

VIDEO TRANSCRIPT

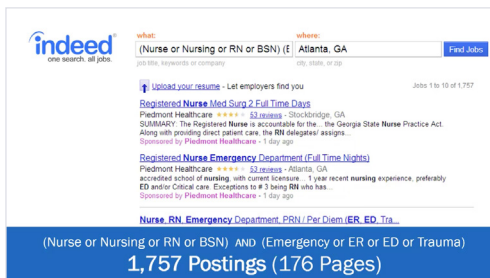
Findability - Nursing Jobs

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

Hi, my name is Chris Taylor. Welcome to RecruiterCMO. Findability has two components: terms that employers use in their job postings and terms that job seekers use in the job searches.

I want to make one more important point: Job boards require 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) that shows the total number of emergency nursing job postings in the Atlanta area.

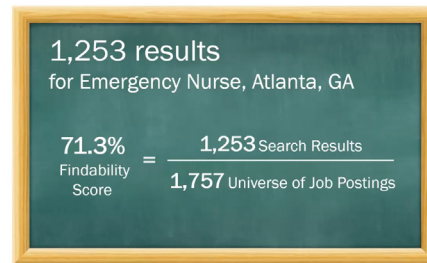


The number of job postings that meet our job search criteria is 1,757. This number is a good approximation of the total number of emergency nursing job postings in the Atlanta area. We will use the number as the denominator when we calculate our findability score.

Obviously, nurses don't use Boolean expressions when they are search for a job, so let's focus on search terms nurses are likely to use in their job search.

Let's begin by searching on Emergency Nurse with a location of Atlanta, GA. As you can see, this query returned 1,253 results. This is equal to 126 pages of search results.

We calculate the findability score by dividing the number of search results into the universe of emergency nursing job postings.

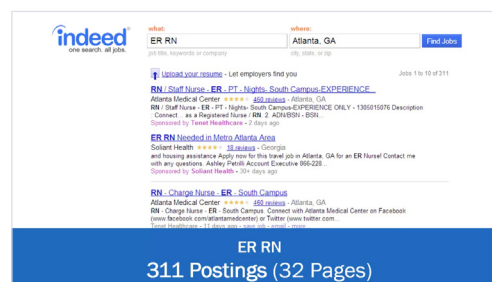


Our findability score for this search is 71.3%.

Now let's do another search. This time we'll search on Emergency "Room" Nurse. As you can see this search returns 449 postings. This represents 45 pages of search results. Our findability score for this search is just 25.5%. This tells us that 75% of all emergency nursing job postings do not include the word "room" in the job description or job title.



Now let's do one more search. This time we'll search on ER and RN. As you can see, this query returned 311 job postings. This is the equivalent of 32 pages of search results. Our findability score for this search is 17.7%.

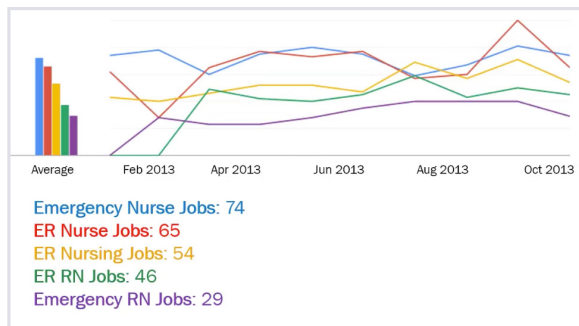


Search Terms	Nurse	Nursing	RN	BSN
Emergency	71.31%	68.18%	61.35%	21.74%
Emergency Room	25.55%	22.42%	23.51%	10.24%
ED	9.68%	8.20%	8.42%	2.90%
ER	19.58%	15.48%	17.70%	3.81%
Trauma	13.43%	9.56%	9.56%	4.67%

This table displays the findability scores for various combinations of search terms. And as you can see, the terms Emergency Nurse, Emergency Nursing and Emergency RN are the most frequently used terms. But this table doesn't tell you the terms that job seekers are using to find jobs. For that information, we turn to Google Trends.

Google Trends shows how often a particular search-term is used relative to the search-volume for comparable terms.

By comparing Google Trends data with our findability data, you can see that the terms employers use in their job descriptions are not in sync with the terms job seekers are using to search for jobs.



As you can see, job seekers use the term "ER" much more frequently than employers do.

If we take another look at our findability scores, you will note that there are relatively few job postings that contain the terms RN and ED.

By including these terms in your emergency nursing job posting, you have an opportunity to compete in this space where there is far less competition. This is where you get to be a big fish in a small pond.

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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