

Best Practices for Job Boards

indeed®

- **Blurb:** The #1 job site with over 200 million unique visitors every month. Used for customers across all industries and city locations
- **Organic Feed:** Included with Hireology subscription
- **Paid Sponsored Postings:** \$99 or \$224 for pay per click options, posts will appear within 24 hours of purchase whenever feed is refreshed
- **When to Refresh:** Every 30-45 days
- **Factors that affect placement:** Keywords in job title, location, demand, browsing history of job seeker

glassdoor™

- **Blurb:** Glassdoor is a jobs and careers community with “employee generated content”, which offers an inside look at open positions and companies. Information is posted by current employees, former staff, job seekers, and sometimes even the company itself about a particular job
- **Organic Feed:** Included with subscription
- **Paid Sponsored Postings:** \$199 for 30 days, posts will appear within 24 hours of purchase whenever feed is refreshed
- **When to Refresh:** Every 30-45 days
- **Factors that affect placement:** Keywords in job title, location, demand, browsing history of job seeker

ZipRecruiter

- **Blurb:** ZipRecruiter is a marketplace to help people find a better job. They have over 7 million active job seekers each month
- **Organic Feed:** Included with subscription
- **Paid Sponsored Postings:** \$99 (100 applicants or 30 days) and \$199 (200 applicants or 30 days) posts will appear within 24 hours of purchase whenever feed is refreshed
- **When to Refresh:** Every 30-45 days
- **Factors that affect placement:** Keywords in job title, location, demand, browsing history of job seeker

LinkedIn

- **Blurb:** LinkedIn operates the world’s largest professional network on the Internet with more than 500 million members. This site is a particularly powerful tool to source job candidates because you have the ability to attract both active job seekers as well as people who are passively looking
- **Organic Feed:** Included with subscription
- **Paid Sponsored Postings:** \$395 for 30 days, posts will appear within 24 hours of purchase whenever feed is refreshed
- **When to Refresh:** Every 30-45 days
- **Factors that affect placement:** Keywords in job title, location, demand, member profile data

craigslist

- **Blurb:** With more than 60 million monthly users in the US, Craigslist is the largest online classifieds community.
- **Organic Feed:** Not included with Hireology subscription
- **Paid Sponsored Postings:** \$25 + location posting fee + category fee (price depends on zip code)
- **When to Refresh:** Every 30 days
- **Factors that affect placement:** Time