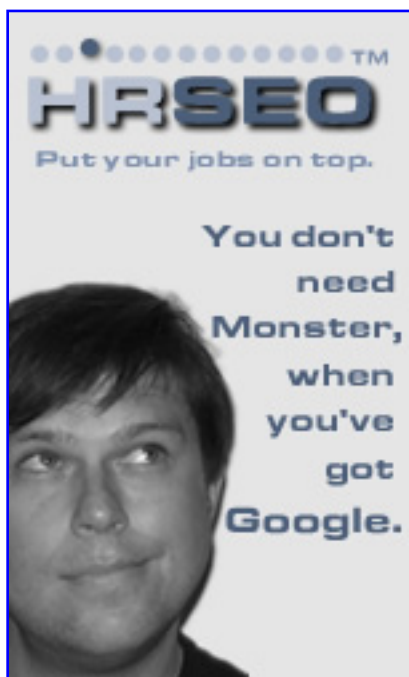


Cheesman's Online Recruitment Blog

Joel Cheesman's thoughts on Internet recruiting & search engine optimization.



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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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April 12, 2005

.jobs domain is alive, alive!

It's official. [The .jobs domain is now a reality.](#)

There is so much I have to say about this that I don't know where to start, but here are a few immediate thoughts:

1. Don't underestimate the potential of this occurrence greatly putting the current Internet recruiting industry on its head.
2. Employers will actually have to buy into this idea and promote these URLs in order to achieve success. HR people have a major herd mentality, so the early adopters are going to have to buy into this idea and spread the virus.
3. Job seekers will have to get used to using .jobs when searching employment opportunities (see No. 2).
4. Signing-up and buying the domain will need to be incredibly easy, so a non-technical person can obtain a .jobs domain.
5. The .jobs folks need to start lobbying Google and selling them on the relevancy of URLs with .jobs as opposed to .com-type domains. For example, .edu and .gov domains carry greater weight on Google because of their guaranteed relevance. If the .jobs domain carries similar weight, the game really changes.
6. The data is going to have to stay pure. If engineering.jobs, marketing.jobs,

etc. ever get sold in conjunction with statefarm.jobs, .jobs will have no greater benefit than a .net.

7. [Employ Media](#), the organization managing the .jobs domain, will need to police submissions efficiently and effectively.
8. The cost will need to keep out potential spammers.
9. It increases the significance of the corporate career center as the destination site for job seekers, as opposed to other mediums like job sites.
10. Search engines are primed to become king of the job search process.

That's a quick brain dump. I'm sure I'll have more as things unfold, but I've been waiting for this moment for awhile and can't overemphasize the importance of this event in greatly changing how recruitment advertising is done - both online and offline.

Posted at 12:22 PM | [Permalink](#)

Comments

Joe, how do you get (or how will we be able to apply for) these .jobs URL's?

Posted by: [Canadian Headhunter \(Michael\)](#) | April 13, 2005 10:33 AM

So how many minutes will it take for Monster to offer advertisers the ability to set up a hosted YourCompany.jobs site, including the ability to automatically populate your .jobs listings through existing Monster interfaces?

Posted by: [Phil Wolff](#) | April 13, 2005 02:13 PM

The specifics for acquiring a .jobs domain has not been hammered out by Employ Media to date. Stay tuned.

That said, I believe the first recipients will be direct members of SHRM.

It'll be interesting to see how the Monsters of the world react to this occurrence. It certainly is an opportunity.

Posted by: [Joel](#) | April 13, 2005 02:57 PM

CircleID a site specifically set up for the discussion on the internet core infrastructure and policies have re-published a post I made on the whole dot jobs area. There seems to be lots of interest in these new TLD's and the ones that are yet to be approved.

Posted by: [Michael Specht](#) | April 13, 2005 09:04 PM

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