

PRESS RELEASE FOR IMMEDIATE RELEASE



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Subject Website Importance

How important / effective is your recruitment company's website?

The European Organization for Nuclear Research (CERN) created the World Wide Web in 1990 with the first website going live in 1991. Our friends at CERN kindly announced on April 30 1993 that the World Wide Web would be free to anyone.

Only 15 years on there are obviously websites for anything and everything. How did everyone cope before this technological revolution?

Recruitment Company websites continue to evolve, with some now having blogs, live feeds and salary data, Facebook and MySpace company links and pages etc. With this in mind, what should a Recruitment Companies website look like in today's modern era?

We asked the question in this month's survey, "How important do you think your company website will be in attracting candidates to apply?"

Answers consisted of:

- Very important, needs to explain what you do so candidates don't waste their time.
- Extremely, candidates need to know what we do and what we offer
- Reasonably important, it increases credibility
- Yes it's important, professionally very important

These are only a few of the many responses we received, but as you will note with this snapshot everyone had a similar comment to make. Common sense may dictate that people would answer the question with such grandeur.

In complete contrast to these findings were when we asked, “what percentage of candidates do you think will look at your company website before applying to a position they have seen on an external job board” this question could be answered with either less than 25%, 25 – 50%, 50 – 75% or more than 75%. An overwhelming 90% of respondents answered by saying less than 25%

Therefore with people surveyed stressing the importance of a website on one hand and on the other believing that less than a quarter of candidates that apply to them have looked at it. How important / effective is your recruitment website?

These findings could suggest we have asked the wrong question and that we should have firstly asked similar questions for the client perspective.

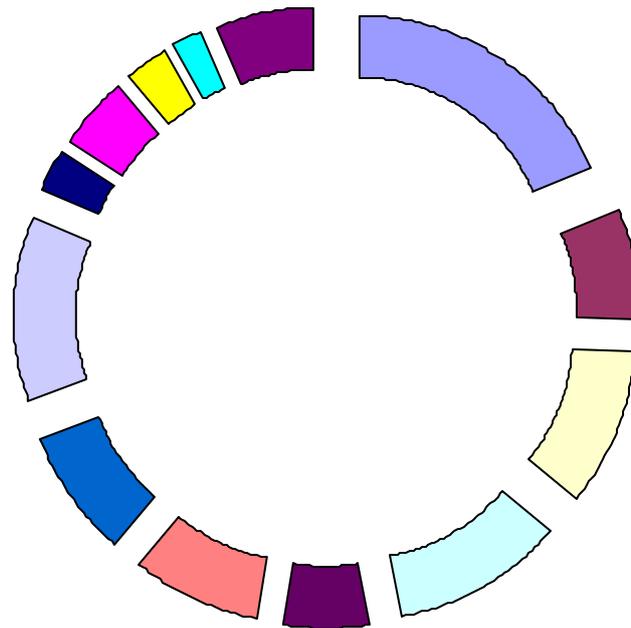
However, I’m sure if we asked a similar questions being “How important do you think your company website is in securing client confidence?” we would have got a similar response to our candidate question and equally if we’d asked “what percentage of clients do you think will look at your company website before agreeing to work with you” less than 25% would have come out on top again.

So is a recruitment company’s website really so much for their candidates and clients or more so for our own self esteems? Unsurprisingly when asked “in your opinion which recruitment company has the best website?” all respondents referred to their own!

Surely the primary purpose of a recruitment website is more than mere ego for those associated with the business? Potentially not, we did go on to ask “what percentage of potential employees / new consultants do you think will look at your company website before joining?” an overwhelming response of more than 75%.

Therefore any recruitment company looking at redesigning or updating their company website should initially be asking, who their website audience is going to be? Recognising that if less than 25% of candidates or clients are looking at their website before engaging with them such information should be kept to a minimum as it’s not going to get read. Also however recognising the importance of a site for potential employees / new consultants and therefore gearing information, usability and the look and feel for such purposes.

It is no surprise that the likes of Hays, Robert Walters and Michael Page all have clear, big bold front page icons / tiles linking through to a “work for us / careers at...” Page.



To finish we asked our participants what pages they think should be included on a recruitment company's website. As you will see the "work for us page" was recognised as an important area, not outdoing the "current jobs page" as after all as recruiters, filling jobs is what we do so what else should we expect. One thing we will point out is that only a few respondents said they think Blog's and Live web help should be included on a company's website. In 2009 this is probably a fair reflection of the importance or none importance of these nice to have techno extras, however as with only 15 years into the World Wide Web, what will the next 15 years bring us and what will a recruitment company's website look like in 2024?