
Uncovering the Dynamics in Online Recruitment

Industry Spotlight

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From newspaper job ads to online postings, the online recruitment industry has grown and evolved through the power of the **internet**, **supply and demand for skilled workers**, and the **development of online application tools**.

Driving Online Traffic

Recent statistics reveal that **7 out of 10 North Americans** utilize the internet.¹ In fact, many successful online businesses including online recruitment companies have capitalized on this fact, and have been successful at **driving high volume traffic** to their web sites on a **consistent** basis.

According to **Patrick Sullivan, President of Workopolis**, **search engine optimization (SEO)** has played a key role in their company's growth and success. Through their huge investment in SEO, Workopolis has virtually ensured that they are the number one search result when someone types in "jobs" on the major search engines:

"If you go to **Google.ca**, which is generally the default for many Canadians, and type in "**jobs**", you will see that the number one organic search result is **www.workopolis.com**."

In fact, the most recent **Comscore Media Metrix statistics** reveal that **Workopolis** dominates over their closest competitors in Canada when it comes to driving internet traffic to their respective web sites. In August, **Workopolis** had **3.728 million** unique visitors followed by **Monster** with **2.637 million** and **Working** with **939,000**.

Targeted Communications

To connect with online job seekers, Patrick Sullivan believes that **one-to-one internet marketing** is the best approach to take. In fact, Workopolis sends out approximately **300,000 career alerts** on a daily basis to subscribers in Canada and around the world to keep them informed about job postings that best fit their job interests. He emphasizes the importance of keeping in touch, and pledges that they will continue to **develop communications which interests their subscribers**. In fact, Workopolis has hired a number of editorial staff to help them tailor that information to people's real interests.

Protecting Online Job Seekers

Despite the security measures in place to protect online job seekers, **Monster Worldwide**, widely known for their online recruitment services, recently had their **resume database accessed illegally with stolen login credentials** where the contact information of some Monster job seekers was downloaded illegally.

"Unfortunately, a **valid name** and **password** are going to work, no matter what you do. But having said that, there was a **large number of resumes** that were viewed. Our company has a lot of overlapping procedures that would discourage people of that sort from trying to look at the data and would cut them off immediately if they attempted to look at large quantities of data," says Patrick Sullivan at Workopolis.

In an attempt to reassure online job seekers, **Monster Worldwide** issued a **worldwide security notice** to all their customers explaining the immediate actions they had taken **to stop the illegal activity**.

¹ **Source:** Internet World Stats

Included in this notice were **new security measures** aimed to **deter unauthorized users** from accessing their system and to **protect users' account information**. Whether or not this incident will discourage job seekers from posting their resumes online seems highly unlikely, considering the fact that potential employers and recruiters may be viewing their credentials through these means. And with the recent **demand for skilled workers** especially in the **technology field**, it would certainly encourage job seekers to continue to **access and post their resumes** on popular job sites like Monster's.

Supply and Demand

According to Patrick Sullivan, skilled jobs in the **healthcare and financial industries** are the **top two** categories followed by a **huge resurgence** in the **technology sector**:

"I don't know if there is a **shortage of technology people** but there certainly seems to be. Technology is rocketing up and becoming an area that people are certainly thinking of getting employees in."

Online Application Tools

So imagine pouring over hundreds or even thousands of resumes to find the perfect candidate for a job. Online recruitment companies have made it easier than ever for employers and recruiters to **screen applicants** with their **suite of online tools**.

For example, the **screening rooms** on Workopolis allow their clients to **receive applications directly** through their web site to eliminate the need to provide direct email addresses. Rather than receiving a whole slew of resumes to their Outlook boxes, Workopolis clients can add **qualifying questions to applications** so that job applicants who **do not qualify**, are **lowered immediately** on the candidates' list.

"If you are looking for a **Chartered Accountant**, you could ask job applicants if they have a **Chartered Accountant's designation**," says Patrick Sullivan. "You could ask them a number of **qualifying questions** that will help reduce the pool of candidates."

In fact, clients can go even further in the screening process with Workopolis' **psychometrics and competencies tools** which would help them to assess and evaluate candidates through personality profiling and testing.

And with the **largest applicant tracking system in Canada**, **Workopolis** currently supports approximately **100 companies in Canada** from coast to coast by helping them **manage and maintain** their own pool of qualified candidates. According to Patrick, their system can "assemble the candidates and the resumes into their **own little resume database** which is very important for those organizations to allow them to dip into that database in the future and to have it [available] onsite."

The Future

Heavily invested in SEO, one-to-one internet marketing and in developing comprehensive online tools for their clients, it is not surprising that **Workopolis** is the **leader in online recruitment in Canada**. As internet usage continues to grow, so will the number of online job seekers and the threat of another data theft occurrence. However, online recruitment companies have been on **high alert** since the **Monster Worldwide** incident and are making every effort to protect their online job seekers with **new security enhancements**, and in Monster's case also **educating** their online users about **internet security**. One thing is for certain, as the need for employers and recruiters to **find skilled workers** grows, the online recruitment industry will continue to thrive as it **develops new and better tools** to streamline the **applicant qualification process**.

About the Author:

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