

Results from the 2010 Job Board Industry Survey

Survey conducted
and prepared by

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May 2010

Overview

The 2010 Job Board Industry Survey was conducted in April and May 2010. A total of 94 job board owners and operators responded via an internet survey tool. The data in this survey was designed to help industry professionals by providing benchmarks of overall job board performance as it relates to the recession.

Of the respondents, only 16% classified themselves as 'general' job boards; the remainder focused on industry, geographic, or professional niches.

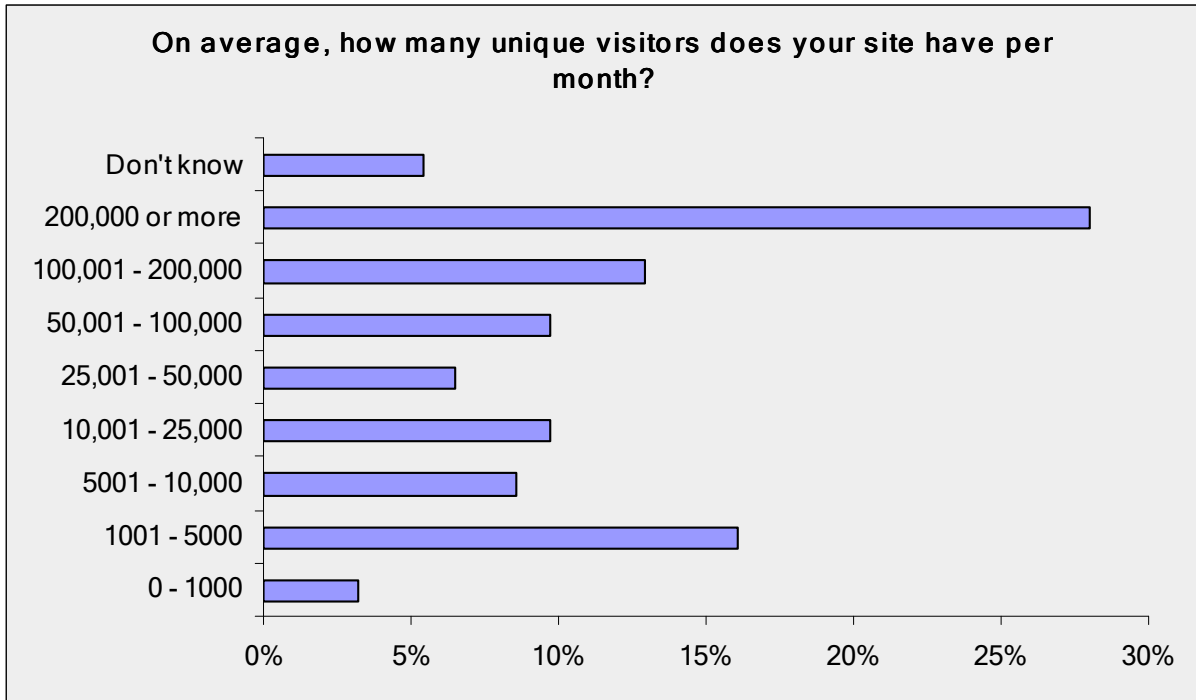
The effects of the recession have been twofold: site traffic and activity on the part of job seekers have **gone up** across almost all boards surveyed, and revenues have **gone down**. The good news is that most boards are reporting increased purchasing activity from direct employers during the past year. These responses align with recent news about increased hiring activity.

Surprisingly, many job boards have **increased their investment in technology** during the past year. This is perhaps in response to an increase in alternative recruiting channels such as social media, or it may simply be a reflection of increased competitiveness in the sector.

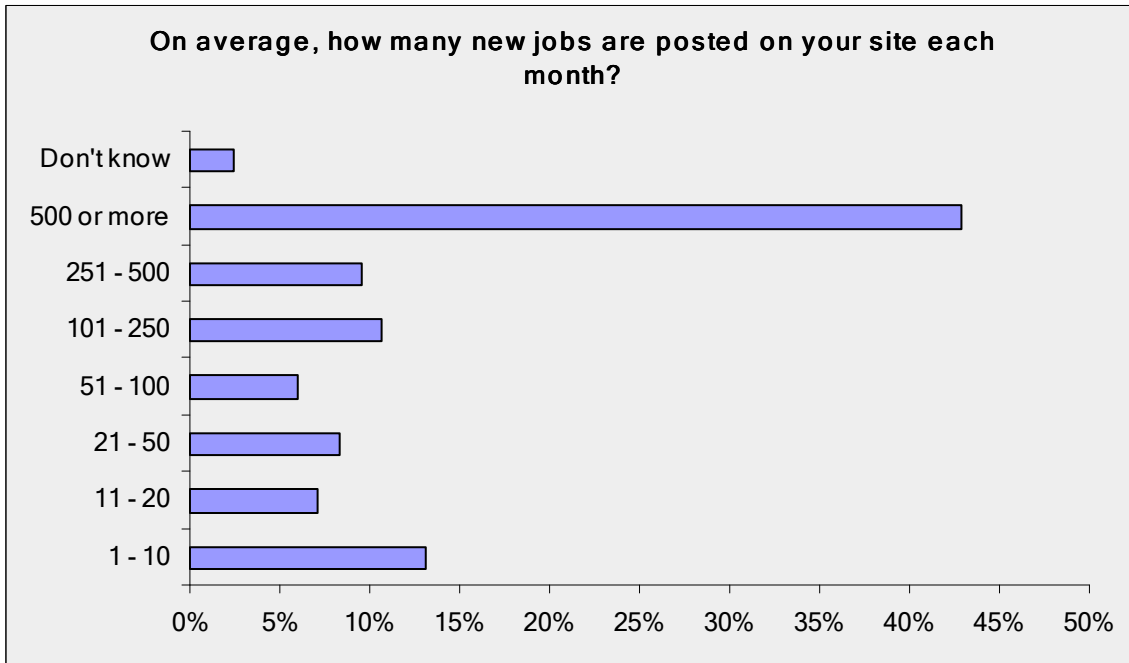
When asked about threats to their livelihood, respondents focused on **the ongoing effects of the recession, growth of the aggregators, price erosion, and LinkedIn**. Interestingly enough, other social media channels such as Twitter and Facebook did not rank highly as threats. This may be a reflection of the respondent demographics – 60% estimate revenues of less than \$500,000 in 2010.

Despite these challenges, 80% of the respondents remained optimistic about their prospects in the coming year.

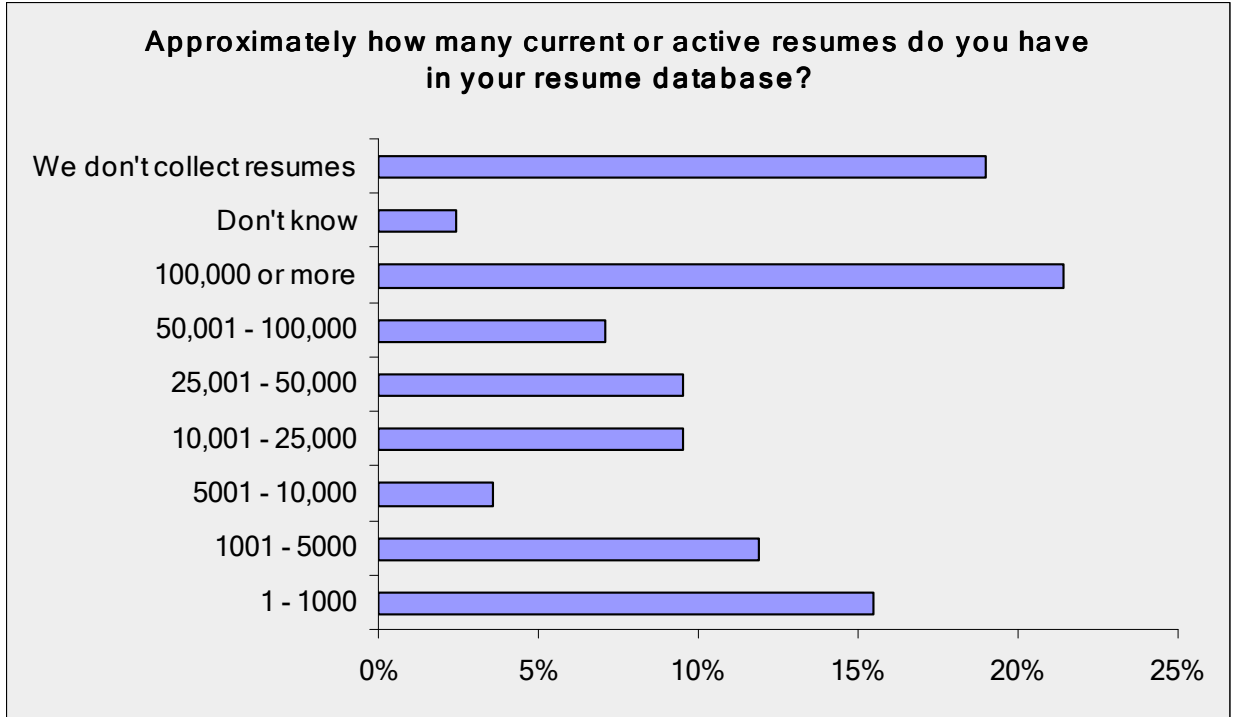
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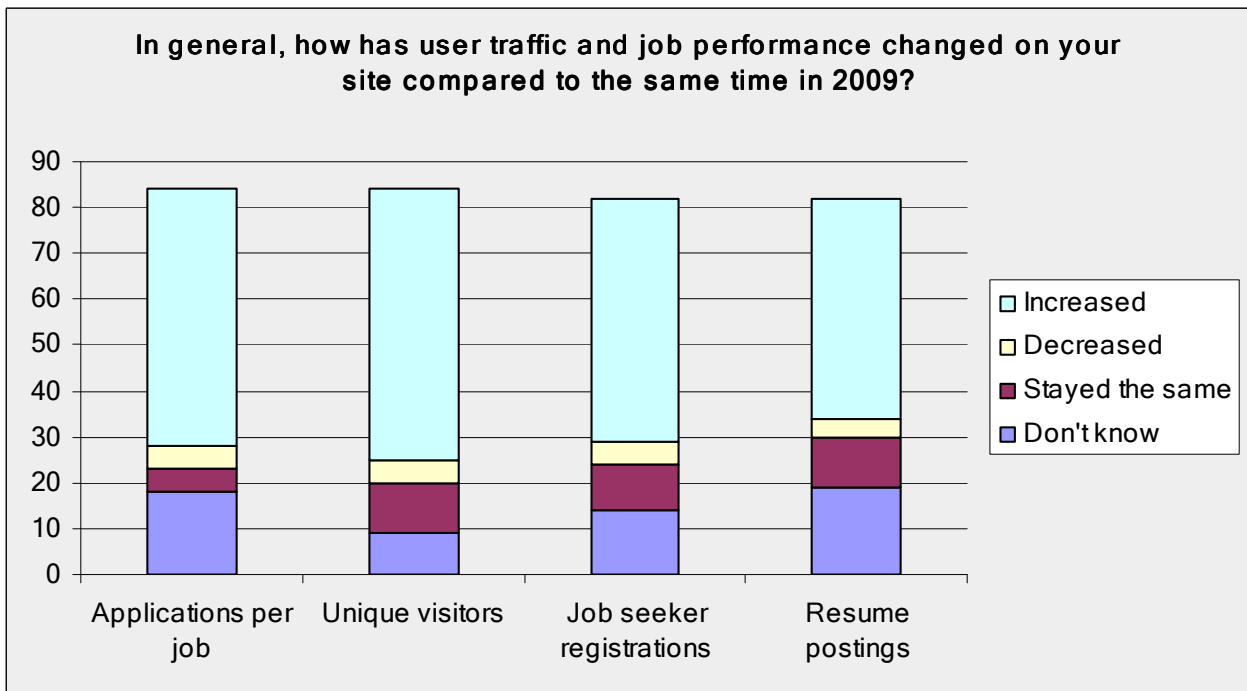
Comment: Over 50% of respondents had 50,000 or more unique visitors per month. This speaks to both the effects of the recession and the size of the job boards responding.



Comment: 43% claimed 500 new job postings per month.



Comment: 19% of respondents don't collect resumes at all; 38% of respondents have 25,000 or more resumes in their database.

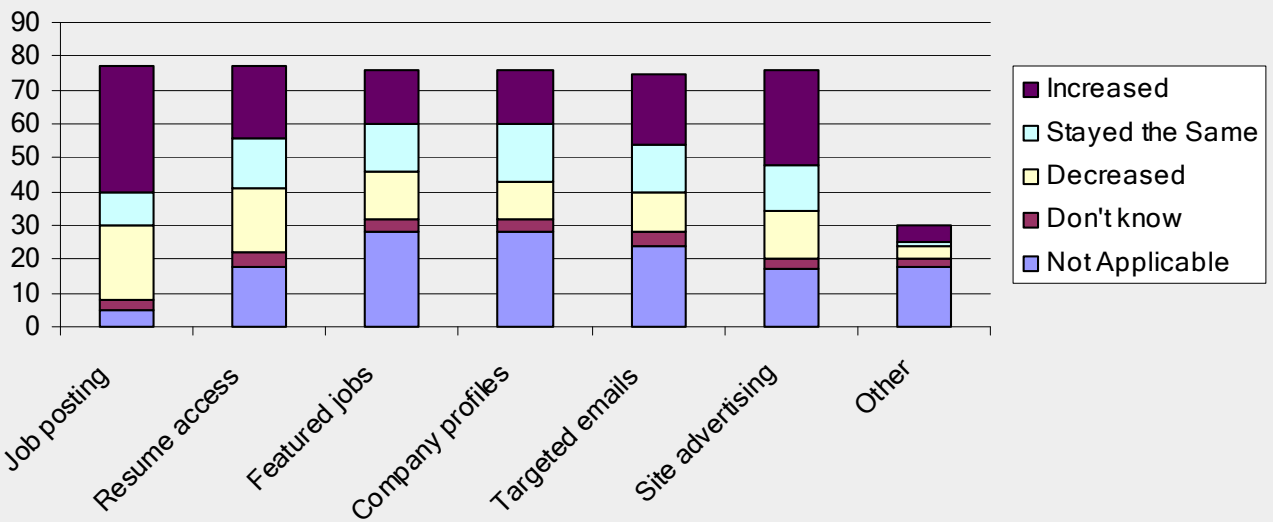


Comment: The recession drove up job seeker activity across most sites.

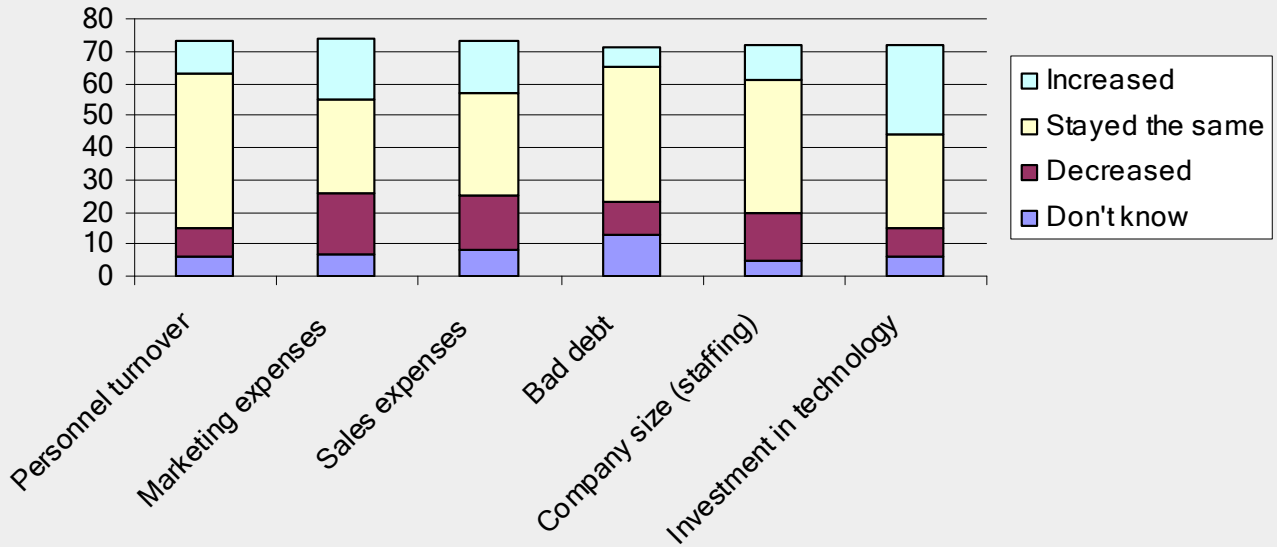
How has the volume of recruitment business changed for these customers compared to a year ago?



With respect to your customers, how has the use of the following services changed compared to the same time in 2009?

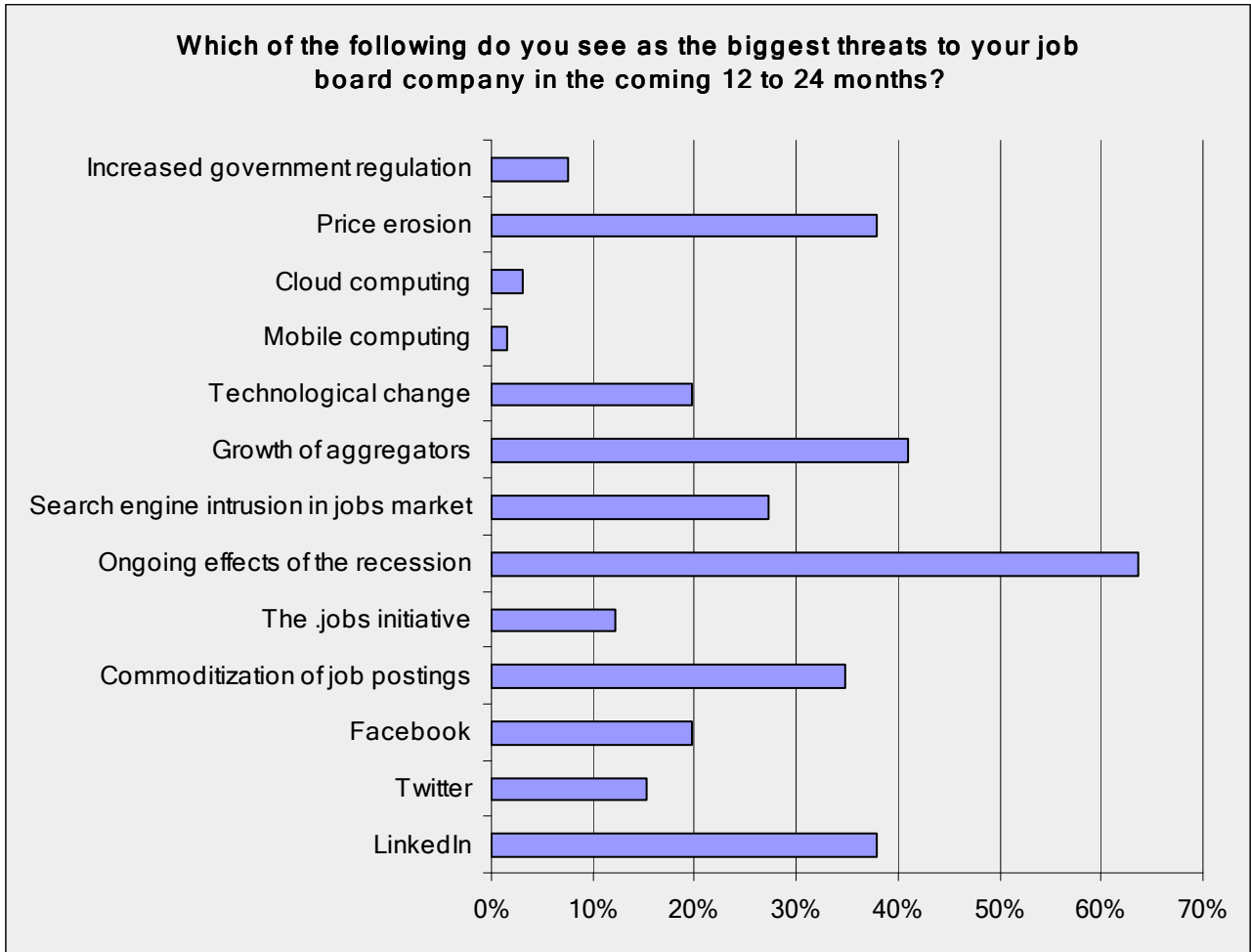


In terms of your own job board company, how have the following aspects of your business changed since this time in 2009?

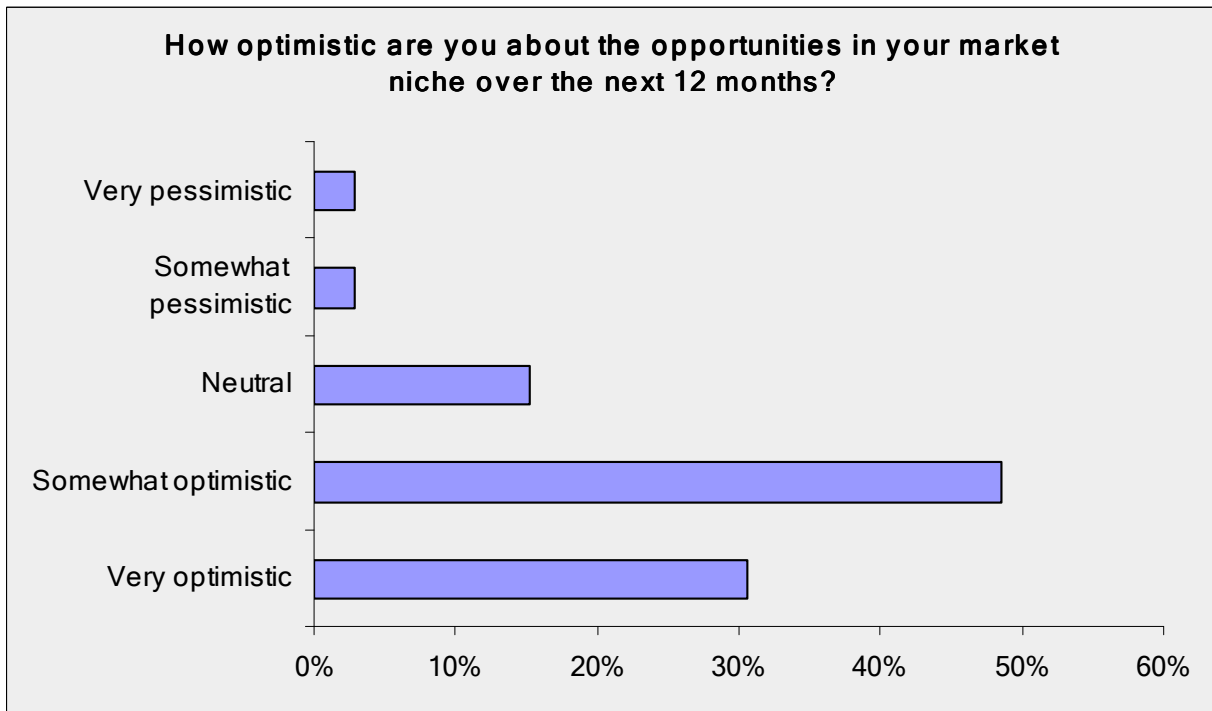
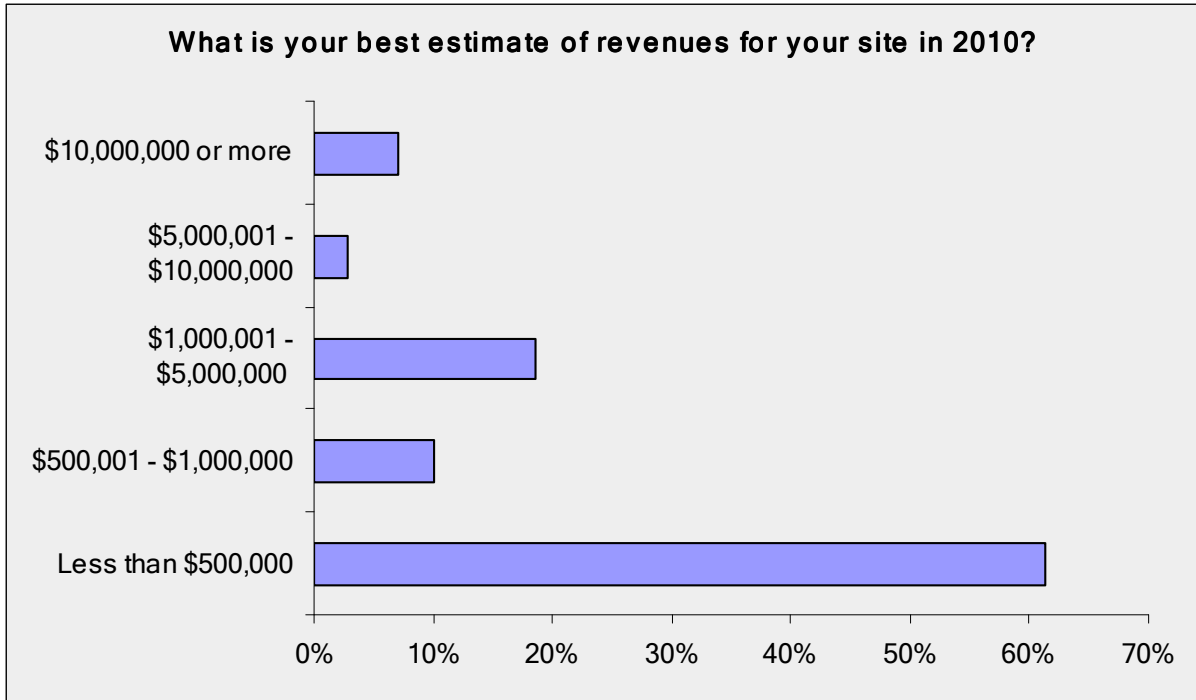


Over the next 12 months, how do you predict the following elements of your job board company to change?





Comment: Note that the top 3 concerns are: 1) Effects of the recession; 2) Growth of aggregators; and 3) Price erosion (related no doubt to the first 2). Concerns about LinkedIn and commoditization follow. Social media makes an appearance, but it's not top of the list.



Comment: Despite the recession, job boards remain positive: 80% say they are somewhat or very optimistic about their opportunities.

A Sampling of Survey Comments from Respondents:

“Both our niche and the labor market in general have been battered - Hard to get much worse than last year.”

“We are integrating social media functions into our products by pushing jobs and companies on Linked In, Twitter, Facebook, etc.”

“The job board business window of opportunities closed some years ago. In the time since, we have seen many, many attempts at the creation of new job boards, some in our own market niche, all of whom have failed or continue to limp along unprofitably. While many view so called "networking" sites like linked in or MySpace as a potential threat, our view is that as they move into the career market, they become just another job board with a faddish layer of "hype", and their attempts at converting their "free networking" business model to profit meet with little success.”

“Very difficult time 19 months ago and all of 2009. See a small increase in gross \$\$'s per month. Any increase in much better than none at all.”

“I feel that the normal job board still has a number of years of life in it, if the proposal is good enough.”

“My biggest threat is Craigslist as this is all employers know (in my industry). Getting them to see the value in my boards is the biggest challenge over the next 12 months.”

One threat is “rise of job board access restriction to 'prime' job seekers.”

“Targeted traffic based on years of links and word of mouth is the key to job board success. There are no short cuts.”

“Employers need/want better applicants, better screened, delivered in as simple of a format as possible”

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