



CAREERBUILDER'S CATEGORY SEARCH OPTIMIZATION: OPTIMIZING YOUR WEB SITE FOR BETTER CANDIDATE RECRUITMENT

careerbuilder®

THIS WHITE PAPER WILL EXPLORE THE FOLLOWING TOPICS:

- 1. What is SEO and how does it work?**
- 2. What SEO means to your recruiting process**
- 3. Introducing Category Search Optimization**
- 4. Advantages of CareerBuilder's Category Search Optimization**
- 5. FAQs**

CareerBuilder's Category Search Optimization

INTRODUCTION:

With tightening budgets these days and a greater push for maximized efficiencies, many companies are choosing to scale back their recruiting efforts. Efforts to save money this way, however, actually prove detrimental to businesses in the long term. According to BMS, an overseas sales and marketing recruitment firm, companies that invest in marketing recruitment and advertising budgets are more likely to survive the current recession. When your budget is limited, how do you ensure you get the highest return on your recruiting investment?

Now is the ideal time for your business to look for innovative, strategic ways to attract and recruit the high performers who will contribute to your organization's success. The steps you take now to recruit candidates and strengthen your employment brand will determine the degree of your business's success later on. Companies that take advantage of this time to creatively optimize their recruiting strategies will be far ahead of those who do not once the economy begins to turn around.

Search Engine Optimization (SEO) provides companies the opportunity to stay front-of-mind with the most in-demand candidates. As businesses look for ways to stay competitive during this challenging economy, it is critical that they consider how well their Web sites rank in the most important search engines and directories.

The screenshot displays the CareerBuilder search results for 'Truck Driver Jobs' at Schneider National. The page layout includes a search bar at the top with the text 'Truck Driver Jobs' and a search button. Below the search bar, there are several job listings, each with a title, location, and salary range. The first listing is 'Solo Truck Driver' in Chicago, IL, with a salary range of \$32k - \$46,500/year. Other listings include 'Team Truck Driver' in Memphis, TN, and 'Dedicated Truck Driver' in Augusta, GA. The page also features a 'Business Overview' section for Schneider National, Inc. and a 'Truck Driver Jobs By City' section listing various cities and the number of jobs available in each.

1 WHAT IS SEO AND HOW DOES IT WORK?

SEO is the process of optimizing a Web site and increasing the number of visitors to that site by improving the site's rank on the search results page of major search engines like Google, Yahoo! and MSN. A Web site's particular rank is indicated by the order in which it shows up on the search results page; meaning, the closer the Web site appears to the top of the first page of the search results, the higher its rank. Search engines rank Web sites by "crawling," or running automated programs called bots or spiders, to search the documents and pages of the Web for content that matches or relates to the original search query. Once a search engine crawls a site for relevant content, the search engine then indexes it, or stores it in a giant database of documents that make up its index. The search engine then uses a complex algorithm to determine how closely a site's content relates to

the user's query. The more closely a particular site's content matches the search query, the higher that site will rank, or appear, in the search results page.

Why is Web page rank so important? The higher a Web site ranks on a search engine, the better the chances that interested users will find and click on that Web site. In fact, the vast majority of users who run a search engine query don't make it past the first page of results – let alone the first two or three – before clicking on a link or simply starting a new search. A recent study by iProspect showed that 68 percent of search engine users click a search result within the first page of results, and a full 92 percent of search engine users click a result within the first three pages of search results. That means that 92 percent of users never see the fourth page of results and beyond.

2 WHAT SEO MEANS TO YOUR RECRUITING PROCESS

SEO makes it possible for search engines to find and rank businesses' Web sites so that consumers can find them. Many companies already use SEO as a marketing tool because of its proven ability to maximize a company's exposure, generate a higher return on investment, and improve a company's bottom line. Today, more companies are also applying SEO tactics to enhance their overall recruitment strategies. SEO is a useful marketing tool for businesses trying to get the attention of consumers who use these search engines to find products, services, and, not least of all, jobs. Using SEO techniques, companies can fill their open positions with the most qualified talent – at a much faster rate – by expanding their geographic reach. This helps companies gain more exposure on the front pages of search engine results, and connects them with more candidates looking for their types of open positions in job searches.

If search engines cannot find your site content in order to rank you, you miss out on the incredible opportunity to gain maximum exposure from job seekers, drive even more candidates to your site and sell potential candidates on your opportunities. According to Conductor, a New York-based search/analytics agency, the natural search visibility of many Fortune 500 companies is very poor. Reports show that 72 percent of Fortune 500 companies have very low or non-existent visibility for their most advertised keywords.

It is important to know that **74 percent of job seekers** who search for jobs directly from the Google search results page do not go past the second page in Google search results. Additionally, above-the-fold results, or those results on the upper half of the page, yield 82 percent of all user clicks. As a result, most information that falls below the fold is never even viewed. For these reasons, companies that neglect the significance of SEO miss out on the opportunity to reach a significant portion of potential candidates, as their jobs get buried in results.

If job seekers put in a query for an open position similar to one you are advertising, but your Web site containing the listed job opportunity doesn't show up within the first three pages, you are only reaching one tenth of potential applicants. Even more alarming is that if your competitors rank higher than you, they are likely getting to the applicants you are missing out on, merely by virtue of their page rank.

Research also showed that **39 percent of search engine users** believe that companies that appear among the top search results are the leaders in their field. By optimizing your company career site for search, job seekers will begin to notice you and recognize you as a leader in your industry. In addition

to experiencing increased traffic to your site, you also benefit from a significant boost in brand exposure. This is a prime opportunity to set your company apart from your competition.

3 INTRODUCING CATEGORY SEARCH OPTIMIZATION

So, how do you optimize your site for search results? Normally, achieving a first-page ranking for any common search term is nearly impossible, because you are competing with millions of established Web sites for traffic. With CareerBuilder's newest offering, Category Search Optimization, however, you can achieve those high-ranking results and enjoy exclusive rights to some of the most popular job search terms available.

What is Category Search Optimization?

Jobs.net is a domain owned by CareerBuilder since 2004 that leverages both domain and sub-domain terms to target candidates for your particular niche. With our newest SEO offering, you select an exclusive sub-domain highlighting your industry or company (such as truck-drivers.jobs.net), effectively pushing you up to the forefront of major search engine rankings **in as little as 90 days**.

The Jobs.net site enables you to reach those job seekers actively or passively searching for jobs online via major search engines like Google, Yahoo! and MSN. First, by the very nature of its strong root domain name, Jobs.net drives high relevance for all searches related to the term "jobs." Search engines that crawl the Internet looking for relevant Web sites will first look at domain names with this search term. Also, because root domains are a limited commodity, the weight Jobs.net gets from this direct and targeted domain can only be replicated by few other domains.

Each month, users conduct a total of 124 million searches related to jobs ("nursing jobs," "engineering jobs," "teaching jobs," and so on), helping Jobs.net generate approximately 1.2 million unique visitors monthly. Job seekers search for jobs by occupation or industry almost a quarter (24 percent) of the time, so weekly searches for industry keywords yield strong results as well: nursing (25,000 UVs); construction (16,000 UVs), and government (14,000 UVs).

4 ADVANTAGES OF CATEGORY SEARCH OPTIMIZATION ON JOBS.NET

Jobs.net has created several relevant sub-sections that focus on industry-specific jobs. For example, truck-drivers.jobs.net, a sub-domain of Jobs.net, will rank among the highest results for a Google search for "truck driver jobs" thanks to the power of its root domain name, supplemented by its direct and targeted sub-domain.

The Jobs.net domain already claims top ranking under categories such as:

- Admin-clerical.jobs.net (#1)
- Construction.jobs.net (#2)
- Hotel-hospitality.jobs.net (#3)

Jobs.net also ranks so highly in search engine results thanks to its age and search engine ranking establishment. Google places weight on the age of any domain prior to giving that domain premium ranking, and Jobs.net has been in existence for a solid five years, longer than many other job- and industry-related domains.

Utilizing CareerBuilder's Category Search Optimization service affords you the opportunity to leverage Jobs.net's domain-, page-, and Web-level SEO strengths, automatically moving your company and open positions to the highest echelon of search engine rankings and giving you a distinct advantage over your competition.

To give companies maximum advantage of its optimized domain, Category Search Optimization affords interested companies the opportunity to own a Jobs.net sub-domain that pertains to a relevant industry. A hospital, for example, will find great opportunity to reach even more health care industry professionals by taking ownership of a health care industry-related domain such as healthcare.jobs.net, healthcareprovider.jobs.net or any number of industry-related (and search-friendly) domain names.

With ownership of a Jobs.net sub-domain, companies also have access to expertise and assistance of the SEO experts at CareerBuilder. CareerBuilder's SEO team works with your company to ensure the highest possible exposure possible generated from search engines.

Beyond optimizing domain names, the SEO experts at CareerBuilder work to ensure the Jobs.net pages contain properly organized and defined content and code. These elements verify to search engines the intended keyword audience for a given Web site, eliminating the clutter search engines must cut through to find relevant Web pages.

In addition to working within the Web site, CareerBuilder's SEO experts work externally to both directly and indirectly inform search engines about the intended keyword relevancy for your site by submitting site maps. A site map, or an explicit list provided by the site owner indicating what pages exist and how often their content updates, eliminates the guesswork for search engines. This helps reduce the possibility that a page is ignored by a crawler.

The more other sites link to your site as a resource for certain content, the more likely search engines are to recognize you as a resource and rank you higher in related content search results.

CareerBuilder leverages relevant sites to help generate inbound links that help increase the relevancy of your sub-domain properties in the eyes of search engines. Additional benefits to using Category Search Optimization include the following:

- Your Jobs.net domain makes it easier for job seekers to find your jobs or your client's jobs
- There is a limited inventory of Jobs.net-related sub-domains available. By securing one of these sub-domains, you gain exclusive rights to that domain and the category of your choosing.
- Association with CareerBuilder enhances your online branding presence. Category search optimization significantly reduces your recruiting costs and time-to-hire.
- It also saves you valuable time—all of your CareerBuilder jobs are automatically copied onto your Jobs.net domain, meaning increased exposure with no additional work on your part.



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FAQ'S

Why should my company invest in CareerBuilder's Category Search Optimization?

There are many advantages to working with CareerBuilder's Jobs.net SEO experts:

- Through our years of SEO experience, we can tell you what to expect from the search engines as you conduct the optimization process. We can also interpret and understand rankings data to figure out best practices and strategies to help you get the ultimate return on your investment.
- We have considerable experience with link acquisition, and will recognize the requirements of certain sites for paid links, link requests, and more.
- Not only can we identify the content most likely to get links from a specific Web community, but we are also experienced in how to package and promote it.
- We can help you identify and manage complex issues causing a lack of indexing, low rankings or penalties from the search engines. This skill can be very hard to develop without years of practice and experience.

- We save you valuable time. SEO is an exceptionally time-consuming endeavor. Due to our vast experience of optimization processes, we efficiently provide better service in less time. than it would take you on your own.

How does CareerBuilder's Category Search Optimization measure against other SEO services?

- We've been around since 2004, longer than other job specific SEO companies, which automatically enables us to rank higher with search engines.
- Our brand name and exclusive partnerships give us credibility that significantly helps our rank with these search engines.
- Our expertise with SEO helps you save time while getting the maximum return on your investment.

How does CareerBuilder track progress and deliver results?

CareerBuilder generates monthly reports to you with the following metrics to track your continued success with Jobs.net:

- Search Engine Ranking

- Visitor Source Data
- Traffic to External Properties
- Candidate Conversion Rate
- Visitor Geographic Breakdown

What does CareerBuilder offer that other services don't?

- Some services that claim to help clients optimize their SEO assume that candidates won't build a resume or flesh out a profile; they rely solely on actions of passive candidates. This approach is to make communication and interaction with the jobs for each company as absolutely simple as possible – and all on passive candidates' terms. Unfortunately, this does not cover enough ground; many job seekers are active and are building out resumes and filling out robust profiles. These job seekers must be accounted for as well in creating your jobs site, so that you can effectively target them and allow them to find you.
- Although CareerBuilder has been around since the 1990s, its place in the job landscape has evolved as much as our site itself. CareerBuilder has existed, sustained, and improved for more than a decade; we are constantly innovating to better serve candidates and employers and help them connect in a rapidly shifting world. By utilizing CareerBuilder's SEO services, you are placing your company at the forefront of change – and in front of more job seekers than ever before.

ABOUT CAREERBUILDER

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most valuable asset – their people. Its online career site, CareerBuilder.com is the largest in the U.S. with more than 24 million unique visitors, 1 million jobs and 31 million+ resumes. CareerBuilder works with over 300,000 employers, providing resources for everything from employment branding and data analysis to talent acquisition. More than 9,000 Web sites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company, The McClatchy Company (NYSE:MNI) and Microsoft Corp. (Nasdaq: MSFT), CareerBuilder and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information about CareerBuilder solutions, please call: 1-877-FILL-A-JOB.

