



3 Steps to Finding Great Job Candidates Online

If you are new to online job posting, the first question is invariably, “Where do I post my position?” The answer to that question can be a complex one, but if you spend a little time defining who and where you are targeting, the process can be simple. The purpose of this document is to try and alleviate the problems that occur when posting a job, using some simple steps based on your specific needs.



## STEP 1 Prioritizing

Every job posting plan should begin with what type of applicant you are looking to attract. Answering these four questions and prioritizing their importance will help you determine where your jobs would best be advertised.

- 1. What type of position are you looking to fill?** Is it an entry-level position, mid-level, executive level, or a highly specialized opening? The answer will help guide your job boards options.
- 2. Will your position have enough local candidates, or do you need to broaden your search?** Are you going to get a adequate candidate pool locally, or will you need to advertise to a broader range of applicants to find enough qualified applicants?
- 3. How much money can you spend on a posting?** How much money can you devote to the online search, or to be more precise, how much money do you need to spend to get the results you want? While you don't always have to spend a lot to get results, there are some premium services that can make a big difference.
- 4. When do you need to fill the position?** The sooner the need to fill a position, in general, the more money and resources you need to utilize to get the results you are looking for.

### Why should you post your jobs online?

- Increased exposure to your job openings.
- Build awareness of your company and brand.
- Assuming you have appropriate systems in place, online applications are generally easier to manage and process.
- Most job postings can be placed online in a few easy steps.
- Moving your job postings online ensures you are reaching a wider demographic, and allows your company to plan for the future.

### Why not?

- **Cost:** Job postings, if not managed properly, can become expensive.
- **Time:** Increased application flow means dedicating extra manpower to the task.



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## STEP 2 Picking Job Boards

Once you have determined what your plan is for a particular job, you can then concentrate on types of boards to post to. In general, job boards can be broken down into the following categories.

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### NATIONAL JOB BOARDS

These are the ones you hear of most when thinking of job boards, the ones with big enough budgets to advertise on TV and radio. The main players in this category are Monster, CareerBuilder, and HotJobs (recently purchased by Monster)—these boards tend to have the highest site traffic, and posters can expect to generally receive a large candidate base for their position.

**Posting Price Range** \$400-\$700

**Advantages** Large candidate pools and big exposure for your job posting.

**Disadvantages** Time investment, high cost

**Recommended** for jobs that require national exposure to find best talent, and mid-level to executive positions with no unique or specialized skills.

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### NICHE JOB BOARDS

As job boards increase in number, more are specializing in particular types of work or types of candidates. Because large national boards were making it difficult to sift through the applicant pool to find quality applicants, niche boards began to pop up to answer these concerns. Niche boards can specialize by industry, geography, job category, or applicant type (think gender, diversity, college student, etc.). If you are looking for a specific type of employee, doing a simple online search for any of the above categories and researching the top results can be helpful in your strategy.

**Posting Price Range** \$50-\$300

**Advantages** They tend to result in higher quality candidates, and cost less than national boards.

**Disadvantages** Candidate pools can be small based on the type of job, and they sometimes can be difficult to find quality local candidates if you live in smaller markets.

**Recommended** for searching for candidates with specific and/or unique skills. They are also good for companies promoting diversity in the workplace.

Some examples of niche boards are:

Dice.com (IT professionals), LatPro (diversity), CollegeJobBank (entry-level/college graduate)



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### LOCAL JOB BOARDS

Although newspaper job classifieds are losing popularity, most newspapers have an online component. Researching your local media market, and conducting online searches for jobs in your area should give you a few options to look into. Also worth mentioning in this category is Craigslist. In some cities, Craigslist job postings are still free, but even if not, this is a sensible option to look into if you want to post your job opening locally.

**Posting Price Range** \$25-\$250

**Advantages** You can source local candidates and has lower cost per hire.

**Disadvantages** Not all local boards are created equally. Thorough research should enable you to find the top sites where job postings are a top or only priority.

**Recommended** for positions that aren't highly specialized, and a local candidate pool will suffice.

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### FREE BOARDS

There are a number of sites like this out there. America's Job Bank advertised individual State Employment Department job postings. Although the site is no longer in operation, it can direct you to individual State Employment Agencies. Other sites like Jobvertise, JobSpider, and Postjobfree allow you to post jobs by signing up for a free account.

**Advantages** Postings are free!!

**Disadvantages** They tend to not have a lot of traffic, few applicant responses, and have less highly attractive candidates.

**Recommended** for posting trade positions, or if you have an extremely small budget for job postings.

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### AGGREGATOR SITES

These sites act like search engines, combing the internet to find job postings and make them searchable from a single source. These have become a popular alternative for job seekers, evidenced by the fact that one of the aggregators, Indeed.com is now the most highly trafficked job site on the internet. In addition to Indeed, others include SimplyHired, and JuJu. If you post your job on a well-known and established job board, or your company already has a feed with one of these aggregators, your job will find its way to these sites, which boasts that they advertise over 90% of all job postings on the internet.

**Posting Price Range** \$0-???

If your job is indexed with another job board, then the price is free. Some aggregator sites charge on a pay-per-click model, letting you choose how much you are willing to spend to advertise a job (meaning the more you pay, the more exposure your job will receive).

**Advantages** If you post your jobs to other job boards, your posting will receive free advertising exposure on these aggregator sites.

**Disadvantages** Job seekers typically have to go through a number of redirects before they can apply for a particular job, discouraging actual applies. Because there are so many postings, it can be hard for yours to stand out.

**Recommended** if you post your job on another job board that already has a relationship with these aggregator sites.



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### SOCIAL MEDIA SITES

Sites like Facebook, LinkedIn, and Twitter have exploded in popularity, and many companies are creating specific accounts on these sites to promote and brand their business. These sites can be effective if you have the time and ability to update them on a regular basis.

**Cost** \$0 (in money, not in time) - \$300 (depending on geographic location)

**Advantages** Get free exposure to your company and its openings.

**Disadvantages** They can be highly time-consuming, and you need to be able to devote time and/or money to establish your brand on these sites and build an ongoing follower base.

**Recommended** All companies should at least create accounts on these sites, as they are free vehicles for promoting your brand. Expect to devote a good deal of time to update these pages regularly.

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And lastly...

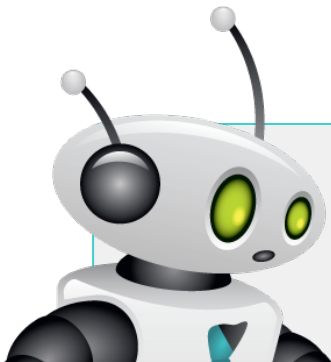
### YOUR OWN WEBSITE

This may seem obvious, but posting your job on your website is a vital part of any job posting plan. If you don't have a separate job opportunity section on your site, I highly recommend adding one. Recent studies suggest that internal job strategies, including a company's own website, account for a lion's share of a company's overall hires. In addition, having your job posted on your site means that search engines will index your posting, giving you a free means of promoting your job posting by people using search engines to search for a job, which is fast becoming one of the most popular ways people search for jobs today.

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## STEP 3 Evaluation

A critical, but sometimes neglected part of the job posting process, you will want to evaluate and compare the responses from each job board you post to. Ask candidates where they found your position. Look at where the best applicants are coming from based on each position. You may find that a particular job board works great for a certain type of position, but not so great for another. Being able to effectively choose job boards that work for each position you post to will be key to planning your job posting strategy for the future.



### About HiringThing

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