

Wave

Browser & OS Report for Recruitment Websites



Benchmark Report

June 2018

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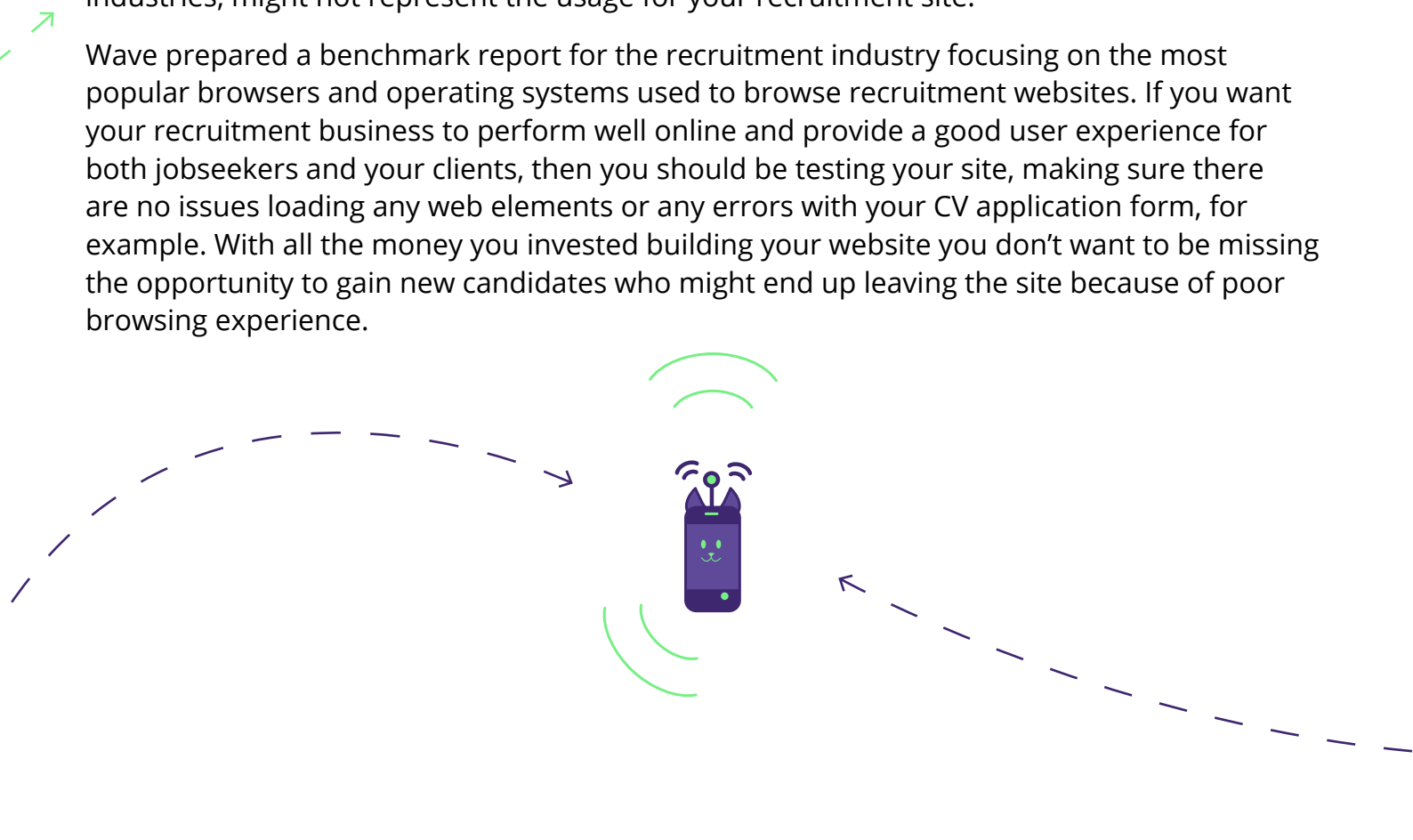
Introduction

Websites, no matter the type, need to perform and be optimised to display on various different devices, different makes and sizes, and a multitude of web browsers, each one varying in version and capabilities capability. When it comes to recruitment websites this can be the difference between a candidate applying to a job offer or not.

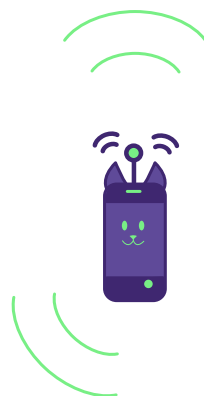
It is crucial to provide a good user online experience regardless of the device they used to access and view a website or web application. When it comes to testing websites, we should ensure that the site is checked across multiple devices, different operating systems, various web browsers and different screen sizes.

When building a website, it's not enough to test it on just one browser and hope that it's going to work fine on all the other browsers and across all other devices. Currently, users have a choice where they can decide and download their preferred software application for accessing information on the Internet. However, each browser is written in its own language and this might cause issues when, for example, a video might work fine on one browser, but it might not load on a different one because it doesn't support a specific video format.

A site owner or web developer can easily look online for the overall browser usage reports and start from there. However, the average results for all kinds of websites, across different industries, might not represent the usage for your recruitment site.

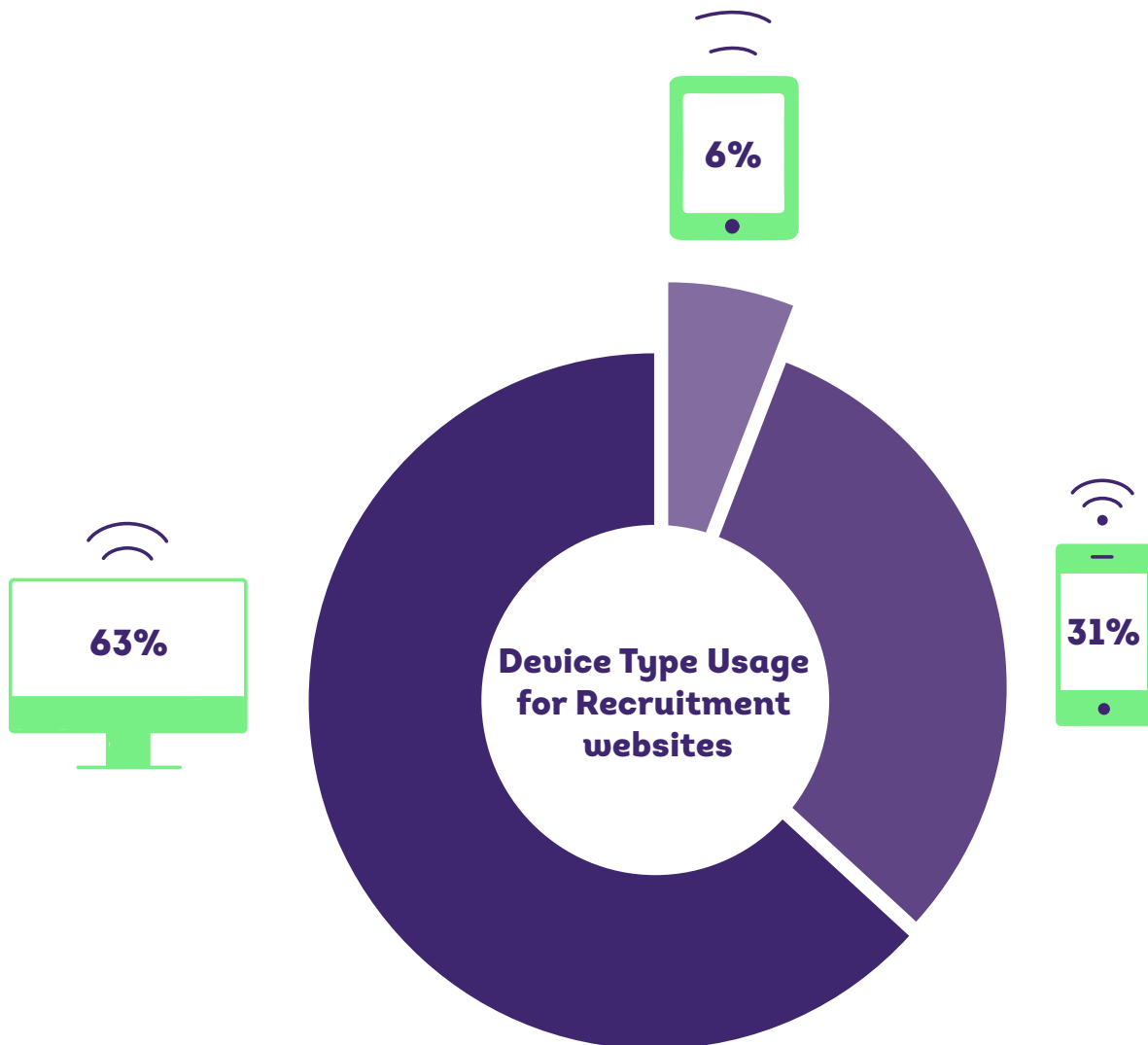


Wave prepared a benchmark report for the recruitment industry focusing on the most popular browsers and operating systems used to browse recruitment websites. If you want your recruitment business to perform well online and provide a good user experience for both jobseekers and your clients, then you should be testing your site, making sure there are no issues loading any web elements or any errors with your CV application form, for example. With all the money you invested building your website you don't want to be missing the opportunity to gain new candidates who might end up leaving the site because of poor browsing experience.



Mobile vs Desktop

We started by looking into the type of devices that are used to access career websites. We wanted to find out whether there are more desktop or mobile users visiting the websites.

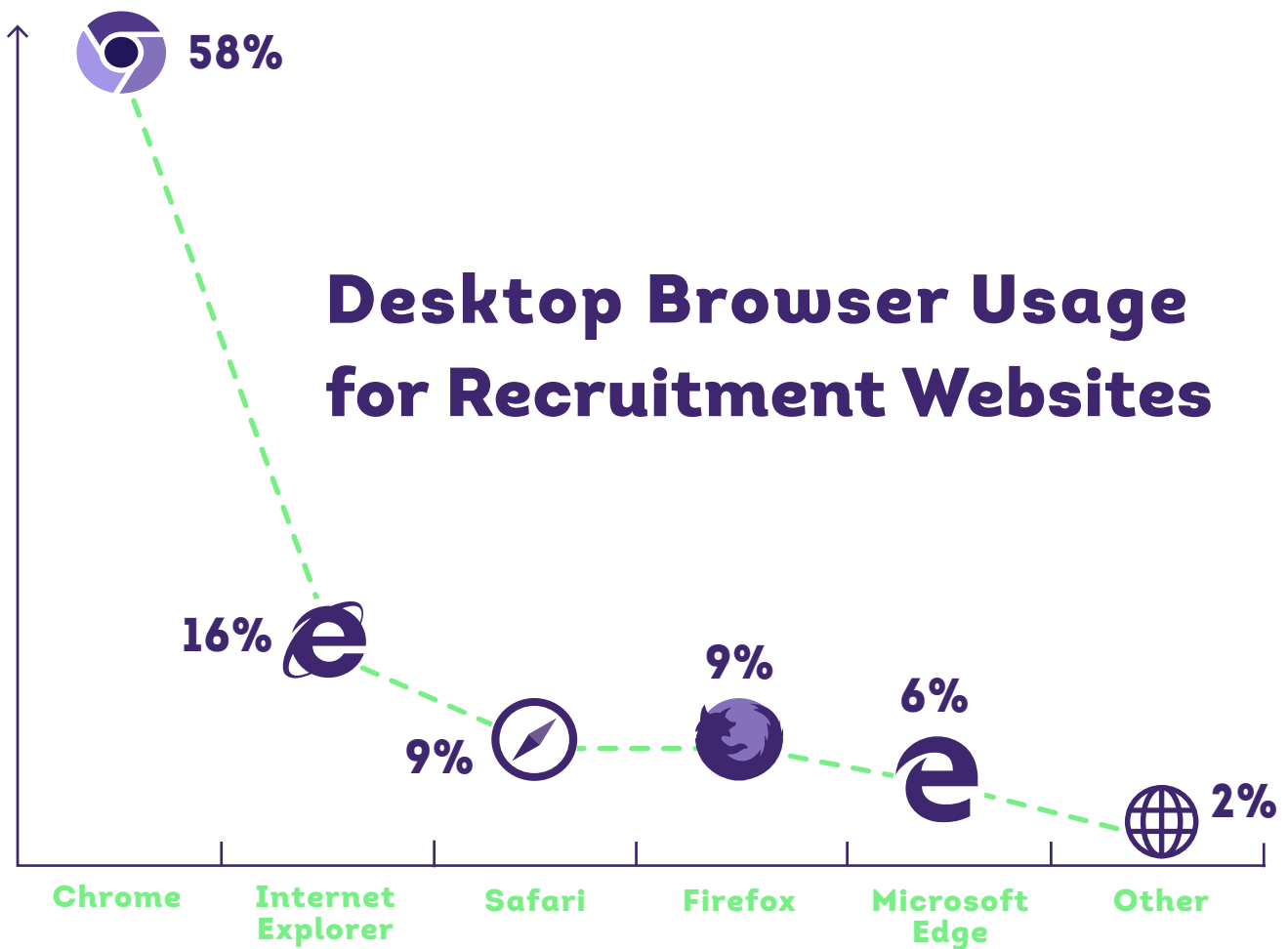


As highlighted in the graph above, and contrary to normal trends, desktop is still the most popular way of accessing recruitment websites, with 63% of traffic. Only 37% of recruitment website visitors use devices of smaller screen size such as smartphones and tablets.

With most search engines, like Google, making mobile a priority for websites, it's still important to remember that when it comes to recruitment agencies, you shouldn't forget to put the effort into providing a good browsing experience on desktop.

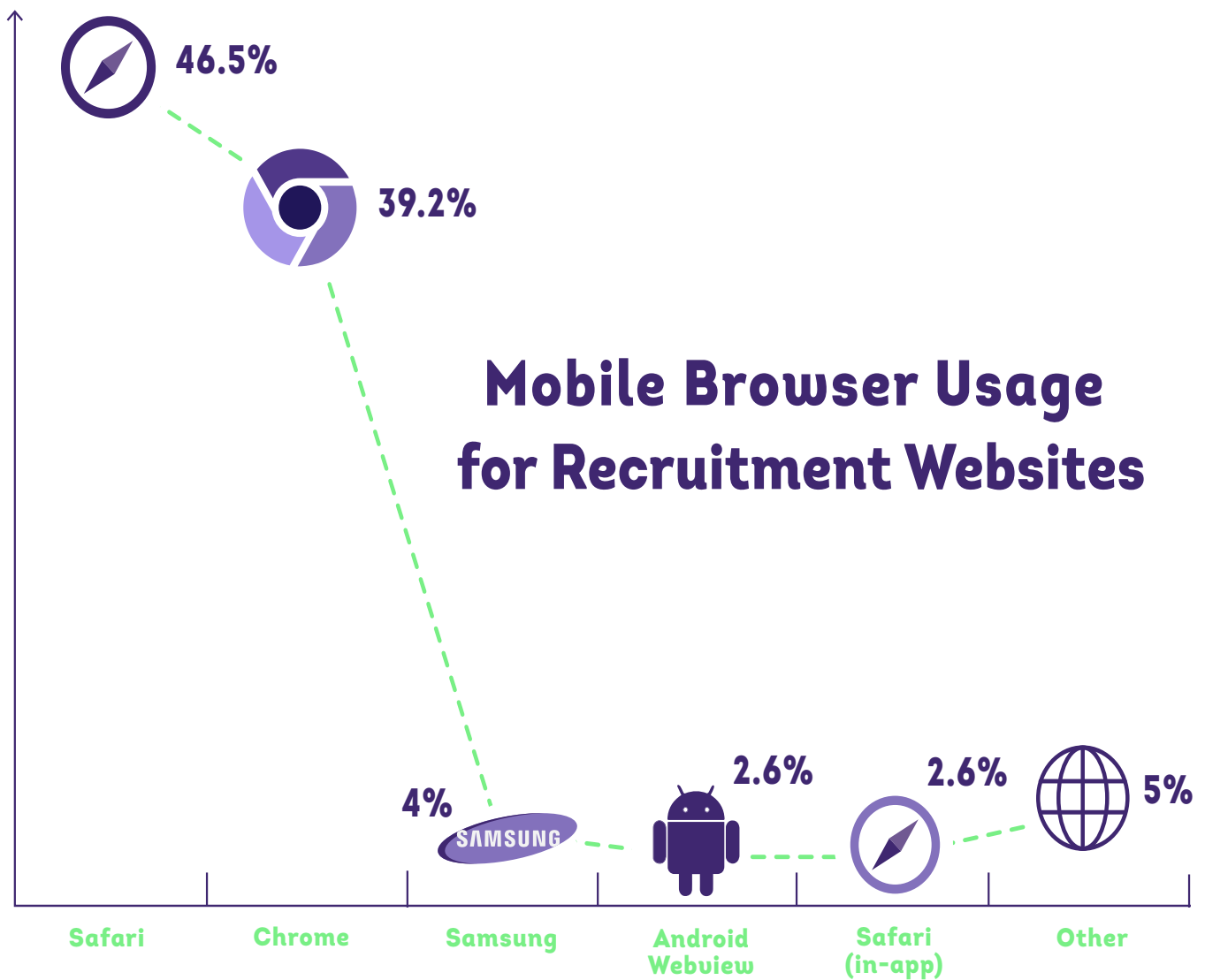
Browser

The following graph shows the most popular web browsers on desktop devices for the analysed sample of recruitment websites.



On desktop, the most popular browser, leading with 58% of traffic is Chrome, followed by Internet Explorer, Safari, Firefox and finally Edge.

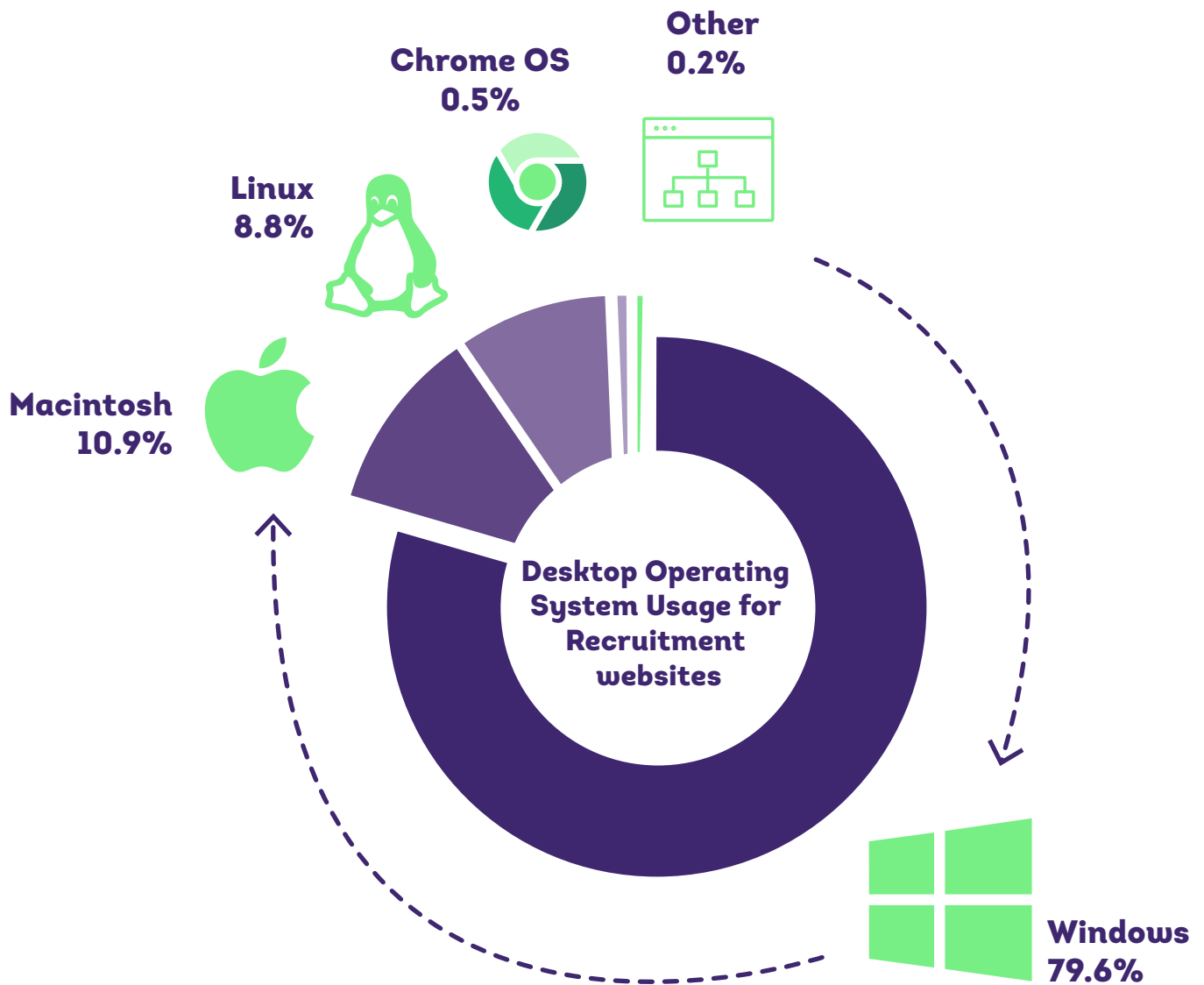
The popularity of Chrome on desktop might be due to the fact that this browser offers many extensions for users, which add more functionality and allows them to customise it to user's preferences. Chrome also performs well in terms of speed, not to mention that it's promoted and marketed by Google, the most popular search engine.



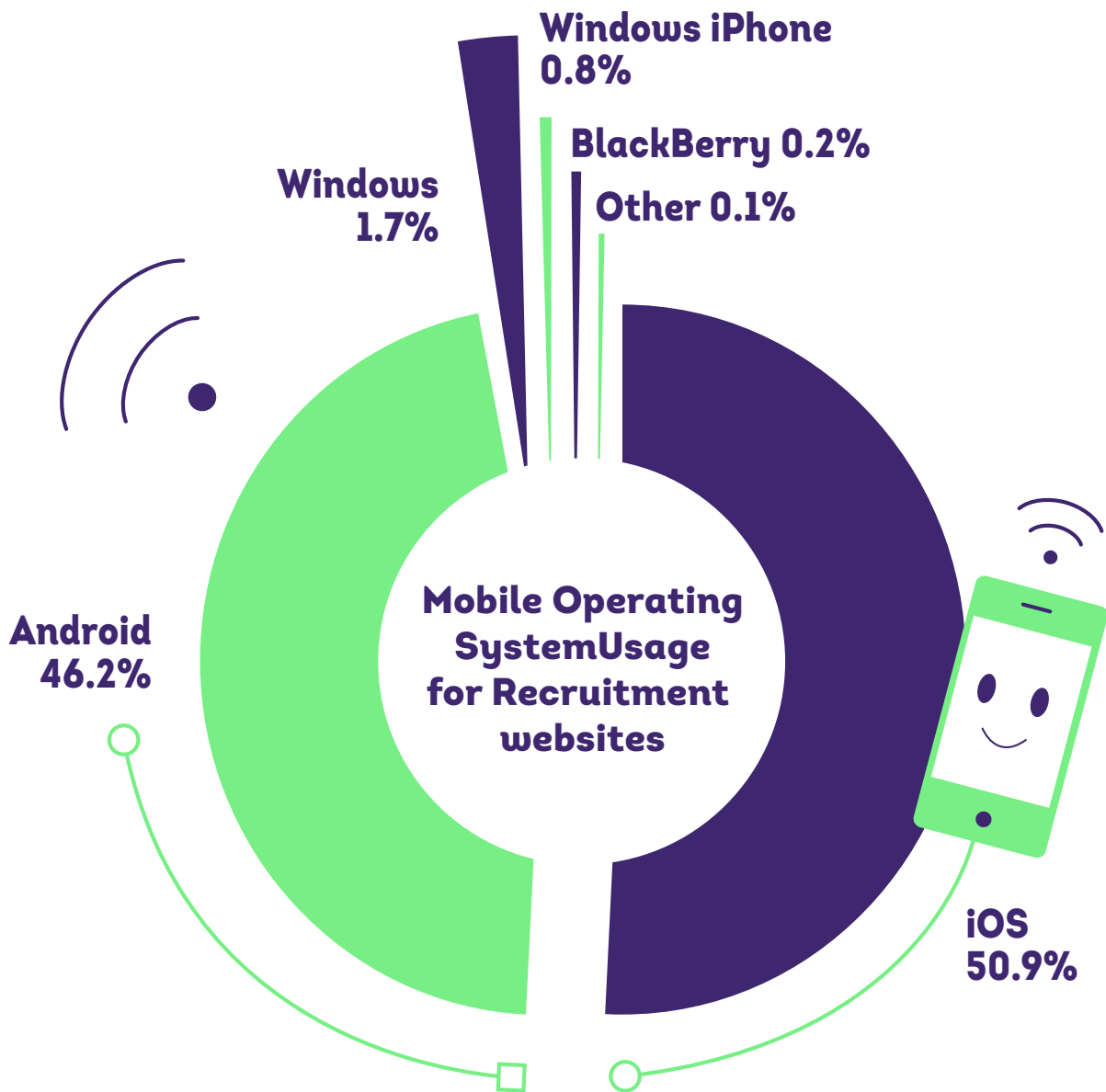
On mobile, however, Chrome's biggest competitor is Safari, which wins on traffic share. Combined, both browsers consist of over 85% of usage of all mobile visits from the sample of analysed recruitment websites.



Operating Systems



Windows has nearly 80% of usage share amongst other operating systems on desktop devices that recruitment websites are accessed from.



Out of the analysed recruitment websites, mobile, iOS and Android were the most popular operating systems with over 97% of usage in total. We also noticed that Windows software appeared third for mobile devices; this is due to Windows 10 operating on tablet devices. Other operating systems such as Windows Phone or BlackBerry only generate around 1% of visits.

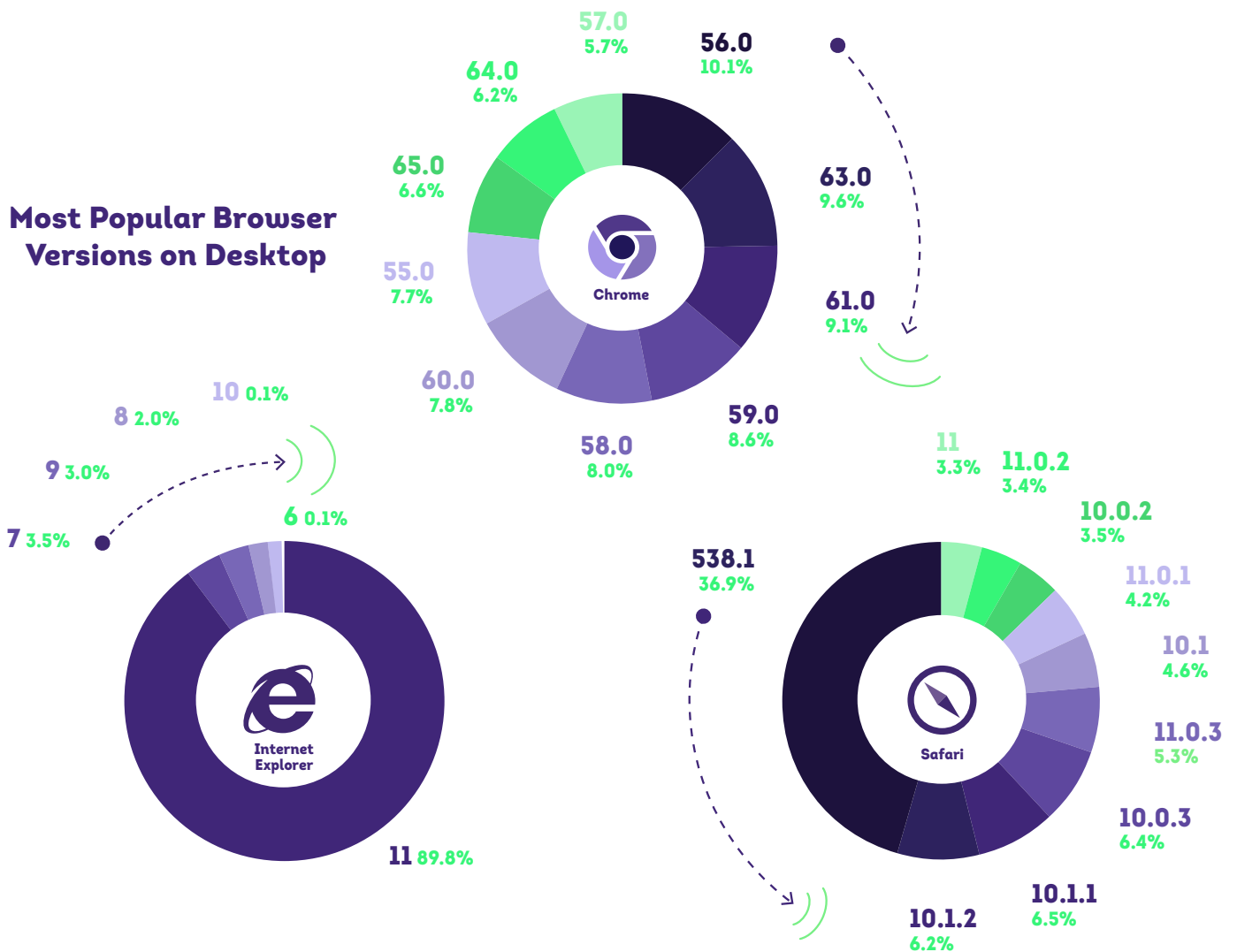
Desktop Browser Versions

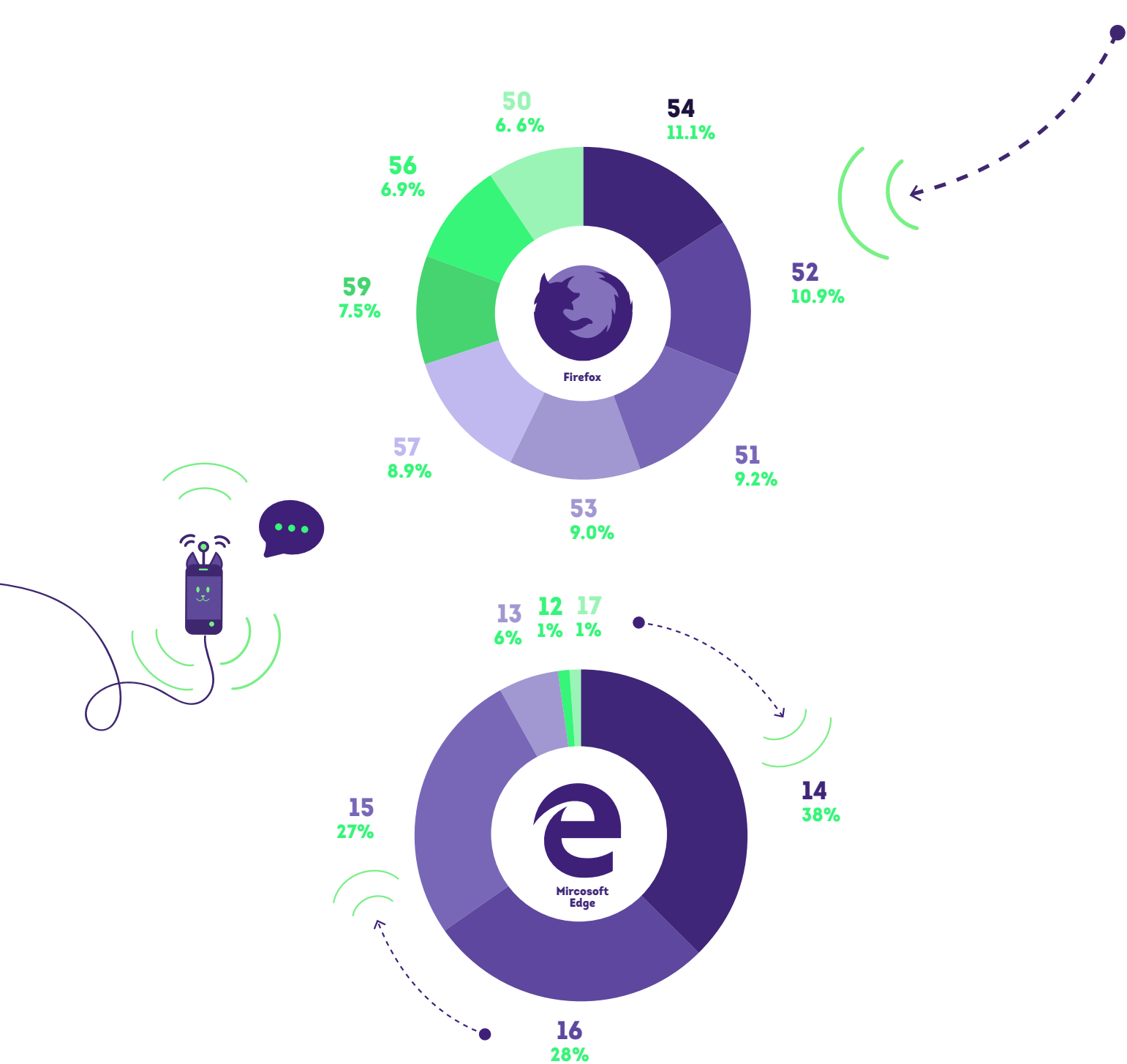
In addition to analysing which browsers are the most popular, we also broke down this report further by the most popular versions for each browser.

Keeping software applications up-to-date is of extreme importance. This is the best way to fix bugs and errors (even if users don't know of its existence), make websites display correctly with the latest web design features, and provide protection against viruses. Unfortunately, not many users are keen to make updates manually on their devices unless the browser does the update automatically.

This raises the importance of testing websites on different browser versions, to ensure that the website is compatible and will render the web page without any issues, especially if you have any 'fancy' new design features on the site.

The graphs below show the breakdown of the most popular desktop browsers with the respective most popular versions for the same data sample of recruitment.





Internet Explorer and Safari have very distinguishable dominant versions. IE 11 takes nearly 90% of IE traffic, while Safari 538.1 (Safari 8), has 36.9% of the Safari Desktop traffic. The most popular Chrome version is no. 56 with 10.1% of traffic.

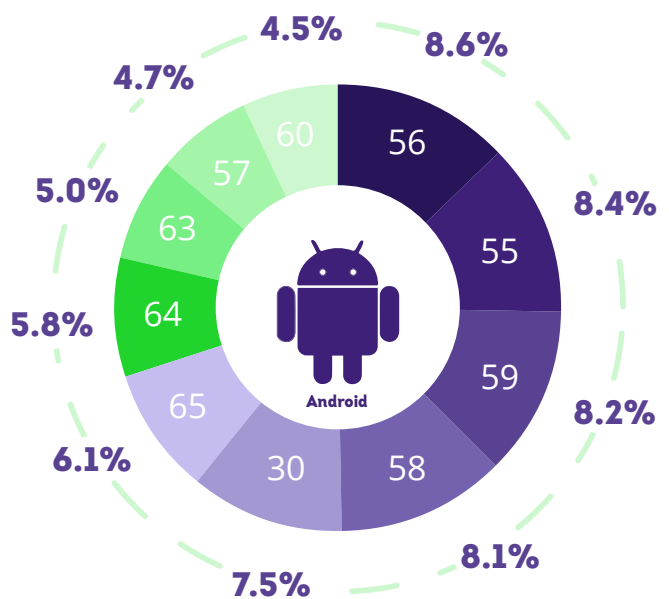
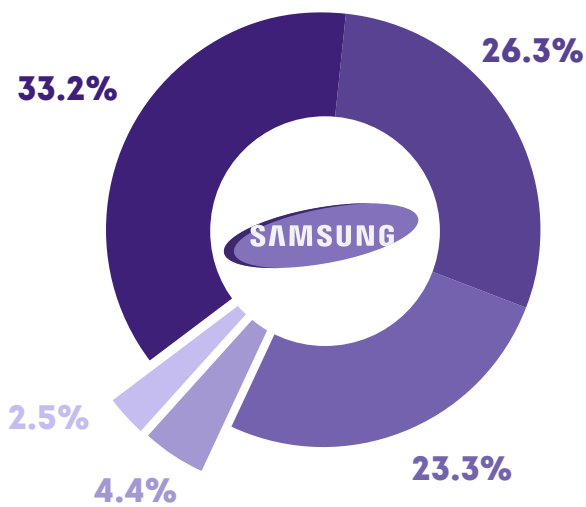
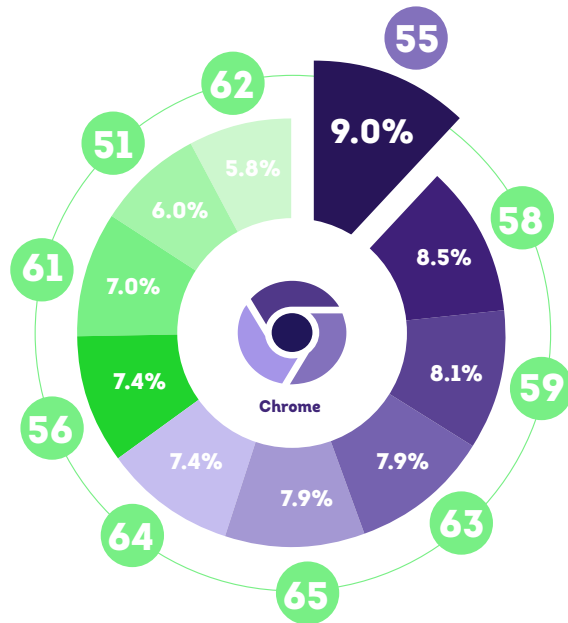
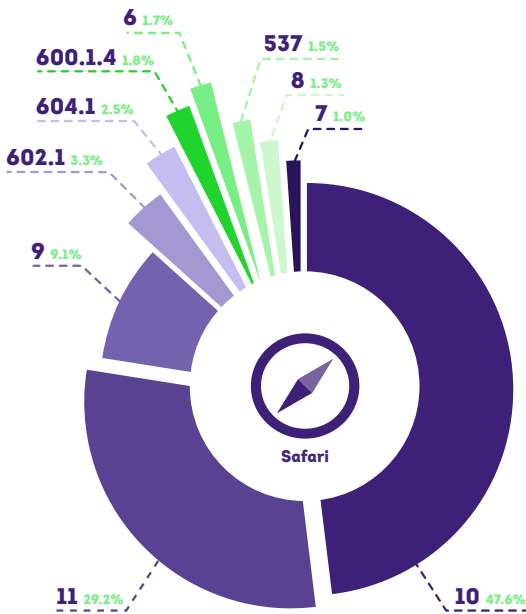
Firefox 54 is the most used of all Firefox versions on our analysed websites, closely followed by Firefox 52 and version 51 is third.

On Edge, the newest web browser from Microsoft, the latest EdgeHTML version 17 consists of only 1% of all Edge traffic and the most popular version here is EdgeHTML 14 with 38% of traffic.

Mobile Browser Versions

The following graphs show the breakdown of the most popular mobile browsers for the analysed recruitment websites by their respective versions.

Most Popular Mobile Browser Versions



● 6.2 ● 5.4 ● 6.4 ● 7 ● 3.3

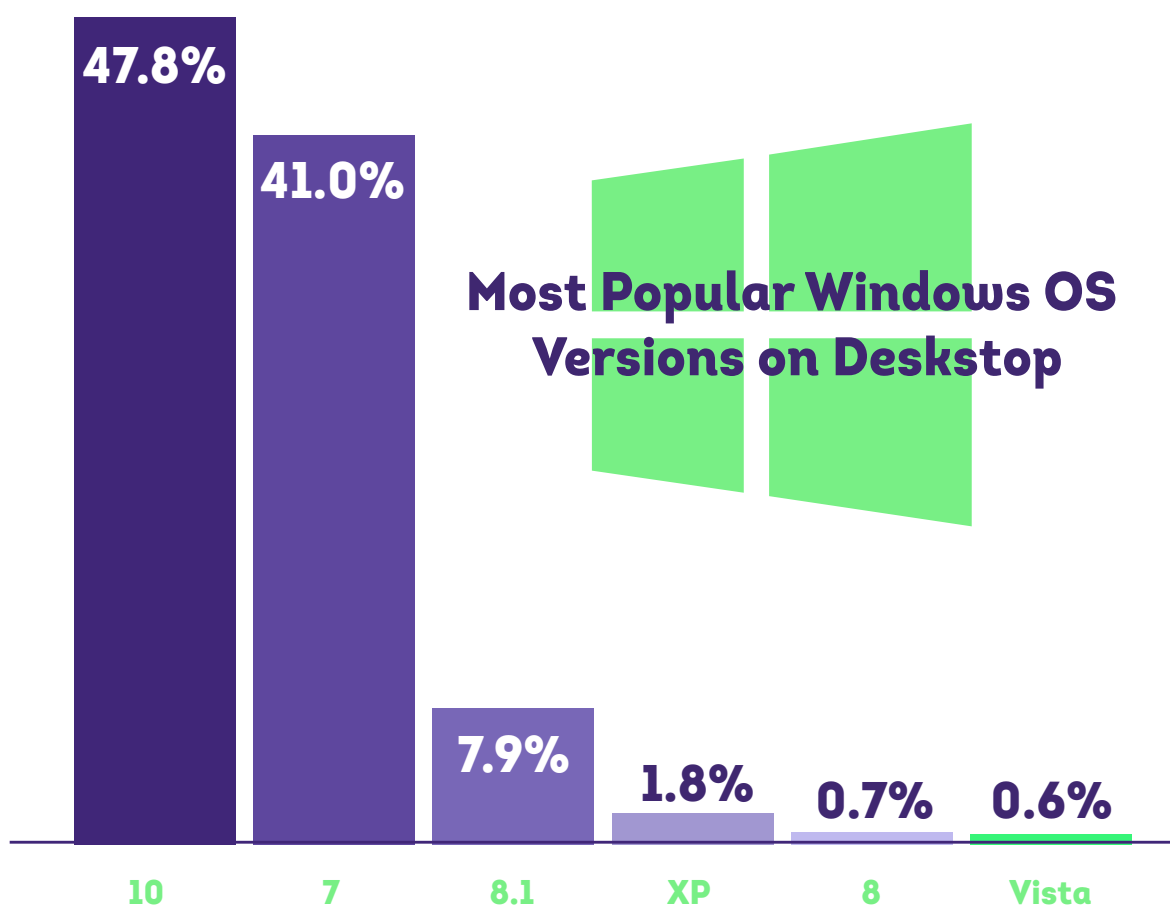
On Safari Mobile the most popular are the two latest versions 11 and 10, with version 10 taking the lead with almost half the mobile traffic. This is most likely caused by Apple's habit of notifying users to regularly update their software, and with every update Apple usually installs a new browser version on its devices.

The Chrome Mobile version that is most commonly used is version 55 with 9% of usage amongst all mobile visits.

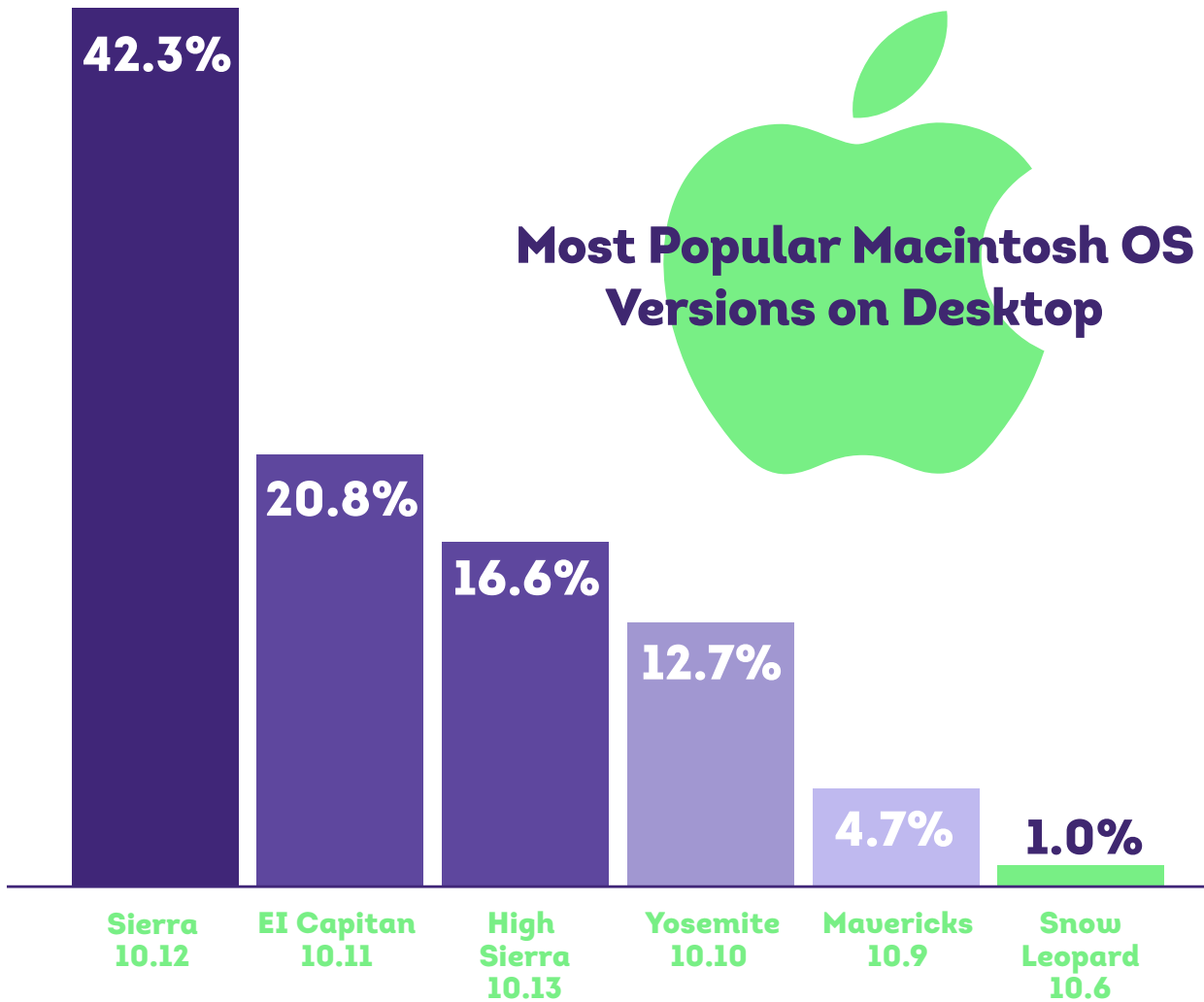
Samsung's most popular version is 6.2 with 33.2% of traffic and on Android Browser versions 56, 55, 59 and 58 have more than 8% of this browser usage each.

Desktop Operating Systems Versions

As we've shown previously about desktop traffic, our sample of analysed sites show these are mainly accessed from devices that operate on Windows. We looked into this further, breaking it down by versions for this operating system.



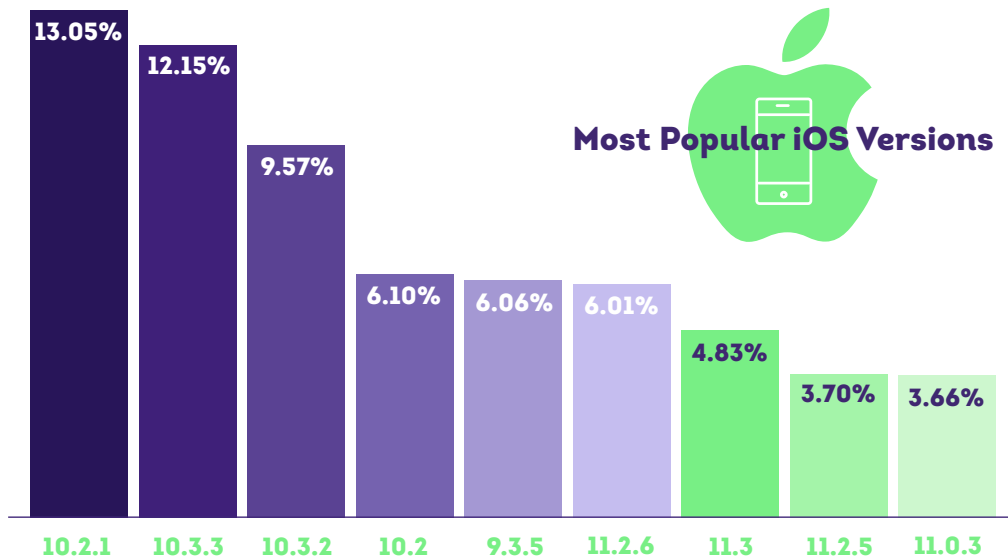
Nearly 50% of desktop visits from Windows devices come from the latest Windows 10 version.



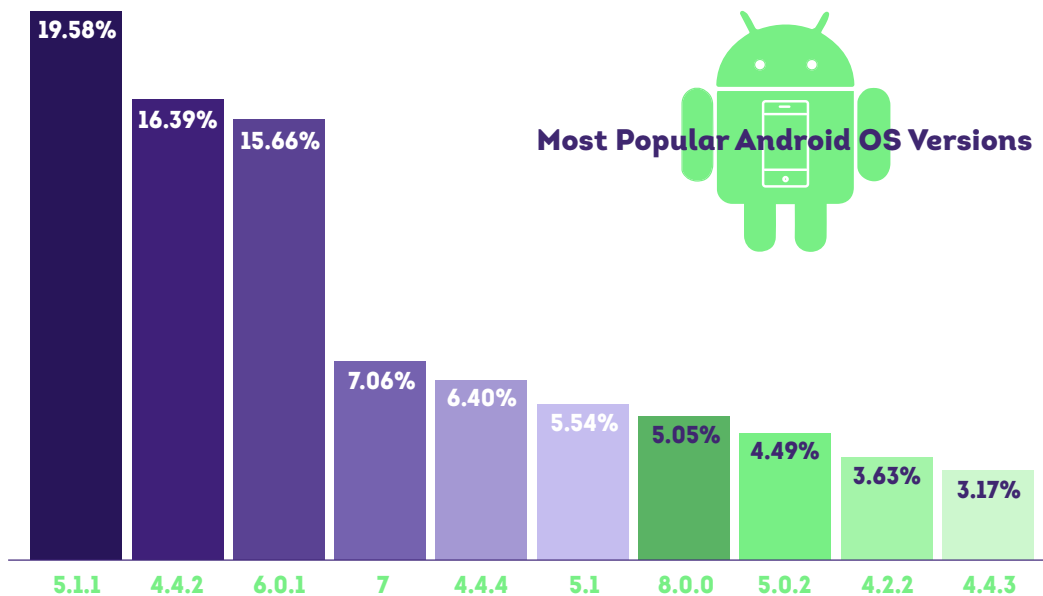
On Macintosh the most popular is version 10.12 aka Sierra with 42% of traffic share among Mac visits.

Mobile Operating Systems Versions

On visits from mobile devices, most of the traffic originated from smartphones or tablets operating on iOS or Android. On the following graphs you can find the breakdown of these two operating systems by versions.



On mobile iOS 10.2.1 is the most popular version with over 13% of iOS traffic within our analysed websites.



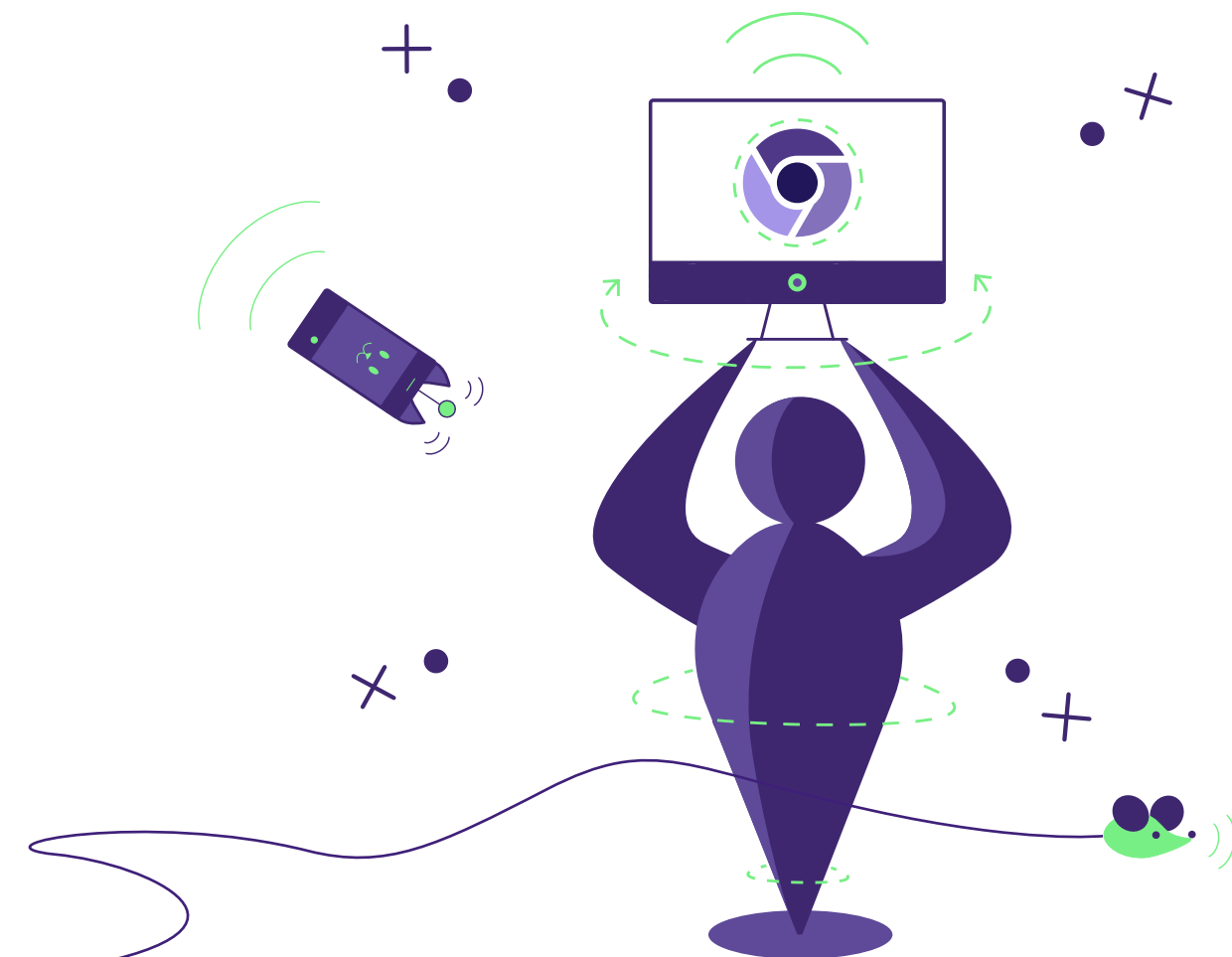
The majority of Android devices that access recruitment websites are running on Android 5.1.1.

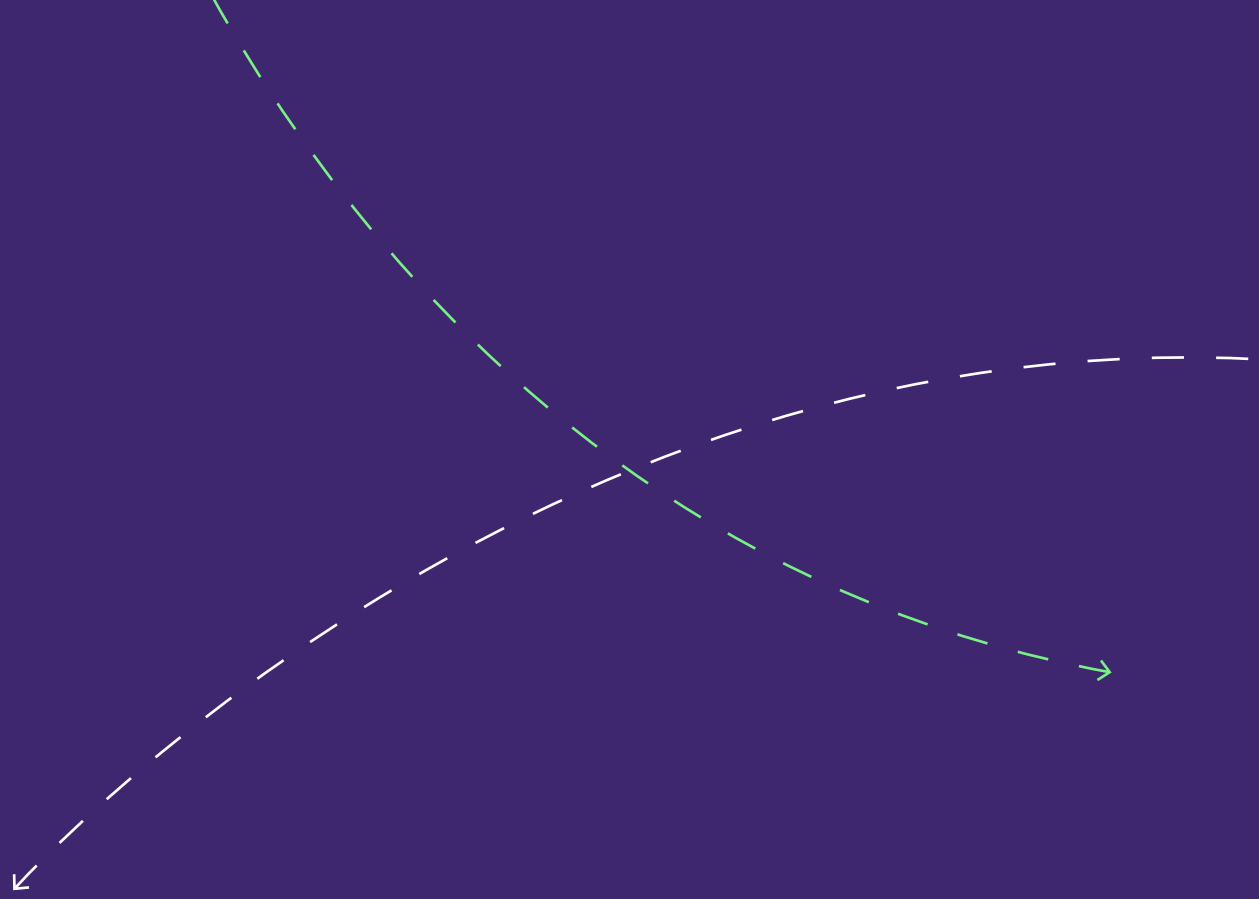
Summary

Building a website that is optimised for the various browsers and devices on the market is essential to providing a good web experience to both jobseekers and agency clients. Due to the quick pace with which technology changes, not all browsers are able to handle new web elements the same way. It is extremely important to perform cross-browser testing while developing your recruitment websites.

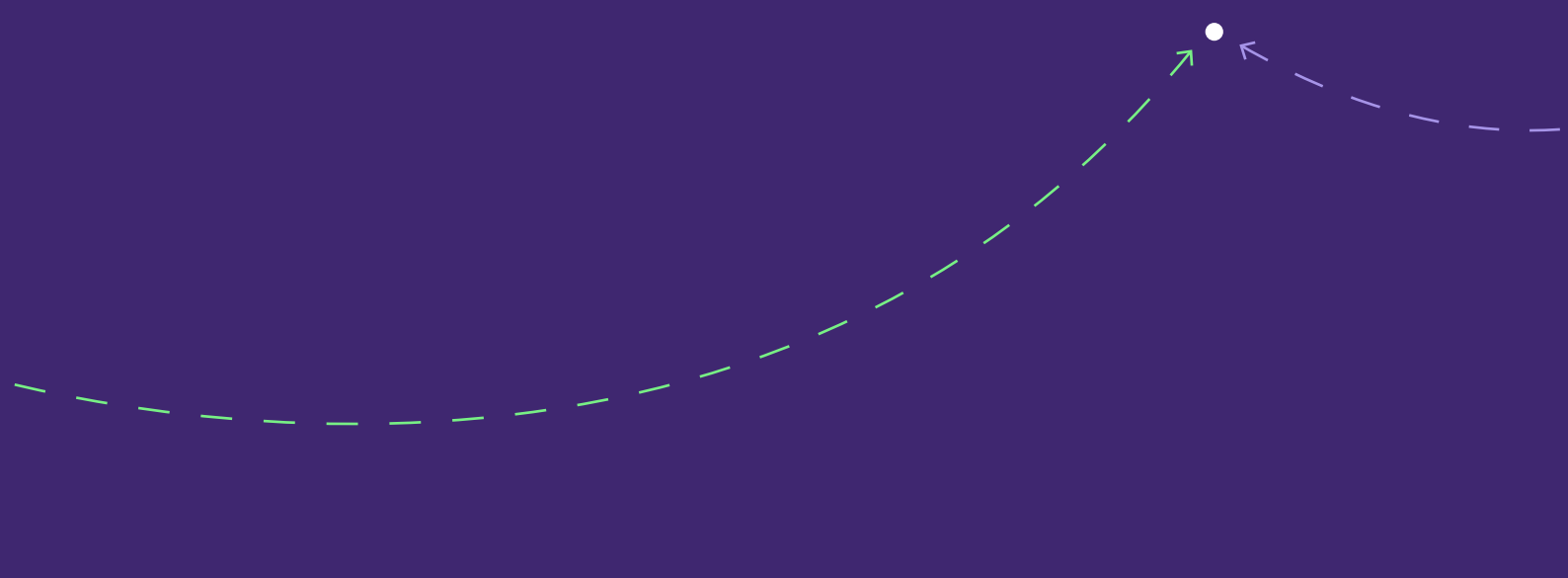
Our research shows that, contrary to current trends, career websites are still accessed and viewed mainly from desktop devices. On desktop our analysed sites showed that Chrome is the most popular browser, followed by Internet Explorer, Safari and Firefox. From the traffic generated by desktop devices, nearly 80% comes from devices running on a Windows operating system.

According to our data, Safari and Chrome are the most popular browsers on mobile devices and out of the mobile operating systems, it is iOS and Android that share most of the mobile usage with 97% of the total from of all traffic coming from smartphones and tablets.





Wave



Browser Icons made by [Pixel Buddha & Technology Logos] from www.flaticon.com

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