

Jobsite business – know it better!

What is Job site?

Job site is a web site dealing with employment and career. It is also commonly known as employment website, Job boards or Job portals. Many Job sites allow employers to post Jobs for positions to be filled and are commonly known as Job boards. Through a job website a prospective employee can locate and fill out a job application or submit resumes over the Internet for the advertised position.

History of Job site

Online Career Center backed by forty major corporations, launched a nonprofit organisation in 1993 as a system for job hunters to store their resumes within the databases as well as for recruiters to post job openings to the database.

In 1994 Robert J. McGovern began NetStart Inc. and sold software to companies for listing job openings on their Web sites and manage the incoming e-mails those listings generated. NetStart Inc. changed its name in 1998 to operate under the name of their software, CareerBuilder

Six major newspapers joined forces in 1995 to list their classified sections online. The service was called CareerPath.com and featured help-wanted listings from the Los Angeles Times, the Boston Globe, Chicago Tribune, the New York Times, San Jose Mercury News and the Washington Post.

Later Monster, Jobsonline & HotJobs took the Global market to its peak.

In India, Naukri and JobAhead were among the pioneers in the market. JobAhead was taken over by Monster later.

- Definition & history adapted from Wikipedia

Primary stakeholders for a Jobsite

In the Job site business, you will be primarily catering to 3 types of people/entities.

Jobseekers: Persons seeking employment are primary for a Job site. The more Jobseekers your Job site has, the more employers you will get to purchase services. So it is very essential to attract a lot of Jobseekers to your Jobsite.

Employers: Employers, primarily small, medium and large organisations are looking out to hire people. They have various avenues to source Jobseekers from. They may use Newspaper advertisements, Referral programs, through recruitment consultants (employment agencies) etc. But the most cost effective sourcing option today for Employers is through Jobsites. Usually Job posting cost is low & it is also highly targeted.

Recruitment Consultants: Recruitment consultants (employment agencies) are a major force in the recruitment market today. They source orders (for placing Jobseekers) from Employers and source candidates through various means including head hunting, referral programs and through their own database which they built over a period of time. Today, most of the Recruitment consultants use Jobsites as their primary sourcing option since it costs low and they can reach targeted Jobseekers.

Different Sourcing Avenues for Employers:

Newspaper advertisements: Traditionally, newspaper advertising has been the primary sourcing avenue for bulk hiring for employers. Usually, newspapers provide an exclusive Job opportunities page where employers can advertise. Jobseekers go through these advertisements and apply for positions. Newspaper advertisement is very costly and usually the time taken for recruitment through Newspaper campaigns is very high (around 60 to 90 days). In today's fast paced world, this proves to be a major problem with newspaper advertisements.

Recruitment Consultants: Also known as Talent search partners or Employment agencies, Recruitment consultants are one of the preferred sourcing options among employers looking to hire quality jobseekers, usually for senior level positions. Recruitment Consultants get requirements (job vacancies) from employers and source resume through various sourcing avenues. They extensively use Jobsites for resume sourcing.

Employee referral program: This is again a traditional recruitment options for employers where they reward their employees to refer friends to join the company. Employee referral usually contributes a very small sourcing volume.

Jobsites: Today, Jobsites are the most preferred sourcing option among employers and Recruitment consulting firms across the Globe. It provides option to post jobs and go live immediately unlike newspapers. With a large jobseeker database, they also provide good response to employers & the cost per hire is relatively the lowest among all sourcing options in the market.

How the Jobsite business works?

RX Jobsites offer a perfect recruitment ecosystem. They provide Jobseekers, employers and recruitment consultants a platform to interact and benefit.

Jobseekers post their resume in the Jobsite and get email alerts of various job openings being posted online without daily visiting the jobsite. They can search for jobs with various filtering options & apply to multiple jobs in one go. This has provided jobseekers a very easy way to get job opportunities.

Employers and recruitment consultants post jobs and get response from jobseekers interested in the position. They can also search for resume through powerful search engines provided by jobsites & shortlist jobseekers meeting their requirements. They can send emails to suitable jobseekers through the jobsite.

Jobsites provide all the stakeholders an easy option to reach out & interact.



Revenue sources:

For a Job site business, the primary revenue will be from Employers. Job posting and resume database access are the 2 highest revenue generating products for a Jobsite.

There are more income options in RX Jobsite suite from Employers, Jobseekers and third party advertisers.

Jobseekers:

- **Premium Display** – Jobseekers information is highlighted with premium jobseeker badge. This enhances visibility among other jobseeker information & attracts more clicks.
- **Resume writing** – It is a professional offline service. Jobseeker request and pay for this feature online & the resume of the jobseeker is sent to your professional resume writer who can rewrite the resume and forward the same to the jobseeker.
- **Resume Broadcasting** – In this service, create a list of recruitment consultants. When jobseekers subscribe and pay for this service, their resume will automatically be sent to all consultants in the list.

Employers:

- **Job Posting** – The most popular service offered by a jobsite, employers or recruitment consultants can post their jobs in the jobsite.
- **Resume view** – Employers can search resume for free, but will pay for viewing resume and contact information. This is a very good option for low volume employers who want to fill their positions urgently
- **Hot Job** – An option to showcase the Job in the home page of the site, it provides maximum visibility to the Jobs and in turn better response.
- **Logo Branding** – Employers or recruitment firms can choose to display their logo in the home page of the jobsite. This helps enhancing employer brand among jobseekers of the site. This is a premium service that is usually charged higher than all other service.
- **Micro-site** – RX Jobsite comes with an option for employers to create their own micro site within the jobsite. When jobseekers click on any job of the employer/recruiting firm, they are directed to the micro site where information about the employer is provided. This is a very good branding tool for employers

Advertisers

- **Home page advertising** – RX Jobsite comes with an prebuilt advertisement slot for placing 4 advertisements in the home page of the jobsite. This is a premium advertising space that can be sold to Insurance companies, education institutions or any other organisations offering services to jobseekers.
- **AdSense (or similar ads)** – Google offers AdSense, an easy to load advertisement option where Google will provide ad inventory to be placed. This ad can be placed in all public pages to earn additional revenue.

Other Revenue options (Please note that these services are not automated in RX Jobsite, but we can help you do this on turnkey basis)

- **Targeted Email Campaigns:** Email list of Jobseekers is a very valuable option to offer targeted email campaign to Jobseekers. Please note that you should ensure that the Privacy Policy in your jobsite includes occasional promotional emails to Jobseekers.
- **Surveys:** You can offer option for providing Surveys with your Jobseekers and Employers on behalf of clients
- **Market Research:** You will have very valuable information such as average salary of Jobseekers in a particular industry etc. You may offer this research information to clients requiring them.
- **Exclusive Campaigns:** You may offer Recruitment software companies and other companies catering to Recruiters with an option to reach out to them through Email campaigns or by providing ad slots in the Employer section of public pages. This can be a performance based or as a Campaign.
- **Joint Campaigns:** You may offer Employers Joint campaign options for promoting their Jobs in the Web or through other media such as print.
- **Conducting Job fairs:** Most of the Indian Jobsites are currently trying to reach more people through Job fairs. Once you have established your brand in the market, you can conduct regular Job fairs in your locality.

Please check out the screenshot of GotoGulf.com in the next page. It is a jobsite powered by RX Jobsite suite. We have provided you with details of Homepage revenue options in RX Jobsite suite.




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Even if you're exactly right for the job, you may never be asked to interview unless you make the D...

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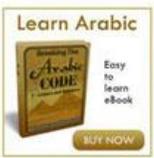
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