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*Wave*

# Recruitment Websites

## Benchmark Report



2019

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**wave-rs.co.uk**

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# Introduction

Recruitment Websites are a crucial component of any agency attraction strategy. With fewer people turning to print media to find employment, without an online presence you will most definitely be missing out on top talent.

Job seekers will be more inclined to apply for a job if it's online and many prospective clients will try to look up your company online, before trying to make contact with you.

Although having a website developed professionally might sound like an added expense, the benefits quickly outweigh the initial costs.

Investing in high quality, well-designed website that is SEO optimised will not only increase your online advertising exposure but will also allow you to interact with more candidates and clients. Apart from the usual jobs and meet the team pages, including features like a blog or a feedback option on the site, can increase the engagement users have.

## WHAT YOU CAN FIND

- Traffic generated;
- SEO Optimisation;
- Speed and average time to load;
- Applications generated.

Wave created this benchmark analysis report of recruitment websites to inform and enable recruitment agency owners and marketing departments to improve their websites.

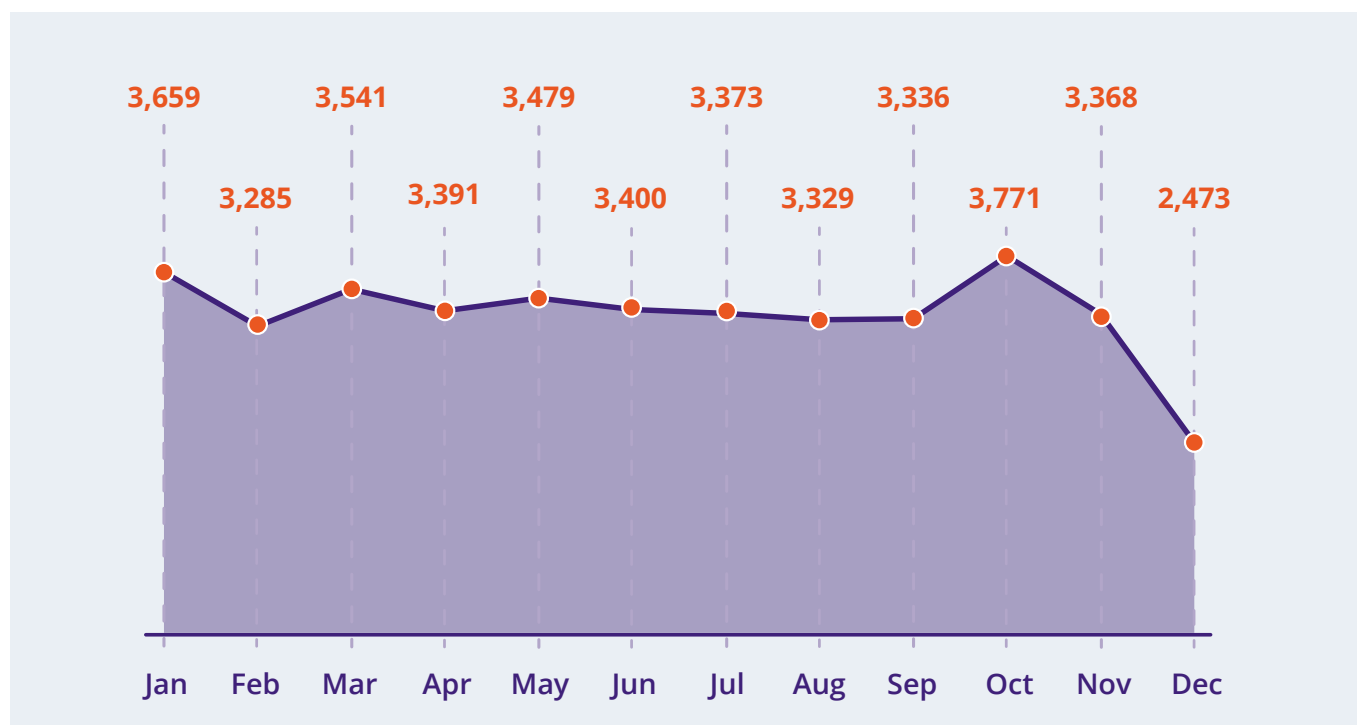
# Visits Trend

Recruitment agency websites are predominantly visited by jobseekers and prospective clients who are looking for suitable agencies to help them fill a vacancy. Each agency needs to have its own online strategy to target the right audience. That is why it is vital that your website gives you metrics on the number of visitors per day. It is also essential that you track these metrics to measure how well your site is performing so that you can evaluate your market reach and see if it is in line with your expectations.

The number of anticipated unique daily visitors should be built into your online marketing strategy, and by tracking the numbers, you can see where you need to make changes to optimise your exposure.

We prepared an overview of web traffic trends over the last 12 months from selected recruitment websites across industries. With this information you will be able to measure if your website generates more or fewer visits than the industry standard.

If there is a significant difference between the market average and the number of unique visits your site is attracting, you will have to think about reassessing your strategy and content on your website to attract new candidates and prospective clients.



**GRAPH 1** | Recruitment website's average number of visits. Based on a sample of 10 sites.

Our research indicates that on average recruitment sites generate around 3,370 visits per month. The trend shows that there is an increase in visits to recruitment sites in January and October annually. Conversely, there is a decrease in visits of 26% below the average during December. With a few exceptions, December is a slow month in the recruitment industry.

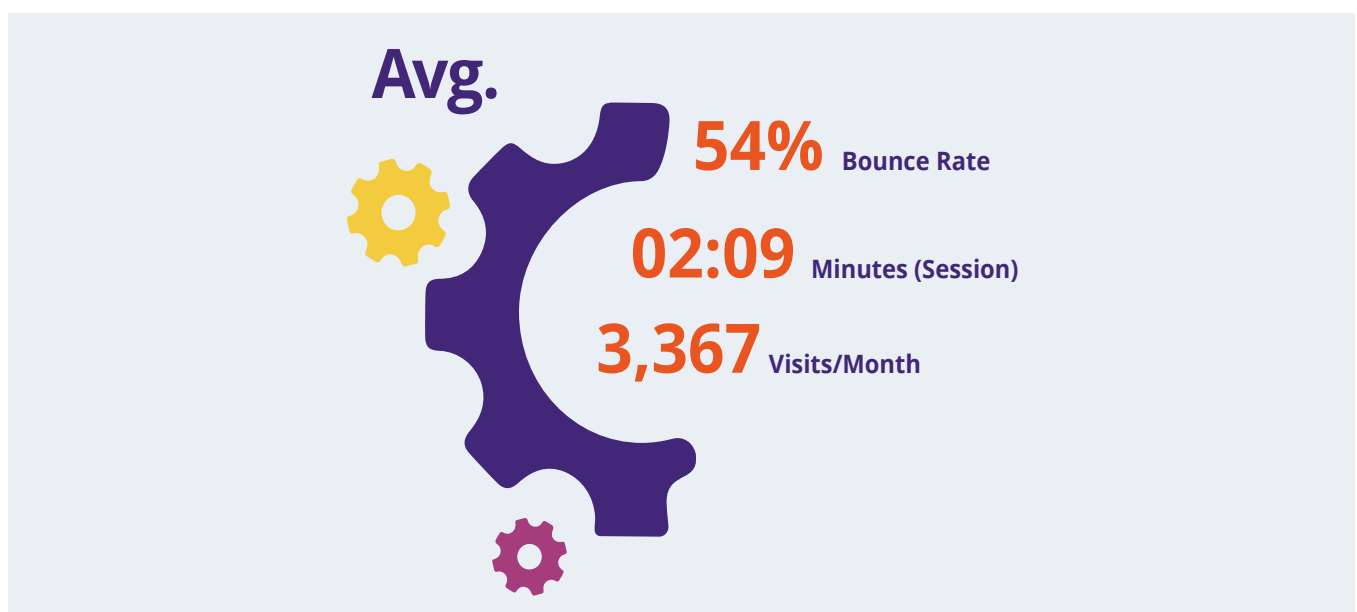
January, however, always heralds more interest and online activity from job seekers and employers. Decision-makers are back at the office, and hiring needs are once again a priority. It is also a time when many people decide it is time for a change in their career, and start searching for new job opportunities online.

Increased interest in October might be related to job seekers looking for new job opportunities at the start of the New Year. Similar behaviour was observed by CV-Library, which recorded hikes in application rates over this time, especially in the hospitality and design industries.

Our analysis shows that users spend an average of about 2 minutes viewing website content, and a 54% of bounce rate indicates that more than half of the visitors leave the site without further interaction. This mostly happens when a user does not find the information they are looking for on the website. Another reason could be that the site might not be optimised for mobile.

The definition of a good bounce rate can be subjective and depends on the type of website you have. [According to HubSpot](#) a 30-50% bounce rate for a lead generation site, like recruitment websites, is average. That means that our analysis of the selected recruitment sites is just above these figures.

Tracking the metrics of your website daily will tell you what percentage of users are bouncing from your site. If it is higher than the average, you need to look at ways of keeping users more engaged by adding quality content.



**GRAPH 2** | User behaviour on recruitment websites

# Visits by Channel

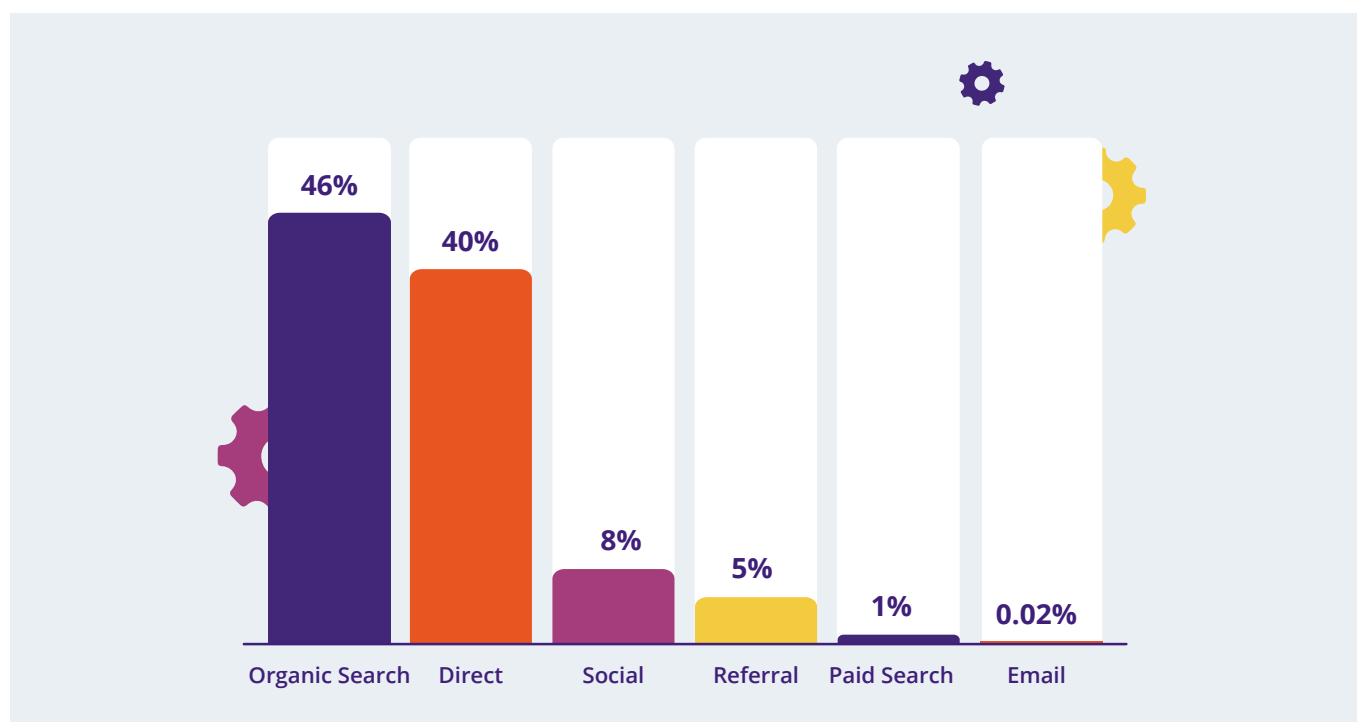
Knowing where your visitors originate from must be a key element for your marketing strategy. It will give you an insight into how your website performs on search engines, and let you measure the effectiveness of your digital campaign. For example, if you promote your jobs on social media, you can measure the performance of each campaign by analysing traffic on your site.

According to our data, 46% of visits come from organic searches, where a user types a keyword in their browser and then clicks on the link to the site. Although figures could look good, it is worth mentioning that some keywords are brand names or contact details including phone numbers. Those visits, like a direct channel, come from clients who already know your company.

Social media is another source that might bring more users to your recruitment website, and on average we found that sites gained 8% more visitors from this channel.

Overall, recruiters do not invest a lot of money into promoting their websites online. Only 1% of traffic is generated by the paid advertising campaigns. Although paid advertising campaigns might seem expensive, they do attract good quality users and as a result, return on investment.

Additionally, not many recruitment companies utilise the benefit of attracting returning visitors via job alerts. This was identified from a trace amount of users accessing the recruitment site from emails.



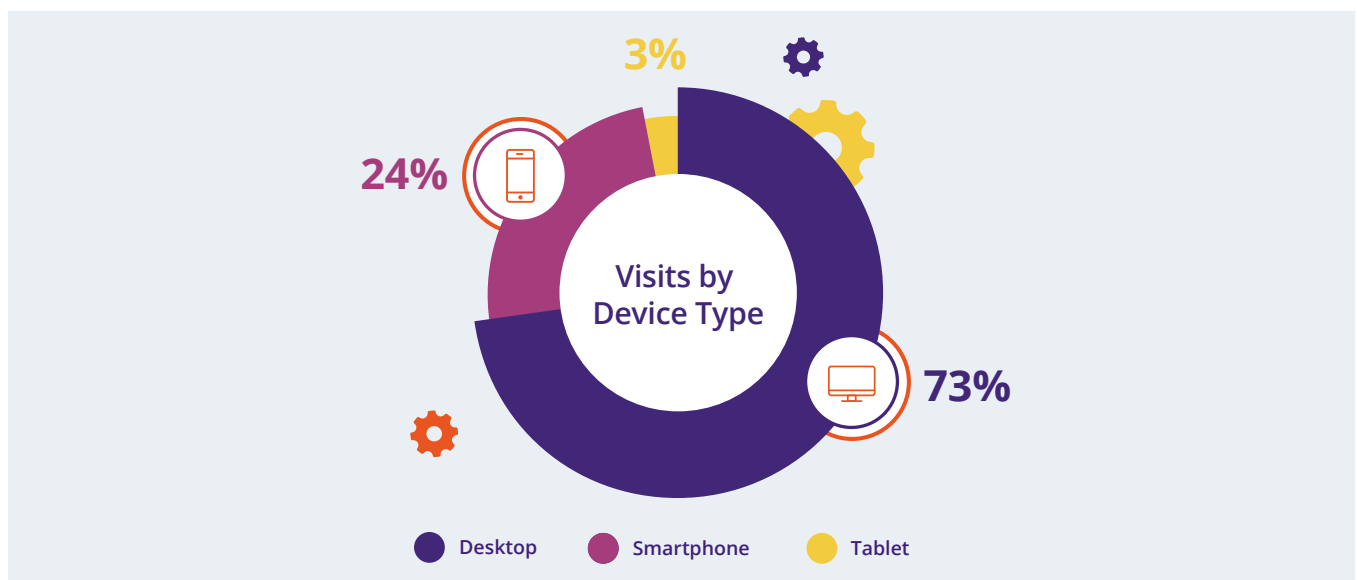
**GRAPH 3** | Percentage of visits by channel

# Visits by Device Type

Although the majority of recruitment websites we analysed are viewed from desktop devices (73%), it is essential to have your site mobile-friendly.

According to Google there are over 50% of searches performed on mobile devices. It is also known that websites optimised for smaller screen sizes will rank higher in search results. The biggest search engine also states that for the sites, which are not mobile friendly, users are 5 times more likely to leave without further interaction.

Our research based on randomly selected 100 recruitment websites shows that 6% of them still don't use a responsive design that adapts to devices of smaller screen size.



**GRAPH 4** | Visits by device type



**GRAPH 5** | Websites not mobile optimised



# Search Engine Optimisation (SEO)

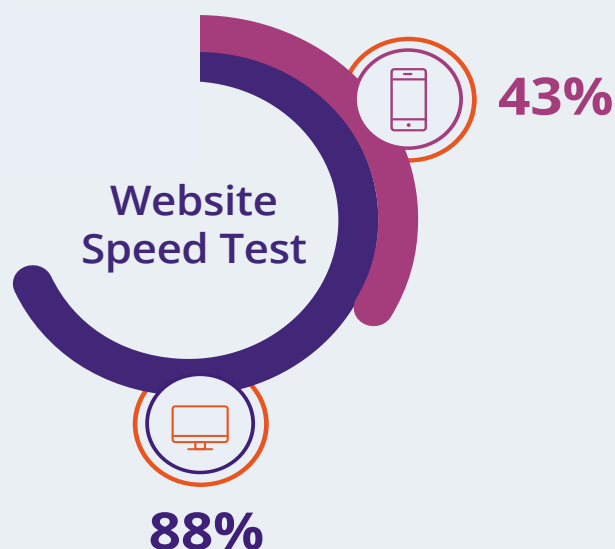
Recruitment websites should be designed to support the recruitment process by attracting more talent and bringing more applications from candidates who are searching for new opportunities. However, having just a nicely designed recruitment website is not enough.

To make it work, you need to make sure your site is SEO friendly and can be found by Google and other major search engines. It will help online users to find your site through browser searches and ultimately, improve your conversions.

## Website Speed Test

We tested the same 100 recruitment websites for speed performance using the [Google PageSpeed Insight tool](#). This application analyses the content of the web page and provides scores of its performance. A score of 90 or above is considered fast and 50 to 90 is deemed to be average. Below 50 is slow.

In this category, the websites achieved a score of 43 while tested on mobile, so they are classified as slow for this device type. They showed much better performance on desktops with an average score of 88.

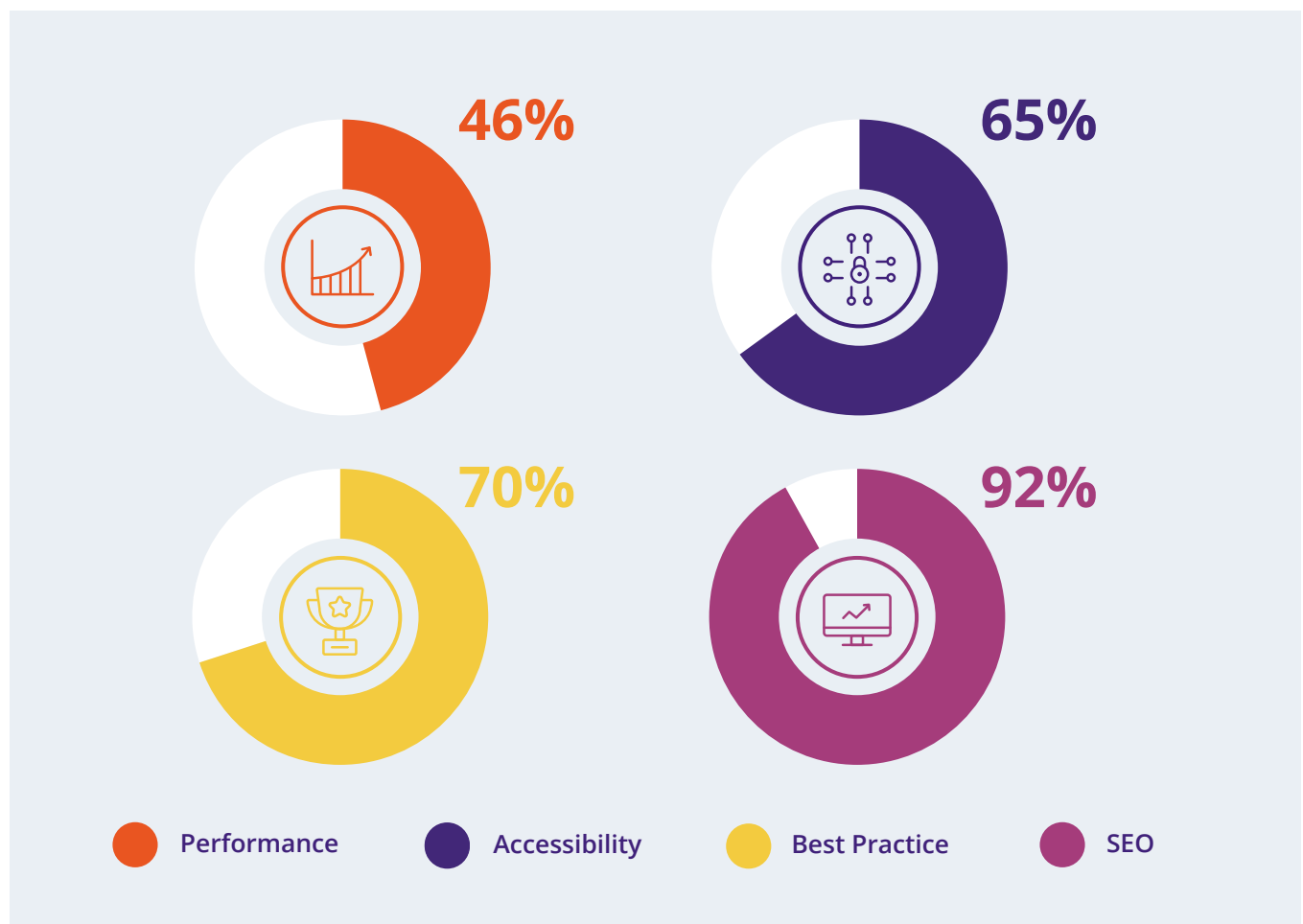


**GRAPH 6** | Website speed, desktop versus mobile

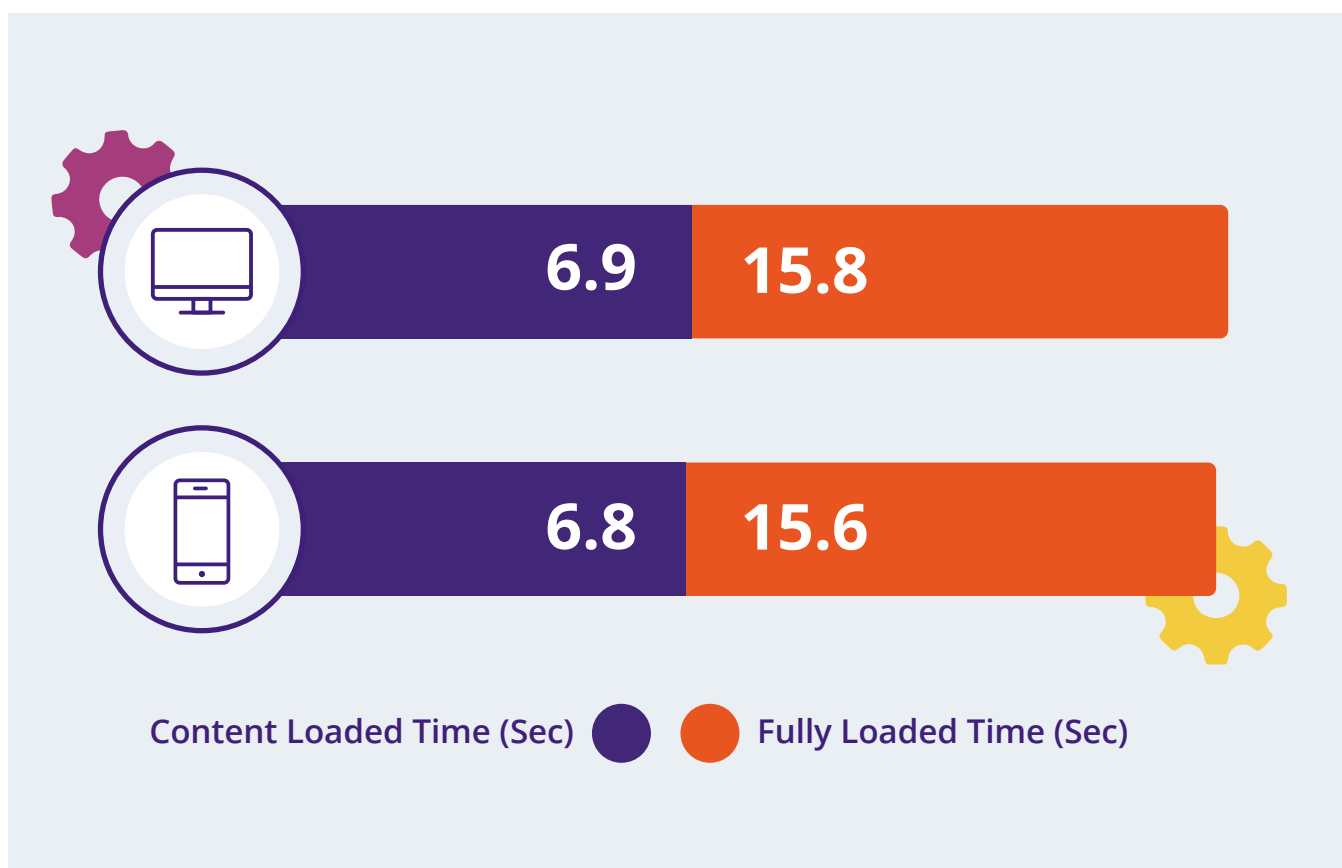
Website speed is an essential factor to consider. However, the score from PageSpeed Insight is not just about the speed. This tool takes other user experience metrics into account such as overall performance, accessibility, best practice and SEO elements. The Performance test is influenced mainly by the actual page load time. The Accessibility test measures whether people with disabilities can use the site.

The Best Practice test checks if the site is usable across all browsing conditions and content is still displayed even if the CSS or JavaScript elements are not working. The SEO test measures the technical aspect of best practices for the site to be found by search engines.

The table below shows the average score from each test.



**GRAPH 7** | Website best practices results



**GRAPH 8** | Website page load time

It is obvious that the biggest issue that recruitment websites face is the overall performance for page speed loading time.

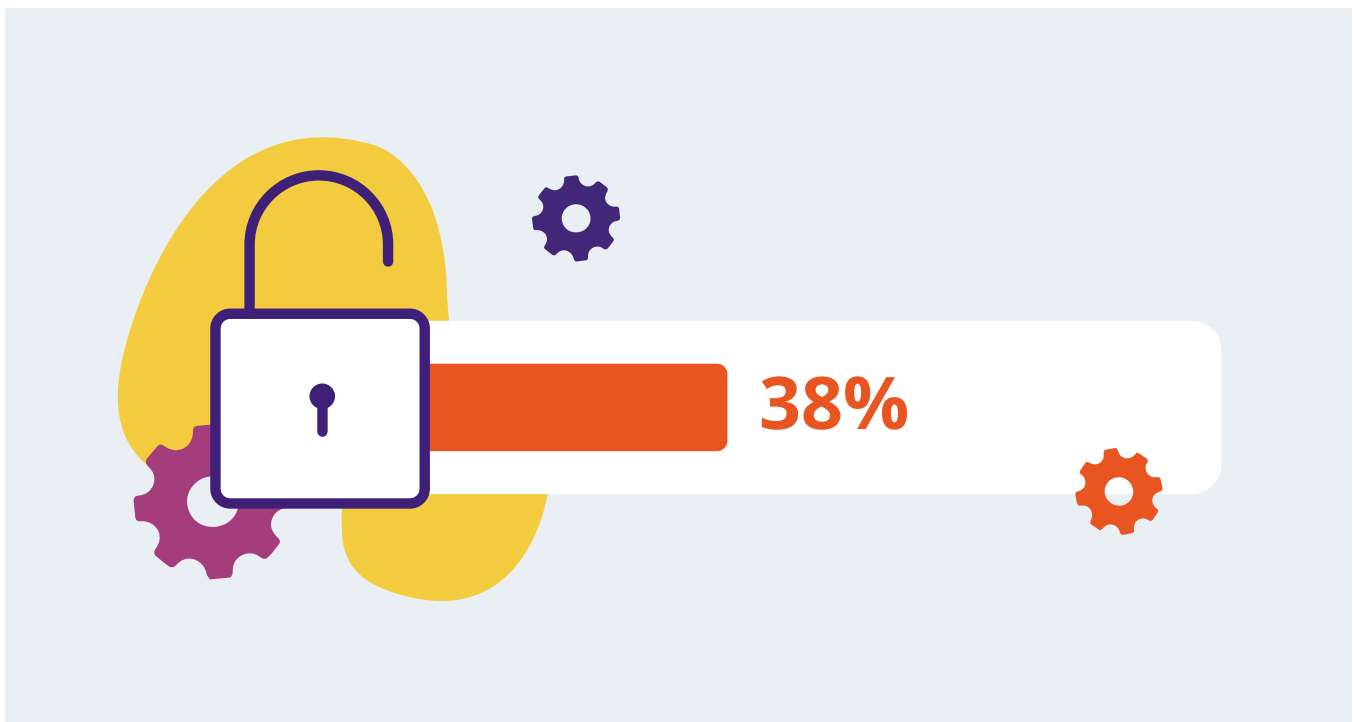
We investigated further by measuring the actual page load time in seconds.

The test was performed on a Chrome browser with a standard 3G connection for both desktop and mobile devices. The content loaded time measures how fast pure content is displayed so that a user can start interacting with the site. The fully loaded time is calculated when all elements such as CSS and java scripts are fully loaded on the page.

We found no significant difference in speed between device types. However, a 7-second waiting time for content to be displayed is too long. The recommendation is for a site to load in less than 2 or 3 seconds. Every second added increases the chances of the user leaving the site.

# Website Security

Having your recruitment website secure is vital for Google ranking, and with [GDPR already in force](#), there is more emphasis on data protection in the digital world. An [SSL certificate](#) is a good way of ensuring more secure internet connection protection. Users are more aware and educated about data safety. Many browsers prevent a page from being loaded if it does not have a valid SSL certificate.



**GRAPH 9** | Websites not secure (do not have an https prefix in their URL).

We found that 38% of recruitment websites still do not have an https prefix in their URL. Data protection is an important aspect for any business regardless of the size. If recruitment agencies want to ensure that their website is seen as trusted and

reliable by jobseekers, they have to ensure that they safeguard user data and all connections, including uploading CV's via the website.

# XML Sitemaps

Having an XML sitemap is another important SEO factor. The XML sitemap is a file with a list of important URLs. For each URL, the file includes metadata with information such as when last a page was changed and how frequently the page is updated. This helps Google recognise what pages on your site should be crawled and how often.

For example, when a job is posted on a recruitment site, a recruiter would like Google to see it relatively quickly so that when job seekers search for matching job criteria, the newly added vacancy could be recognised and found by a search engine.

Our study shows that only 62% of recruitment websites had an XML sitemap applied.

## Google for Jobs (GFJ)

One of the requirements for Google for Jobs is having an XML sitemap and submitting it in the Google Search Console. Ensuring that your site is indexed by Google is an essential condition for online job postings.

Another factor is applying JobPosting data structure on each job description page so that it can be recognised by Google. This helps Google understand the content of the job page, and as a result, it makes jobs more visible for job seekers.

The [benefits of GFJ](#) are not only for job seekers who can search and filter job keywords more efficiently, but it is also an excellent way for job sites to increase organic traffic.

We identified the positive impact of GFJ on one site where organic traffic increased by 25% and conversions from this traffic reached 29%.

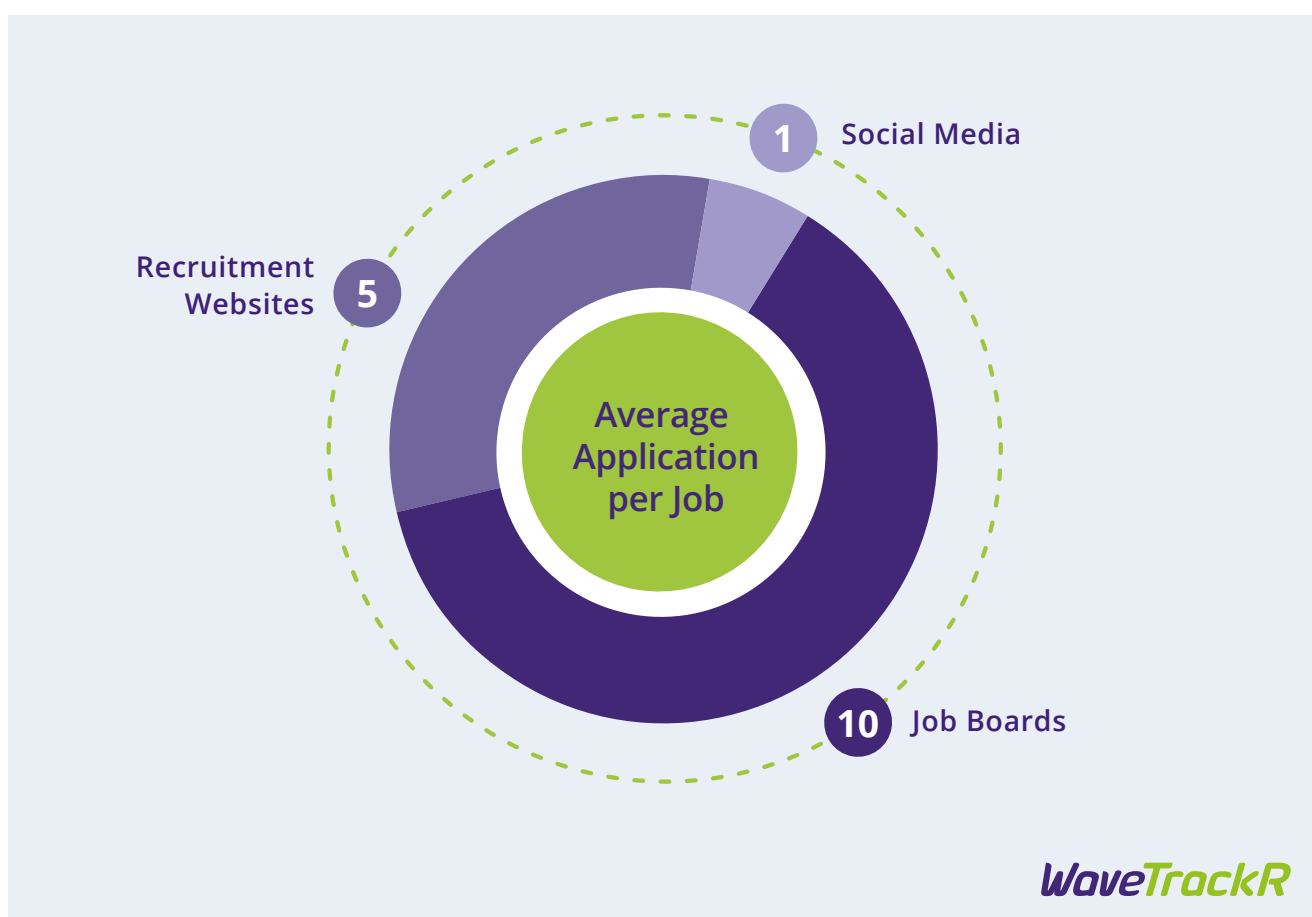
However, we found that 64% of sites do not have JobPosting data structure applied. Also, on sites that had JobPosting implemented, 50% showed one or more errors for this tag, reducing the chances of having the jobs being discovered by GFJ.

# Conversions

Job boards are undoubtedly the primary source of advertising in the recruitment industry. Data from [WaveTrackR](#), a job distribution tool, shows that on average a job board can generate ten applications per vacancy.

We compared this data to the average number of applications per job for vacancies that were posted on recruiters' own websites. We discovered that the recruitment website generated five applications per job on average, which is 50% less than the results from a job board.

Of course, the number of applications received on a recruitment website will depend on how well the site performs on search engines and how much traffic it can generate.



**GRAPH 10** | Distribution of applications by platform: Data: WaveTrackR

# Recruitment Website Checklist

## ☐ Job Search Feature

Allowing job seekers to tailor their search for keywords or locations they are looking for. Adding a filter by salary or job type can also improve the users browsing experience.

## ☐ Job Listings

An option to post jobs on your site is something that you must have. With a multi-posting tool, you can post simultaneously to job boards, your website and social media, meaning you save yourself a lot of time.

## ☐ Job Alerts

Encouraging users to set up job alerts on your site gives you the advantage of informing candidates about new job opportunities before your competitors reach them.

## ☐ Sectors page

If you recruit in a specific industry or market sector, creating separate pages with good quality content will improve SEO and attract more organic traffic to your site.

## ☐ Contact page

Make sure your contact details are easily accessible on the site. If you target users locally, make sure it is pinned on Google maps as well.

## ☐ Login/ User Dashboard

A login feature saves time when it comes to the application process because users have already created an account. Integrating your login process with other platforms such as Facebook or LinkedIn allows users to register with the click of a button.

## ☐ Google Analytics

To track the success of your website, it needs to have analytics tracking applied. [Google Analytics](#) is a great, free and easy to use tool that allows you to measure the performance of your site across many metrics and dimensions. View our article to find out more [Why is web analytics important for recruitment websites?](#)

## ☐ SEO Optimisation

Ensuring that search engines find your website is essential. Using previously mentioned information such as speed performance, SSL, XML sitemap and data structure are the more technical factors. Keyword research and adding targeted phrases to your pages is also crucial. This, together with high-quality backlinks from other sites will support your website authority and trust.

# Summary

This benchmark report is an excellent way to learn what performance can be achieved by recruitment businesses. This information can be used for guidance and also for comparison and support in setting up your own KPIs and goals.

Collective data gathered in this report from recruitment websites shows that on average staffing agency sites generate 3,367 visits with a 54% bounce rate without further interaction. Although the bounce rate might seem high, the percentage is just slightly above the average for other lead generation sites.

The score for speed performance is relatively low, especially on mobile. Also, 6% of recruitment websites are not optimised for devices with smaller screen sizes.

The majority of websites analysed do not take advantage of optimisation with Google for Jobs, and 64% do not have JobPosting data structure applied. In those that are optimised we found half of them showed errors.

This report shows that a well-performing recruitment website can generate on average five applications per job. If attracting quality candidates is a priority, recruiters should invest time and money in web design and SEO optimisation of their career site.



# Attract More Talent

Wave attracts talent to your business using data and creativity to maximise your candidate attraction. Our suite of services gives businesses the power to connect the right people to the right opportunities faster than ever before, meaning that you'll never miss out on the talent you need again.

Our core offering comprises recruitment website builds, media buying on all job boards and job distribution and analytics.

We are the only agency to offer this 'Build, Buy, Post' approach to candidate attraction. Our services are simple, affordable, easy to use and most importantly extremely high performing, to get you the talent you need.

Find more about Wave at **[wave-rs.co.uk](https://wave-rs.co.uk)**

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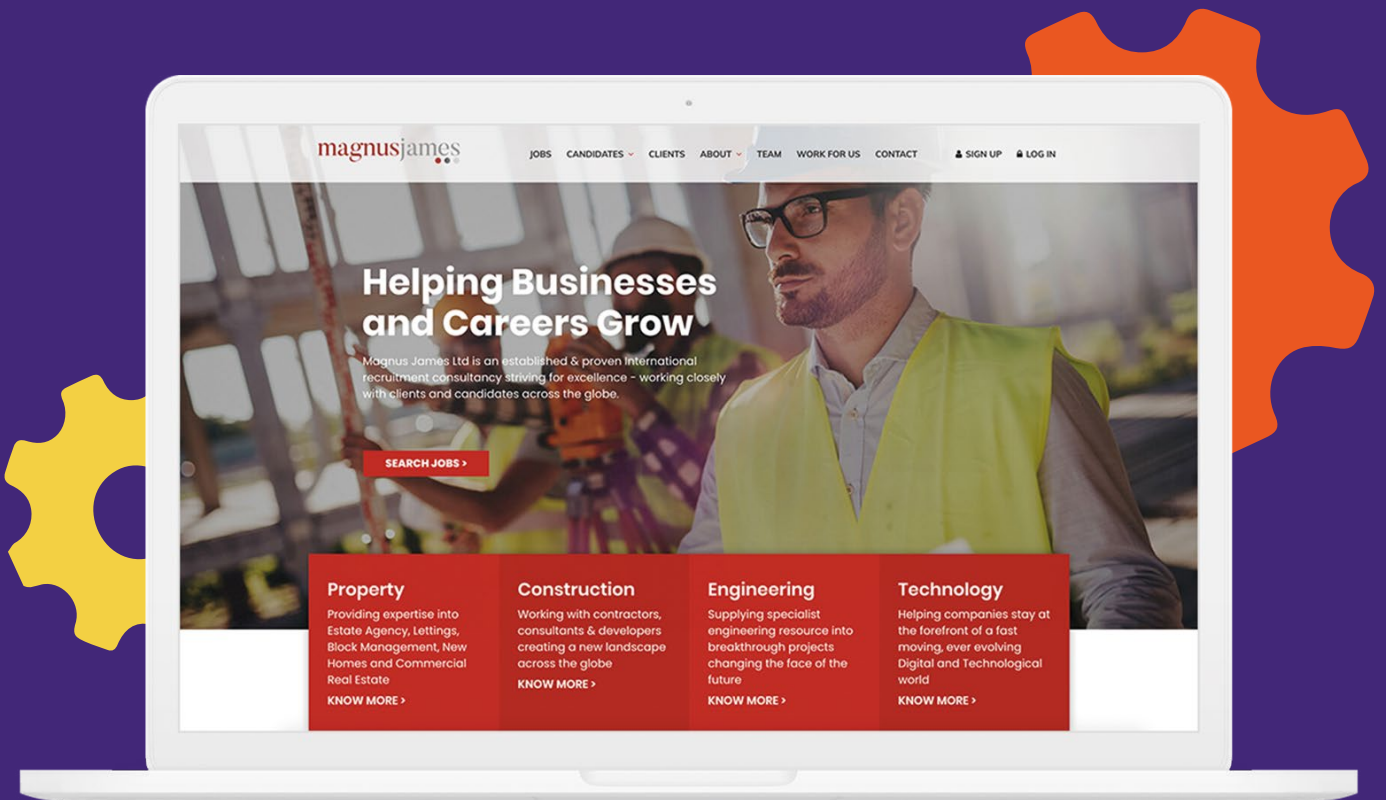
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# Recruitment Website Design



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