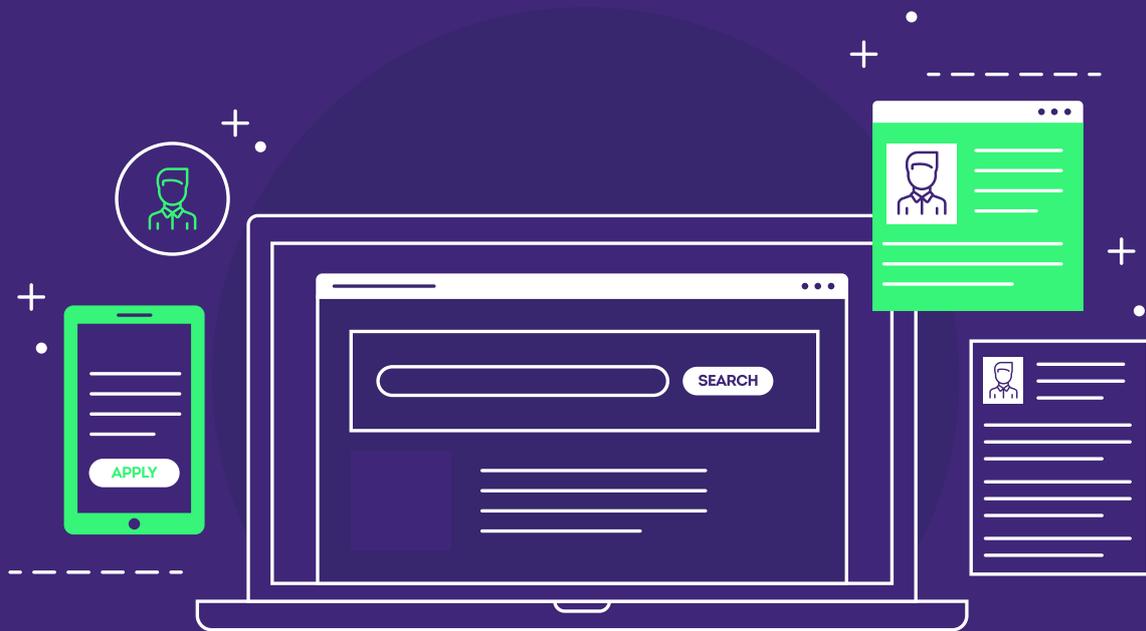




Recruitment Websites

Benchmark Report for 2017

2018





Recruitment Websites

Benchmark Report for 2017

2018

Kamila Fitchett

Web Analyst

Copyright © 2018 Wave

All rights reserved

Introduction

According to onrec.com, 2017 recorded an increase in the number of registered recruitment agencies, accurately reflecting the continued support and investment the industry has seen of late.

The competition to reach the best talent is fiercer than ever before. In response to this, recruitment companies are adopting more digital solutions to aid their candidate attraction. Various online advertising techniques such as posting jobs on job boards or using social media platforms to find professionals are among the most common. Nowadays, a lot of job searches start on Google, and having your job visible online is becoming crucial to successful talent attraction. Whether it's via job board advertising or through your own recruitment website, it needs to be optimised for Google's search engine to become visible to audiences.

All businesses need a strong online presence. It allows them to build trust and credibility with their customers. Think of your website as your digital business card. It needs to represent the quality of the product or service you offer. Otherwise, you risk losing the client. Poor user experience or a slow-loading webpage will hamper your conversion rates. Companies who actively develop their website will take the lion's share of the business, leaving their competitors behind.

So how does your website measure up? Our blog, '[Why do you need a secure website?](#)', describes the need for website security. You can also learn about the website speed test on the [Recruitment Websites Speed Test](#) report.

Trends in Online Visits

In this report, we will present the benchmark analysis and statistics for recruitment websites.

For research purposes, we gathered data from career sites that represent the same industry and therefore have a similar audience. This would help our clients who want to advertise specific vacancies and jobseekers who are looking for a new career.

Below we have presented the results of our analysis. The Trend in Online Visits in 2017 shows the average number of visits per month for several recruitment websites.

Our DressCode websites (websites designed and developed by Wave especially for recruitment agencies) performed better in this test by showing 13% better results on mobile and a 25% better score on desktop.



The graph shows a slight increase in visits during January and March. Whereas, at the end of the year, it shows a significant drop. This behaviour is quite common in the recruitment industry. It becomes quieter over the Christmas period. Then, once the holidays are over, activity peaks.

However, we are also aware that the demand for recruitment is consistent all year round across most industries. Users access career websites frequently, often searching for more information on the agency or browsing their current career opportunities.

Monthly Sessions	Average Session Duration	Bounce Rate
8,542	00:01:56	49.75%

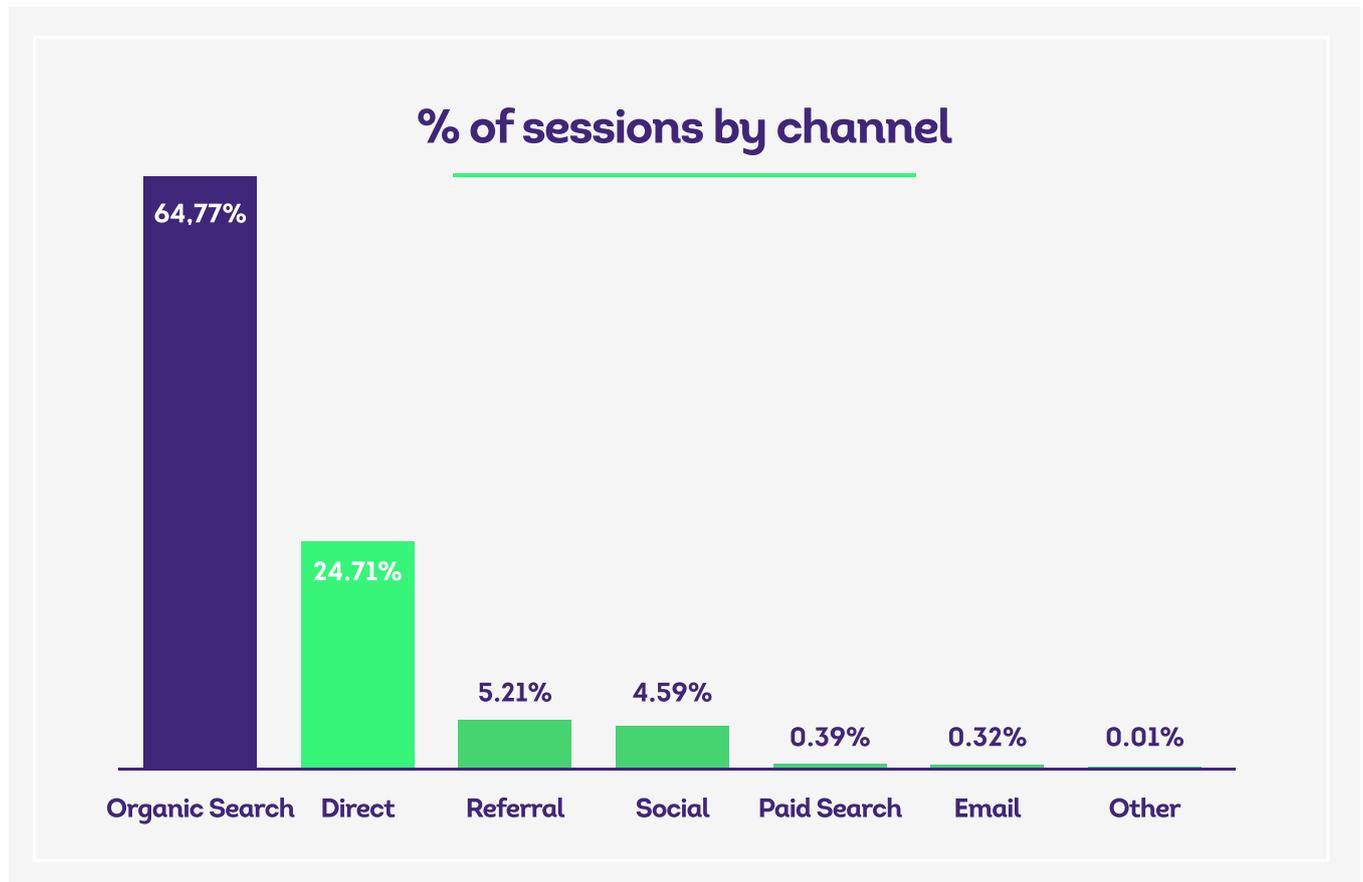
From our analysis, we found that:

On average, users spend nearly 2 minutes on a recruitment website, and the average bounce rate is 49.75%.

The bounce rate represents the percentage of users who land on a site, but don't take any action whatsoever. That's nearly half their audience leaving the website without further activity.

This may indicate that there are some areas for improvement in the user journey/ experience on these sites, including technical elements such as loading speed and mobile optimisation.

Visits by Channel

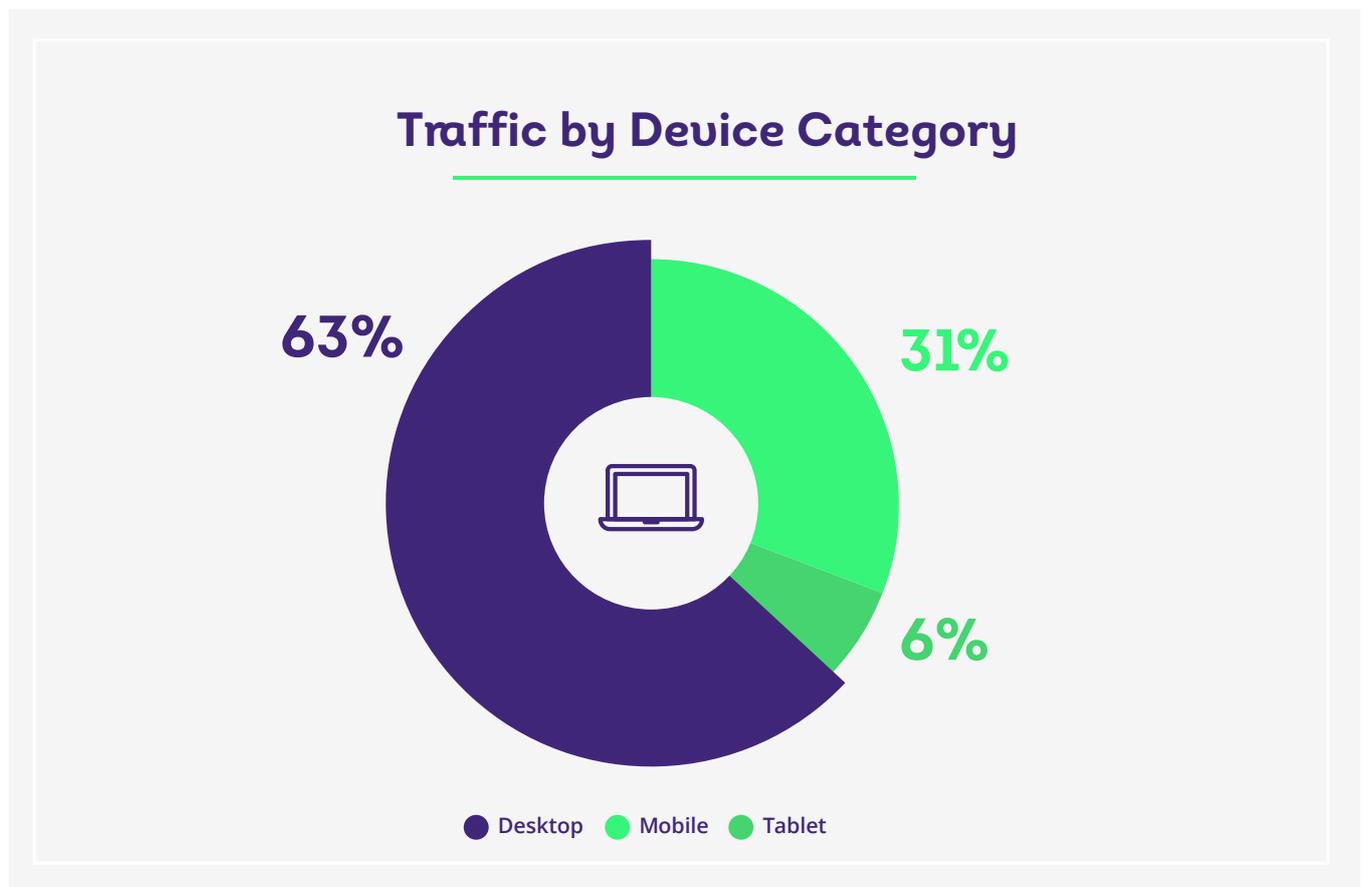


Most users find these recruitment websites through organic searches. However, it is worth mentioning that, if users are already aware of the company, this may include specific searches where they have used the brand name.

Referrals generate approximately 5.2% of traffic. This is closely followed by social channels. Generally, recruitment agencies don't spend much money on promoting their website online (paid search 0.39%), and they don't show much activity through email campaigns.

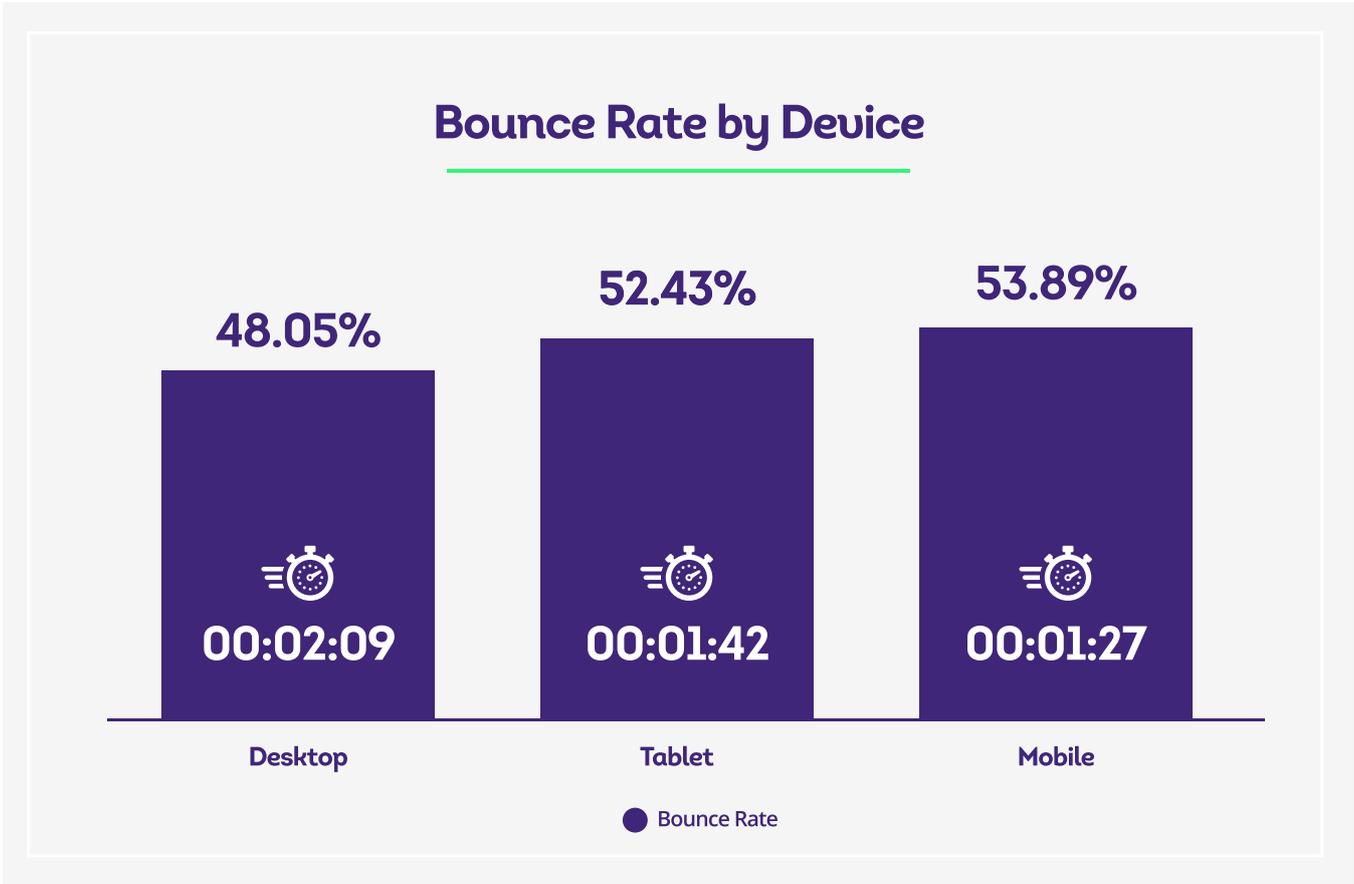
Traffic by Device Category

We also looked at website visits by device type to see whether clients or candidates access these recruitment websites from their desktop or smaller devices such as mobile or tablet.



Officially, more people access the web on their mobile device as opposed to a desktop. When visiting career websites, we noticed that 63% of users accessed these sites via a desktop, whereas only 31% used a mobile, and an even smaller 6% used a tablet.

Further analysis into the bounce rate for each device category and how long web visitors spend on the site when they view it from a desktop, tablet or mobile is presented in the graph below.



We can see that the best user engagement is from desktop visitors who spend on average of 2 minutes plus on the site and have a lower bounce rate. This means that nearly 52% of desktop users interact with the website by viewing other pages. Those who access these websites from mobile devices have a different experience. The smaller the screen, the lower the user engagement.

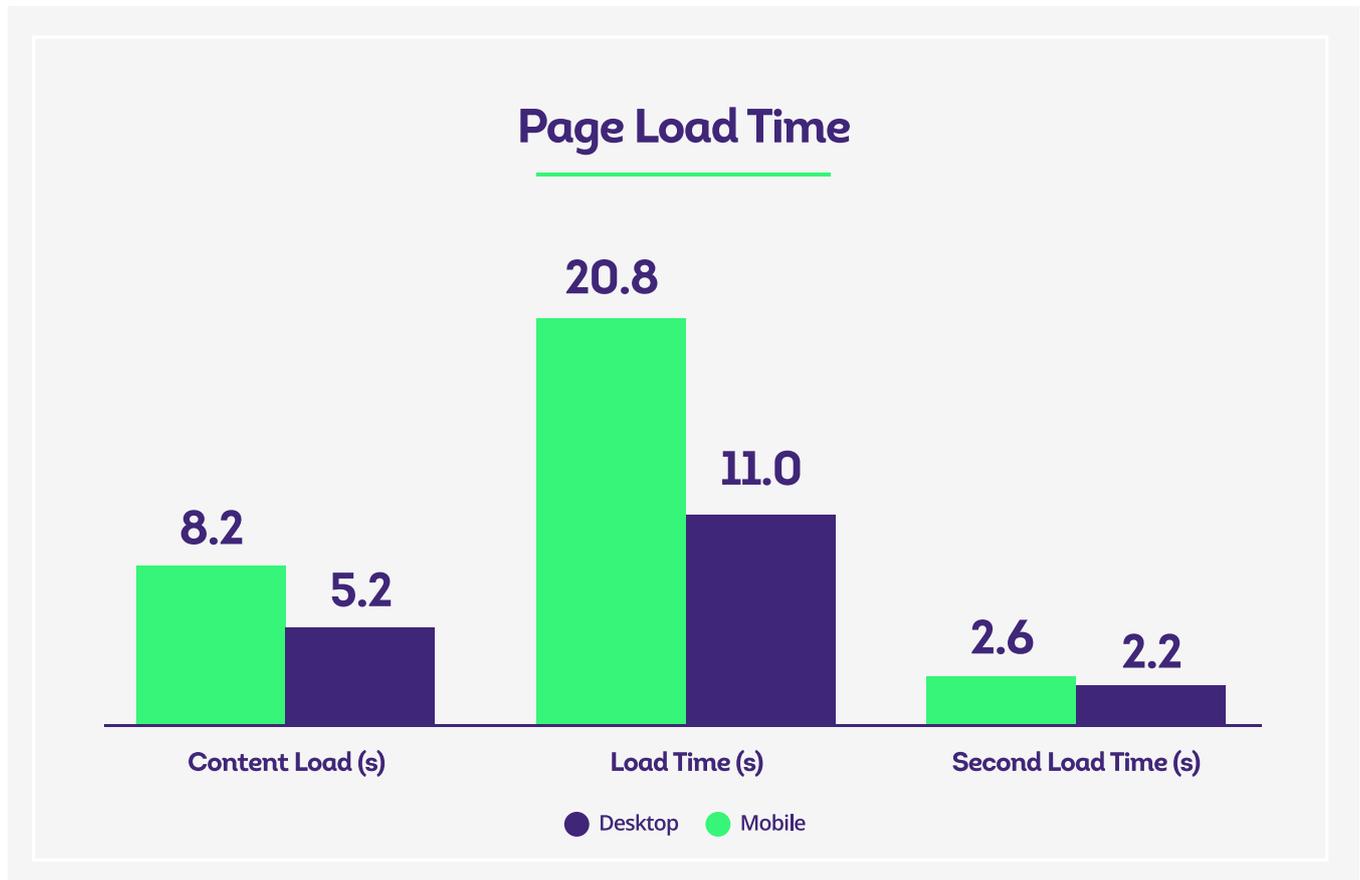
Recruitment Website Speed Test

Wave also performed a speed test to analyse how quickly recruitment websites loaded. We considered three different factors including content load, full load time and second load time.

Content Load time measures how quickly a user can see the page without images or styling elements.

Full Load Time measures how quickly the whole page is fully displayed.

Second Load Time measures how quickly a page loads having been fully loaded previously. Typically, the browser temporarily stores some web elements which should make the second load time faster.



Results from the analysis of several sites highlight that websites load longer on mobile devices. The content load time for both device types is higher than 5 seconds, which is longer than the ideal time of 3 seconds. The first impression of a website is important, and so the longer a page takes to load, the higher the risk of losing a visitor who didn't want to wait for the page to be displayed.

Better results were recorded when websites were accessed again, where some of the web elements were preloaded from the browser cookie. The average load time was between 2-3 seconds.

The full [benchmark report for recruitment website speed test](#) includes more details of our research.



Recruitment Websites Speed Test

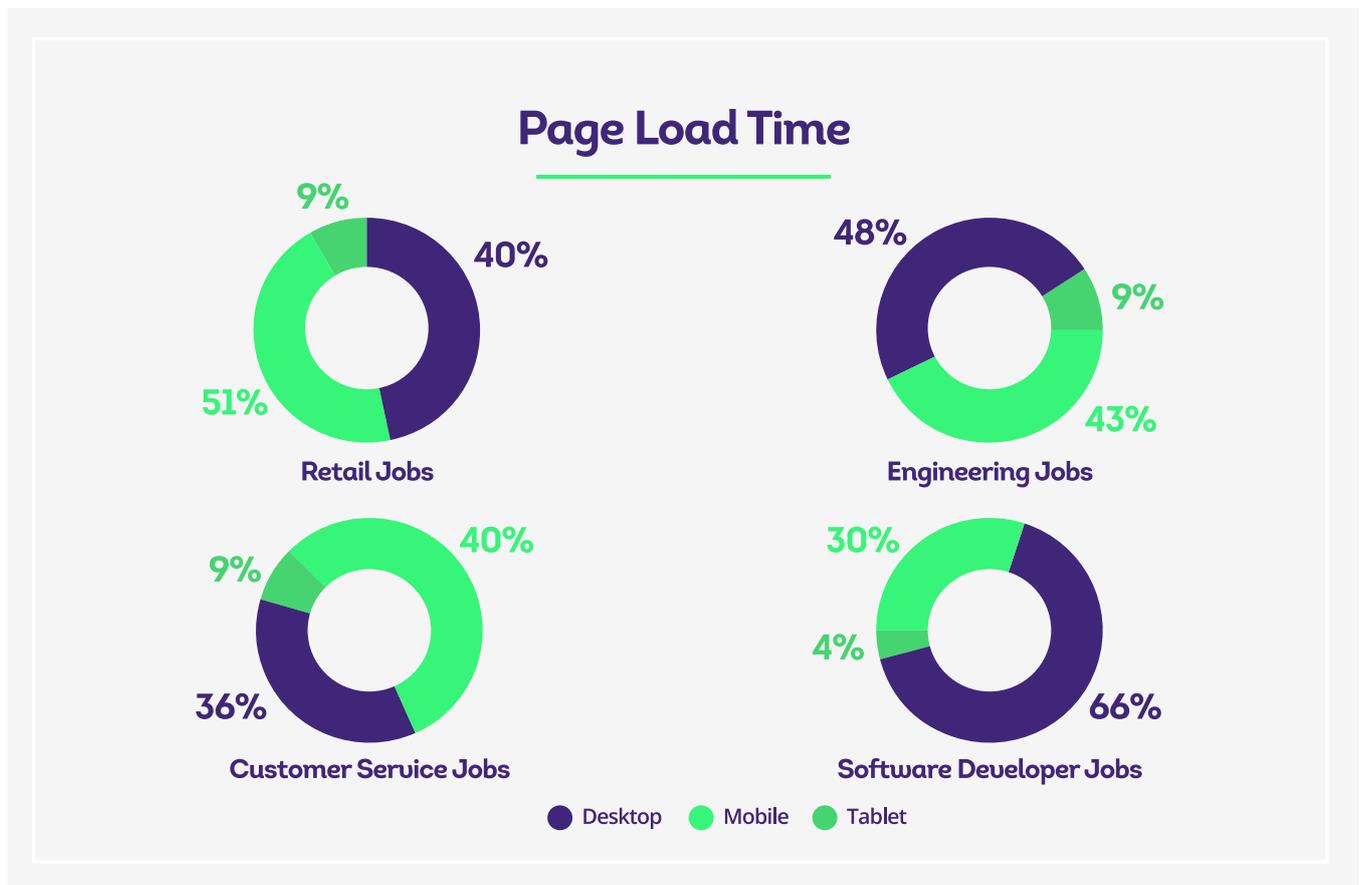
Wave conducted a page speed test on 100 recruitment websites



Download the Report

Specific Job Category Searches by Device Type

The graphs below show examples of searches for different job categories from a desktop, mobile or tablet device.



From here, we can see that the majority of job searches on Google for specific categories were done on mobile devices. Software developer job searches were mainly done on a desktop however.

Summary

Our benchmark report for recruitment websites shows that traffic on these sites receive a similar volume of visits each month. From this, we can see that the demand for job posting/job searching is consistent throughout the year, however there is a slight drop towards the end of the year around the festive period. The average site visits per months in 2017 reached over 8,500 sessions.

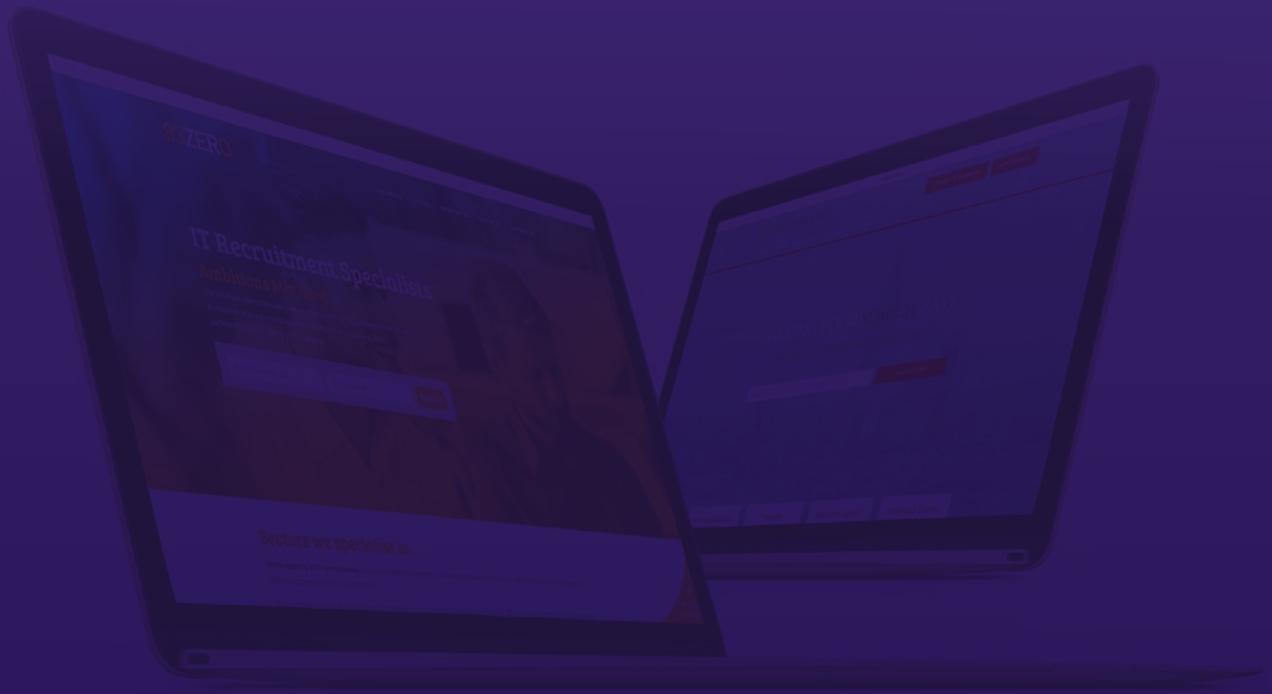
Although the analytics show that most users still access recruitment websites from desktop devices, there are more job searches on mobiles.

Findings from our analysis also show that user engagement is lower from devices with a smaller screen. Visitors are more likely to leave a recruitment site quicker and without further interaction when accessing the site from a mobile and tablet as opposed to a desktop. This could be a consequence of speed delays or a poor user experience when on these devices. Considering that there are more job searches on mobiles, recruitment websites need to ensure their career sites can be found on Google. It is also important that users can find the information quickly and submit the application form without the hassle.

Dress<code/>

At the centre of any recruitment strategy lies your website.

DressCode is a website, a CRM tool, a job board and it can be your best performing sales representative.



WAVE

 01189 868 900

 info@wave-rs.co.uk

 wave-rs.co.uk