

VIDEO TRANSCRIPT

Findability - High Technology Jobs

How to make it easier for qualified technology candidates to find your hard-to-fill jobs.

Hi, my name is Chris Taylor. Welcome to RecruiterCMO.

Findability is the single most important element of any job marketing campaign. If job seekers can't find your job posting, nothing else matters.

By increasing the "findability" of your job postings, you can significantly increase the number of prospective candidates who view your job...without increasing your costs.

Findability has two components: terms that job seekers use in their job search and terms the employers use in their job postings.

You should be aware that in most cases Indeed requires an exact match between the terms employers use in their job postings and the terms job seekers use to search for jobs.

To demonstrate how findability impacts your job marketing, I am going to do a search on Indeed (using a Boolean expression) to identify the universe of job postings related to SQL development in the Chicago area.



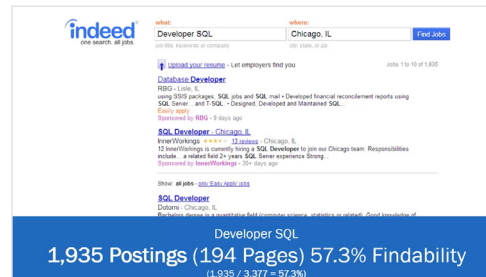
As you are aware, many employers use the terms developer, engineer, programmer, analyst or consultant interchangeably.

In order to discover as many SQL Development jobs as possible, I will include each of these terms in our job search.

As you can see, our search returned 3,377 job postings.

This is the equivalent of 338 pages of search results.

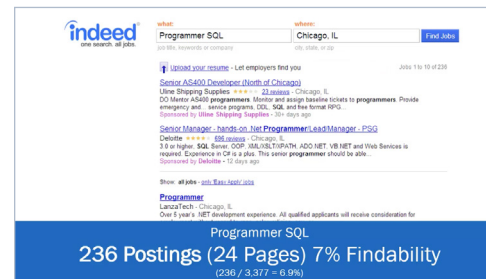
We will use the number 3,377 as our denominator in our findability score calculations.



Now let's do a search for SQL Developer.

This search returned 1,935 postings or 199 pages of search results.

The findability score is 57.3%



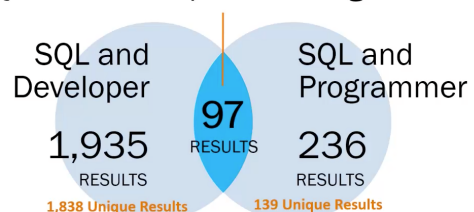
Now let's change our search to SQL Programmer.

This search returned 236 jobs postings or 189 pages of search results.

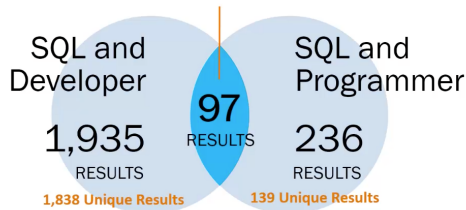
The findability score is just 6.9%.

To illustrate the impact findability has on your job postings, I am going to create a Venn diagram. The first circle displays search results for SQL and Developer. The second circle displays search results for SQL and Programmer.

SQL and Developer and Programmer



SQL and Developer and Programmer



We did a third search for job postings that included all three terms: SQL and Developer and Programmer. There were 97 job postings that had all three terms. By adding the word “programmer” to your SQL Developer job posting, you would increase your findability by 9.3%.

Adding the term **programmer** to your **SQL Developer** job posting would increase its “findability” by **9.3%**

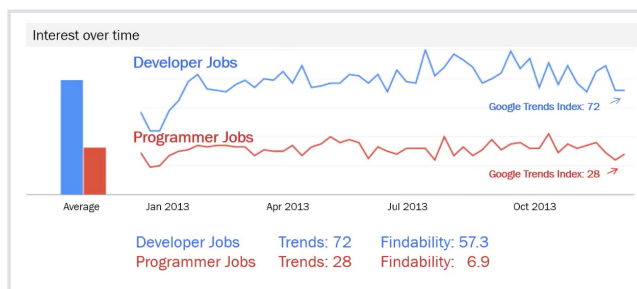
$$(1,935 + 139) / 1,935 = 0.93$$

And by adding the word “developer” to your SQL Programmer job posting, you would increase your findability by a whopping 878%. You can further increase the findability score by including other synonymous terms in your job posting.

Adding the term **developer** to your **SQL Programmer** job posting would increase its “findability” by **878%**

$$(236 + 1,838) / 236 = 8.78$$

Using data from Google Trends, we can see that the term “developer” is used about 2½ times more often than the term “programmer.” By comparing Google Trends data with our findability data, we can see that employers use the term “developer” much more frequently than job seekers do.



Our advice is straightforward. It doesn't cost any extra time or money to use both terms in your job postings.

And this is what you should do.

Here is the bottom line: A smart findability strategy includes all terms that prospective job seekers are likely to use in their search.

Over the past few years, recruitment marketing has experienced a quiet revolution. New concepts such as Findability, Winning the Moment and Reducing Candidate Interaction Costs are becoming essential elements of an effective job marketing strategy. This is why we created RecruiterCMO.

An invitation to try RecruiterCMO

We welcome the opportunity to evaluate your job marketing. Our evaluation will include a competitive analysis of your job postings.

- We'll include a cost estimate for our services.
- RecruiterCMO works with all ATS and HRIS applications.
- We also have solutions for employers who do not use an ATS or HRIS system.
- There is no software to learn. Your recruiters don't change any of their processes.

Thanks for watching.



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