

CAREER WEBSITE OPTIMIZATION

CAPTURING PASSIVE TALENT WITH YOUR CAREER WEBSITE

Jobster® helps you capture a larger percentage of visitors to your website and convert them into active jobseekers at your company.

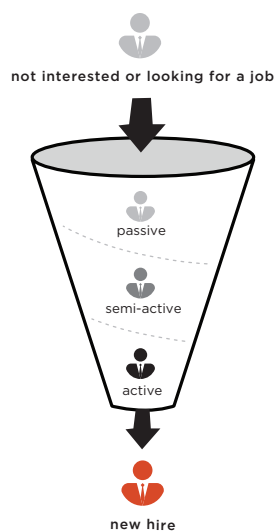
According to a recent DirectEmployers survey, the highest quality candidates tend to come from career websites or employee referral programs. However, up to 95% of visitors don't apply for positions and are therefore lost. Imagine turning this lost traffic into a network of potential future candidates and referrers — and then targeting them for qualified referrals and recommendations.

Jobster's Career Website Optimization service helps you capture a larger percentage of your existing site traffic and build relationships that can lead to quality referrals and future hires. Leading companies are using this functionality to capture up to 300% more passive job seekers: the busy individuals who may not have an up-to-date resume or time to complete a full application.

How it works

Your marketing and web teams have spent a great deal of time and energy branding your company and driving jobseeker traffic to your career portal. Every time you run an ad or place a job posting, your career website is publicized. As a result, a mix of active and passive job seekers visit your career website; some looking to apply for specific positions, others just visiting to see what's available.

With Jobster, passive prospects are not only captured, but segmented into Talent Networks that align with your critical hiring initiatives. Jobster tools enable you to move the best candidates through the prospecting funnel faster.



Challenge:

Most career websites are designed to capture only the most active candidates.

Solution:

Jobster's unique one-to-one marketing technology captures leads at **every level of interest** ensuring maximum return.

Jobster's **talent network management** features give recruiting teams the tools they need to move leads through the funnel.

Case study

A specialty coffee retailer had just launched a diversity-themed recruitment website and advertising campaign targeted to passive candidates. Before working with Jobster, only candidates who completed a profile form to apply for specific positions were captured.

Through strategic placement of network links on the diversity site, visitors were not just asked to apply, they were also asked to join the company's Talent Network. In the three months since launch, 150 active candidates (individuals who applied for specific positions) were captured. **Jobster also helped this customer funnel an additional 4,800 interested individuals into their Talent Network, increasing the return on their recruitment investment by over 95%!**

Turn high-quality traffic into hires

In as little as a week, your organization can begin to realize the benefits of optimizing your career website, including:

- Convert passive traffic into a segmented Talent Network for current and future openings
- Provide your recruiters with access to a pre-sorted network of top prospects
- Build relationships with a captive audience that has opted-in to hear from you
- Increase the return on your recruiting and advertising investments
- Create a higher-touch, high-value candidate experience — without overwhelming your recruiting team

Our career website optimization services help you increase your returns through:

- **Placement analysis** - Recommend optimal areas on your corporate and career website to capture more passive jobseekers
- **Technical implementation** - Create the necessary links with suggested messaging
- **Project management** - Manage the project to completion with your internal web team
- **ROI metrics** - Develop, track, and report success metrics
- **Graphic design support services** - Available as needed

Getting started

Contact your Jobster strategic account manager today to discuss how to get the most out of your career website and to learn how our career website optimization services can work for you. Contact your strategic account manager directly or call our client services team at **1-888-611-JOBS**.