

## Marketing Strategies for Job Boards

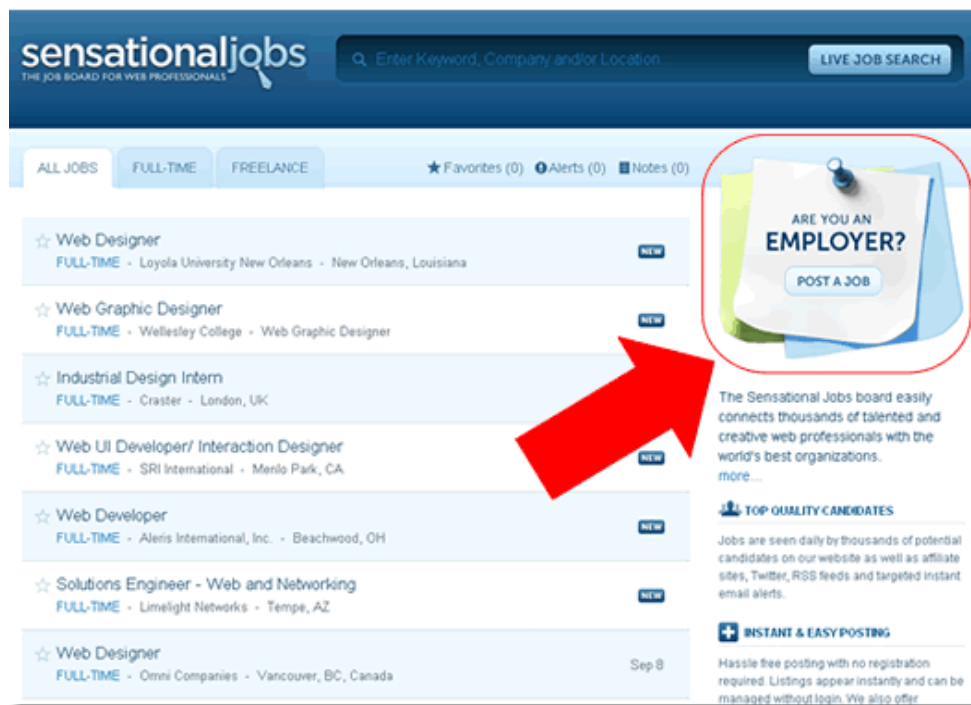
### Summary

The marketing of a job board is perhaps the single most important element of its success. Without the ability to drive job seeker traffic to the site, it will fail in the long term. Even if employers are willing to pay for postings they won't come back if you fail to bring them enough applicants. So it's generally best to concentrate on building job seeker traffic when you first launch.

The second most important aspect of your site is web design. It must be professional looking and inspire confidence. Employers need to be confident that their money is being well spent. Job Seekers need confidence of knowing your site is a good resource with real jobs. Good web design can inspire people to use your site. Invest in a good logo and make your job board easy to use and navigate.

When it comes to design and functionality, always strive for simplicity/ease of use. The less barriers you put in front of users the better. For example, don't require employers to register in order to see your pricing. Similarly don't require job seekers to register in order to search jobs. This is a fairly straightforward concept but one many job boards fail to adhere to.

Your home page is the most important piece of real estate on your job board. It must be geared towards job seekers and employers. When an employer gets to your home page they should see a strong '**call to action**' for posting jobs. *SensationalJobs.com* offers a great example of that. Their site is also a great showcase for professional design and usability.



The screenshot shows the SensationalJobs.com website. The header includes the logo and a search bar with the text "Enter Keyword, Company and/or Location" and a "LIVE JOB SEARCH" button. Below the header, there are navigation tabs for "ALL JOBS", "FULL-TIME", and "FREELANCE". A list of job postings is displayed, including "Web Designer", "Web Graphic Designer", "Industrial Design Intern", "Web UI Developer/ Interaction Designer", "Web Developer", "Solutions Engineer - Web and Networking", and "Web Designer". A red arrow points to a call-to-action box on the right side of the page that says "ARE YOU AN EMPLOYER? POST A JOB". The box is highlighted with a red circle. Below the call-to-action box, there is a section titled "TOP QUALITY CANDIDATES" and another section titled "INSTANT & EASY POSTING".

A great looking website can add 10-20% to your bottom line sales because it will inspire recruiters to post jobs. Don't skimp on it!

*TIP: Use a site such as [99designs.com](http://99designs.com) to let graphic designers compete to create a logo for your site. You'll get plenty of good work to pick from and you set the price. You can get a great design for as little as a few hundred dollars.*

Use your job board home page to also showcase the latest jobs and even logos from featured employers. Be sure to point out your site's unique value proposition via the logo, tagline and other text & images. In other words, it should be abundantly clear for new users to immediately understand what your site is all about.

In terms of content weighting, *SensationalJobs.com* devotes approximately 2/3 of the homepage towards job seekers and 1/3 toward employer content. This is a good balance of content to emulate. Make sure your design remains consistent across all pages of your site. Consistency of design is very important for gaining user trust.

Lastly, never launch your job board without jobs. You should back fill your site with listings from providers such as Indeed, Juju or SimplyHired. Doing so will give you a head start in the eyes of employers.

## **Marketing Tools**

There are many tools to use inside your job board marketing toolbox. Lets take a look at each one and how you can integrate them into your marketing plan. Some are free, but be prepared to spend money to make money. A job board without a marketing budget is a ship without a rudder.

The main goal of job board marketing should be to drive web traffic in the form of job seekers and employers. So your marketing will need to take two different tracks. The tools below will help you get that audience on a daily basis.

## SEO

SEO stands for Search Engine Optimization and it should be a key element of your marketing plan. Your job board must have plenty of text on the pages with the right keywords targeting your niche, using Alt tags in images and other on page tactics.

*InsuranceJobs.com* is a good example of a search engine friendly job board. It shows up #1 in Google for the term 'insurance jobs'. Their homepage is text heavy with the words insurance jobs. Here's a few resources to learn more about SEO.

<http://www.google.com/search?sourceid=chrome&ie=UTF-8&q=seo+tips>

Although there are many aspects of SEO, the big one you should be concentrating on is **link**

**building.** The amount of sites that link back to yours is the easiest, most effective thing you can do to rank well in the search engines.

You can get links by buying them or asking for them. Buying links can be accomplished by putting out a press release on one of the major PR services like Prweb or eReleases. Or you could buy a link in Directories like *Yahoo*, *Best of the Web* or *JobBoardReviews.com*. The AIRS Job Board directory is also a great place to get your site listed.

[http://www.airsdirectory.com/mc/training\\_forms\\_jobboard.guid](http://www.airsdirectory.com/mc/training_forms_jobboard.guid)

## ONLINE ADVERTISING

Every commercial website needs to advertise in order to get traffic. Job boards are no different. You should be concentrating your ad spend on the following types of sites;

- Search engines: Google and Bing (buy keywords) Visit [AdWords Small Business Center](#) to learn more about the AdWords.
- Social media: Facebook (target demographically) <http://www.facebook.com/advertising/>
- Online communities related to your niche (banner ads, profile pages)
- Job search engines: Indeed, SimplyHired, JuJu, TopUSAJobs (pay per click job seeker traffic)

For most of these sites you can set a daily or monthly budget. Your cheapest option will be the job search engines which will cost around 25 cents per click. Once you get into buying keywords or banner ads the cost will be more expensive. Spend your dollars wisely.

**Ning.com** is a good source for tapping into various community sites. Just do a keyword search there on your industry and see what you find. Once you find some sites that you like add a profile for yourself (or your site) and starting building your profile page with text links and images about your job board.

The Job Boarders community is a good example of a ning site and one you should join. Check out the profile page for this user, [AppDesignJobs.com](#). Ning profile pages allow you to add all kinds of content including RSS feeds. Take advantage of it. Use it to build links back to your site.

[http://www.jobboarders.com/profile/deekendall?xg\\_source=profiles\\_memberList](http://www.jobboarders.com/profile/deekendall?xg_source=profiles_memberList)



You can even start your own community with the Ning platform. In fact, today's job boards should really start their own community sections in order to foster more interaction with candidates and employers. A good example of this is a site like [Sales Gravy](#), which is a community site for sales professionals that has jobs in addition to tons of other content.

Building a community around your jobs will make your site more valuable in the long run. It takes time and effort to do this, but the payoff will be worth the effort.

## PR

Press Release sites are a great marketing tool for job boards. There are two pay sites worth using as well as a number of free alternatives. The free sites below are great for link building but they won't bring much traffic. Jobtarget provides a number of [press release templates](#) to use but you are certainly free to write your own.

- [eReleases.com](#) (pay)
- [PRweb.com](#) (pay)
- [PR.com](#) (free)
- [PRlog.com](#) (free)
- [i-Newswire](#) (free)

Job Boarders ([pr section of forum](#)) (free)  
Secrets of the Job Hunt ([forum](#)) (free)  
Recruitingblogs.com ([pr section of forum](#)) (free)  
ERE community (free) ([create an account and publish as a blog post](#)) ([example](#))

Use these sites to announce the launch of your job board and inform potential seekers and employers about the industry you serve.

## LEVERAGING YOUTUBE

Youtube is essentially the second largest search engine next to Google. It has **that** many users. So its no surprise that many websites have begun to use it as a marketing tool via the channel page that you get as a user. The channel page is a great opportunity to create a branded experience around your job board using video. You can customize it, link back to your website and engage people.



The example above ([youtube.com/greenjobs4u](https://youtube.com/greenjobs4u)) is a great example of how to use Youtube to build your sites brand and get traffic. This site creates videos about green jobs that compliment its green job board. The page contains the same branding cues as their regular site (same logos, colors) and also contains descriptive text and links back to greenjobspider.com.

Whatever market your site serves consider adding video content about jobs in that industry or even just regular career advice.

*TIP: for every description of a video you post lead by entering your sites url. This will create a link to your site that every viewer will see. (example below)*

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is visible. Below it, the video title is "30 new solar jobs in pennsylvania" by the channel "greenjobs4u", which has 39 videos and a "Subscribe" button. The video player shows a browser window displaying the groSolar website. The website's main headline is "groSolar Opens New Office in Pennsylvania" with a sub-headline "Delaware County location expected to create 30 new jobs in solar industry". The video player controls at the bottom show a progress bar at 0:02 / 1:02, a volume icon, and a 360p resolution. A red arrow points to the video player controls. Below the video player, there is a description box with the text "This video is published by greenjobs4u on June 02, 2010" and a link to "http://www.greenjobspider.com/grosolar-is-opening-a-new-office-near-Philly-a...".

Other job board pages on Youtube to check out are;

<http://www.youtube.com/user/MonsterVideoVault>

<http://www.youtube.com/user/careerbuilder>

<http://www.youtube.com/user/jobing>

<http://www.youtube.com/user/dicenews>

<http://www.youtube.com/user/collegerecruiter>

## LEVERAGE THE JOB SEARCH ENGINES

Job boards of all sizes should consider sending their job feed to the major job aggregators. Not only is this good branding but you'll be providing value to your clients in the form of additional exposure to their jobs.

Indeed.com, SimplyHired.com, JuJu.com and TopUSAJobs.com will all index your job feed and drive traffic back to your jobs. You'll need to pay them a set amount each month for full exposure but you can control your monthly budget. You are paying to sponsor your jobs at the top of relevant searches but you will also get "organic traffic" in the regular results (just like Google).

For example, if you let Indeed.com index your jobs you can promote the fact that your clients are really getting **2 sites for 1 price**. Get indexed by the other sites and its like getting 4 sites for 1. That is terrific value for the money. When your clients go to post a job you should TELL them that their job will be cross-posted. This is a great selling point that adds value to your job board services. You will get more traffic to your site and bring your clients more applicants.

## INTEGRATE SOCIAL MEDIA

When it comes to integrating social media into your marketing plan there are only 3 sites that matter: Facebook, Twitter and LinkedIn. You should concentrate your effort on just these sites.

There are two schools of thought on how to use these sites;

- Automate the content via RSS feeds ...or
- Assign a human to manage them

If you have the time and resources you can assign one of your employees to be the social media marketing specialist. Tell them to add content, promote your jobs and interact with users. Just keep in mind that social media is a vast expanse of digital content that is best used for branding your job board. Don't expect to get tons of job postings and sales from its use.

Some job boards just automate these tools by integrating their RSS feeds which pushes out their jobs into these channels. Create a LinkedIn group, a Facebook Fan page and a Twitter account to have a social media presence.

LinkedIn and Facebook both include broadcast message options so they also act as their own "newsletter" through which you can send out blast emails to all who follow you.

*TIP: use the Jobtarget facebook widget to automatically post your jobs to your fan page.*

*TIP: Use Twitterfeed.com to send your RSS job feed to your twitter account.*

If you do start using these channels to market your site be sure to link to them from your homepage.

Subscribe:    

## ARTICLE MARKETING

Blogs and article submission sites are a great way to build backlinks to your sites. Find blogs related to your industry and offer to write a guest post about a subject and they'll be happy to link back to you. Sites like [Ezinearticles.com](http://Ezinearticles.com) and [GoArticles.com](http://GoArticles.com) allow anyone to submit articles they write on any subject from A to Z. They are a great way to get your content out and increase your Google ranking.

Many online communities also have the ability to write content whenever you feel the urge. The

ERE site which targets the recruiting industry has a "[community section](#)" where anyone who joins can add their content.

Your job board can also benefit by having its own blog. You can write about your job market, offer advice, invite guest posts, etc. The search engines love fresh content so this is a great way of adding content which will immediately drive traffic back to your site.

### ENCOURAGE SHARING

Your Jobtarget JobBoard comes with sharing links on every page. This a way for users to share that page or job with friends. So if someone saw a job that might be good for their friend they can easily email it, tweet it or send it to Facebook and other social media sites.

You should also list your RSS jobs feed on your homepage in case users want to subscribe to your jobs through a feed reader. Its an easy way to give your jobs more exposure in a Web 2.0 world.

### GET LISTED

There are many places to get your job board listed online from free to pay options. Use these sites to get backlinks.

Jobtarget Oneclick  
JobBoardreviews (\$5 per month)  
IAEWS (must join assoc)  
AIRS

### USE TRUSTED IMAGES

Give users reason to trust you by using/joining these online associations and services. They will help bring trust and credibility to your potential customers.



### SHOW YOUR FACE

If you are running your job board by yourself or with a few employees consider making your people the 'face of your company'. Be personable. Showcase the people behind your website through your blog with videos and picture.



If you let employers know that there is an actual human being behind the web site they will come to trust you more. Don't hide behind your site. Get out there and talk to your customers. Establish relationships with them. The more you do this the more they will post jobs with you. Its that simple.

Take a cue from the [CoolWorks.com contact page](#).

**CoolWorks.com**  
 National Park Jobs | Conservation Corps | Resort Jobs | State Park Jobs | Other Cool Jobs  
 Camp Jobs | Ranch Jobs | Guide Jobs | Jobs on Water | Ski Resort Jobs | Restaurant Jobs  
 Older and Bolder | Internships | Volunteer | Teen Jobs | Home | Mobile | Share This

### Cool Works Contact Information

Thursday, September 16, 2010

Cool Works (tm) is based in south-central Montana, just outside the town of Gardiner; we also have staff in Bozeman and Helena, Montana and our west coast branch in Seattle, Washington. Our lives have centered around Yellowstone Park for some time. We like it here -- a LOT -- and each found our way to this place via jobs such as you'll find on our website. We get a lot of satisfaction out of helping others get fixed up with life enhancing experiences like the jobs that led us here. Our work connects us to you and job seekers world-wide.

#### Contact Us

CoolWorks.com  
 PO Box 272 513 Highway 89  
 Gardiner Montana 59030

To send us an email, please fill out our [Feedback / Questions](#) form.

#### Who We Are

**Bill Bera**  
 Founder / President  
 (406) 848-2380

Bill's first cool work was pumping gas in Yellowstone in 1972. Fresh from a Wobegonian upbringing in Minnesota, he's been oooohing and ahhhhhing ever since at all of the scenery and great people he's found here. Other cool work has been as a NOLS instructor, working as a Winterkeeper in Yellowstone and as a backcountry ranger in Alaska and Wyoming. Bill's wife, Colette, is a sub-district ranger in Yellowstone. Colette also got her start in Yellowstone working the gas pumps.

After a 9 year stint recruiting others to work in Yellowstone, Bill took his mid-life crisis in business school in Seattle. Cool Works® was conceived in an Information Systems class in January of '95 and born and built that summer. Launched in November of '95 the Works is his passionate excuse for letting that MBA slip away.

Bill climbed Denali in the dark ages of 1978, then led a group of friends and family on the West Buttress in 2004. [Check out our trip blog](#). That was a sweet birthday, just above Windy Corner, on the right.

**Kathi Mosler**  
 Director of Sales/Seasonal Career Counselor  
 (406) 582-9491

Kathi started 'Cool Working' when she was 21 - ancient history now - at the Bill Cody Ranch just east of Yellowstone Park. She worked seasonally for the next 15 years for various private concessions and the Park Service in and around Yellowstone. During that time, she also worked as a consultant for agencies in Health & Human Development, English and