

# How to use .Jobs

The keyword "jobs" is searched

# 15x

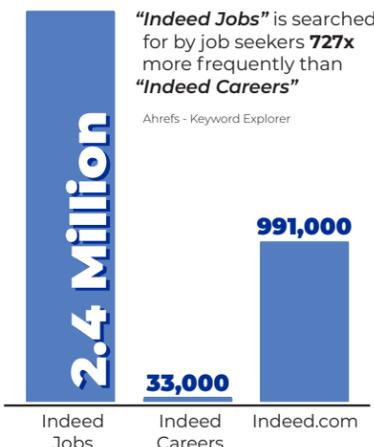
more often than "careers"

## Build an Independent Site

### Indeed.Jobs

When it comes to finding its own employees, Indeed uses a .Jobs website to separate their commercial job board from their own employment website.

Powering the largest job board in the world requires talented employees. By separating their sites Indeed empowers their marketing, human resources, and legal teams to focus on attracting talent.

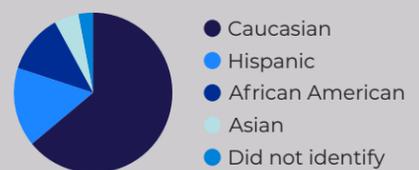


## Highlight Diversity

67% of active and passive job seekers say diversity is important to them when they're evaluating companies and job offers.

(Glassdoor Survey 2014)

According to the Bureau of Labor and Statistics People of color make up nearly 1/3 of the labor force



Ethnically diverse companies are **35% more** likely to have a financial performance above the industry mean.

Gender diverse companies are **15% more** likely to have a financial performance above the industry mean.

Companies with the highest level of ethnic diversity will bring in **15x more** sales revenue than companies with the lowest level of racial diversity.

(McKinsey 2015)

Organizations that invest in employer branding are **3x** more likely to make a quality hire

## Enhance Employer Branding

### Best channels to build an employer brand

**Company's Career Site - 61%**  
 LinkedIn - 55%  
 Third-party Website or Job Board - 40%

(LinkedIn Global Recruiting Trends 2017)

### Top channels for attracting Millennials

**Market Reputation/Employer Brand - 40%**  
 Goodwill/Community Outreach - 16%  
 Employee Ambassadors - 15%

(2017 Millennial Hiring Trends Study MRI Network)

### Where job seekers search for jobs

**Company Websites - 77%**  
 Referrals - 71%  
 Suggestions from Friends or Family - 68%

(Gallup State of the American Workplace Report 2017)



**80%** of recruiters believe employer branding has a significant impact on hiring talent

(LinkedIn Global Recruiting Trends 2017)

## Protect your Brand

Criminals first spoof a legitimate company's website by creating a domain name similar in appearance to a legitimate company. Then they post fake job openings on popular job boards that direct applicants to the spoofed sites.

They conduct false interviews with unsuspecting applicant victims, then request PII (personally identifiable information) and/or money from these individuals.

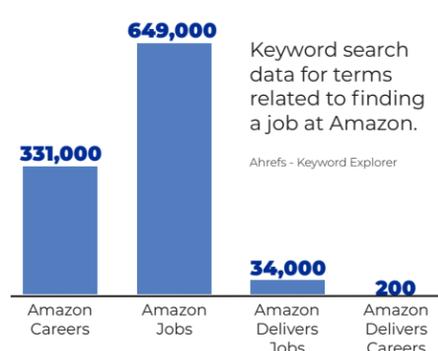
"2019 Internet Crime Report" FBI's Internet Crime Complaint Center

## Attract Job Seeker Traffic

### Amazon

Utilizing amazon.jobs and amazon.delivers.jobs allows Amazon to clearly communicate to job seekers that the site they are going to visit contains carefully curated, brand specific, employment content.

Job seekers directly navigate to amazon.jobs and amazon.delivers.jobs: 4.3 Million times per month.



**69%** of job seekers are likely to apply to a job if the employer actively manages its brand.

(Glassdoor 2016)

Only **8%** of the recruiting budget is spent on employer branding.

(LinkedIn Global Recruiting Trends 2017)

Given an unlimited budget, **53%** of recruiters would invest in employer branding.

(LinkedIn Global Recruiting Trends 2017)

### Amazon.Jobs Traffic

"Amazon Jobs" is searched for by job seekers **2x** more frequently than "Amazon Careers"

Ahrefs - Keyword Explorer



### Amazon.delivers.Jobs Traffic

"Amazon Delivery Jobs" is searched for by job seekers **170x** more frequently than "Amazon Delivery Careers"

Ahrefs - Keyword Explorer



## Redirect Traffic

Your company's employment content may be available in various places and confuse job seekers who desire to learn more.

Guide job seekers to the website that houses your employment content and job postings. ESPN.jobs is used by the Disney company to direct job seekers to Disney's employment website.



Job seekers interested in working for your brand may not be familiar with your complex business structure. Using a .Jobs domain name as a redirect makes the relationship between companies clear.

If running multiple employment websites doesn't make sense. Help job seekers find what they are looking for by utilizing redirects.

