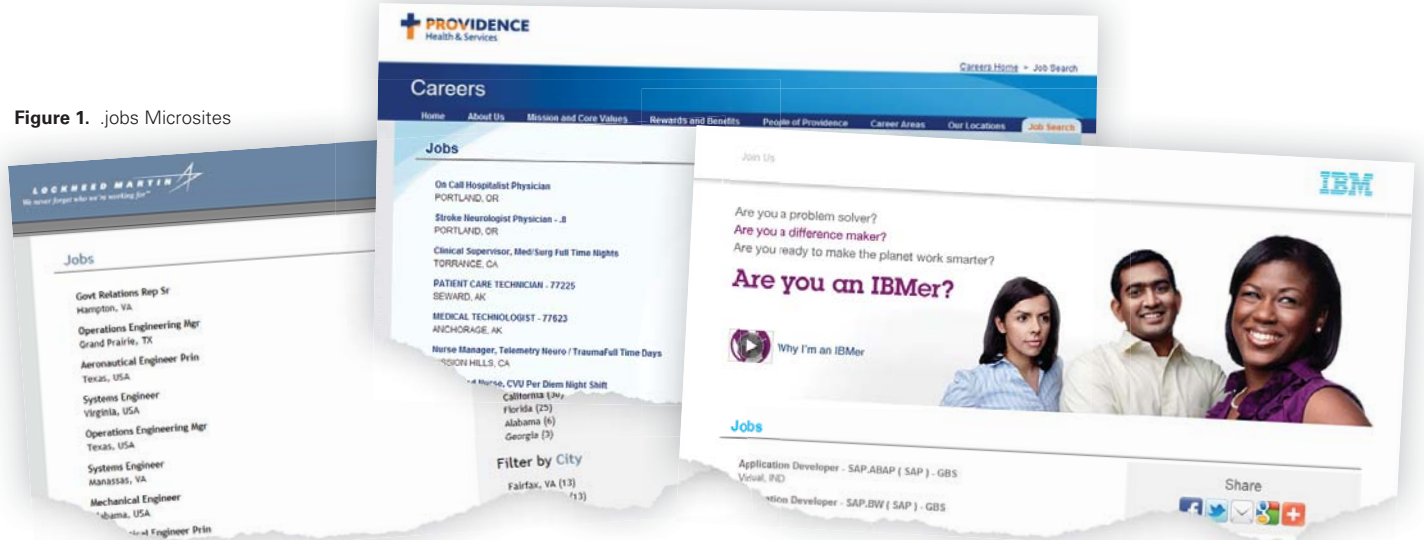


Targeted Talent Acquisition Strategies

Figure 1. .jobs Microsites



Consider this: Over 124 MILLION* job-related searches were conducted on Google last month alone. For years, employers had to depend on expensive third party infrastructure to get visibility to their jobs. Until now...

(Source: Google Keyword Tool, May 2011)

A New Approach to SEO

Because You Need to be First on Google

Traditional SEO strategies might win you a search result or two, if you're lucky. .jobs Microsites (Figure 1) take Search Engine Optimization (SEO) to the next level by providing you a way to leverage many SEO platforms to start dominating those highly-desired first-page search results.

.jobs Microsites include your brand, terms or locations to target relevant, high quality candidates.

Examples:

www.LockheedMartin-Aerospace.jobs

www.Providence-Nursing.jobs

www.IBM-India.jobs

Fused with Social and Mobile

.jobs Microsites are easily integrated with social networks. Job seekers can connect with you directly on Facebook, Twitter, LinkedIn, YouTube, and many other social media sites. This provides a great opportunity for them to follow your company and share your job listings with friends using social media.

.jobs Microsites are also optimized for access on mobile browsers for the on-the-go job seeker, providing an out-of-the-box, mobile recruiting solution (Figure 2).



Figure 2. .jobs Microsites—mobile platform

Figure 3. The .jobs Universe



The .jobs Universe is a revolutionary Internet platform ending in the .jobs suffix.

What is .jobs?

Amazingly intuitive, job seekers can simply type a location or occupation into their browser to begin their search.

Examples:

www.seattle.jobs

www.nursing.jobs

www.seattlenursing.jobs

The .jobs platform (Figure 3) is a trusted domain, so job seekers can easily navigate thousands of listings that are guaranteed to be real, vetted jobs from legitimate employers—free of scams, duplicates and expired jobs. Only employment-related advertising and job-related content is allowed.

“The .jobs initiative provides a single, unified platform comprised of hundreds of thousands of employment sites, highly trusted by Internet search engines that will allow all employers, regardless of size, to list their jobs free-of-charge.”

RHONDA STICKLEY, PROVIDENCE HEALTH & SERVICES

Sr. Director, Talent Acquisition

Benefits for Recruiters

List 100% of your jobs completely free of charge. Jobs are automatically populated each day to the correct geographical and occupational domains. We drive the job seeker directly to your career site and applicant tracking system (ATS) resulting in a faster, more efficient hiring process. This cuts costs drastically and offers unparalleled innovation to the online recruiting community.

Showcase your Brand

Capture job seeker attention FIRST by using prime real estate on relevant .jobs Profile Pages such as Chicago.jobs and Engineering.jobs to promote your company’s opportunities and edge out the competition. Brand yourself on relevant Results Pages as a company of choice, or feature difficult-to-fill positions to drive traffic directly to your specific jobs.

To learn more about .jobs speak to a digital strategist.

Call (866) 268-6206 today!

LOCATIONS

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 Boston.jobs
 California.jobs
 Chicago.jobs
 Colorado.jobs
 Dallas.jobs
 LosAngeles.jobs
 Maryland.jobs
 Michigan.jobs
 NewJersey.jobs
 NewYork.jobs
 NorthCarolina.jobs
 Ohio.jobs
 Seattle.jobs
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...and many more!

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