\_\_

**Note:** Additional copies of The Little Blue Book are provided at the discretion of, and without obligation to, JobServe Limited. JobServe Ltd. reserves the right to withhold or restrict copies of the guide. By requesting one or more additional copies of The Little Blue Book you grant JobServe Limited to store the information you provide in a database for customer management and related business purposes. JobServe Ltd. undertake not to disclose your data to any 3rd party organisations.





## The JobServe Promise

At JobServe we are committed to ensuring your job advertisements receive the optimum exposure, and the greatest likelihood of getting a response.

We promise, for each 7-day job posted on JobServe using our regular Job Credits, if your job does not receive a response within the first week you can re-advertise the job completely free-of-charge until such time that a response is received for up to a maximum of 28 days.

This promise significantly increases your job's exposure and heightens the chance of response, and is unique to JobServe.



Global Online Sales & Business Development Manager



£12.99 (UK)  
\$19.99 (US, CAN, AUS)  
[www.jobserve.com](http://www.jobserve.com)