

How To Get Ready For Mobile Recruitment



This Free Guide has been produced by Web Based Recruitment



Organisers of the 2012
[Mobile Recruitment Conference](#)

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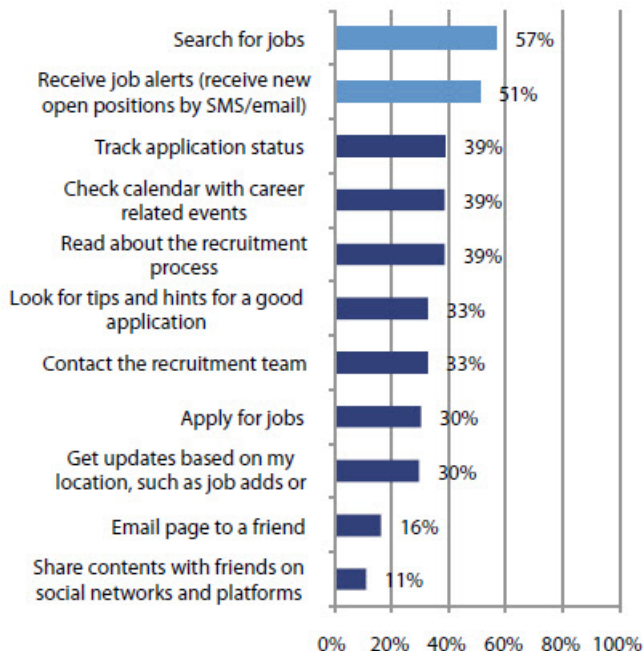
With **Mobile Phones predicted to outsell Desktop PC's by 2013** are you ready for the Mobile Recruitment Revolution?

The popularity of Smartphones (e.g. iPhone, Blackberry and Android handsets) is fuelling the growth of Mobile Internet services as the demand for anytime/anywhere Internet access increases. As a result, more and more job seekers are accessing job information on their mobile phones. With some Recruiters now seeing **more than 30%** of their website visitors arriving via a mobile device, **Mobile Recruitment can no longer be seen as an optional extra.**

Job Seekers Want To Use Their Mobile To Search For Jobs

A job seeker survey published in November 2011 by [Potentialpark Communcations](#) showed that the ability to “Search for Jobs” (57%) followed by “Receive job alerts by SMS/email” (51%) were the two most popular requests from job seekers when using a mobile device to look for a job.

The Mobile Recruiting Activities Job Seekers Would Like To Do



Source: Potentialpark Communications, Trend Studies 2011

Potentialpark surveyed more than 30,000 job seekers worldwide and analysed the mobile career presence of more than 350 top employers in the U.S., Europe and Asia.

Do You Know What Your Website Looks Like On A Mobile Phone?



As you will have seen from the survey results above job seekers want to use their mobile phone to search for jobs. But have you checked to see if your website can be viewed properly on a mobile phone?

To test this, put yourself in the shoes of a job seeker and try and apply for one of the job vacancies on your website using a mobile phone.

Go to the home page of your website and answer the following questions:

- Is your website displaying correctly?
- Can you navigate to your jobs/careers page?
- Can you register as a job seeker?
- Can you search for jobs?
- Can you apply for jobs?

If you answered “yes” to those five questions then congratulations as you are making it as easy as possible for people to visit and search your “mobile-friendly” web site!

Unfortunately you will be in the minority as in most cases not only does a website not display correctly but it is practically impossible to search and apply for jobs.

So What About The Job Seeker Experience?

If you weren't able to search and apply for one of your own job vacancies on a mobile phone then imagine how job seekers will feel? Not only will it be a frustrating experience for them it could also **drive them to your competitors instead**, as well as having a **negative impact on your brand**.



Imagine his frustration:

“If I can do my banking and shopping on my mobile, then why can't I search and apply for a job on my mobile?”

How Do You Know How Many People Access Your Website Using A Mobile Phone?

You can find out how many people access your website using a mobile phone through a website analytics package. If you work in a large organisation then your Webmaster should be able to let you have this information.

If you don't have a Webmaster, then by using a free tool like Google Analytics (see example below) you can see how many people visit your website using a mobile phone and also what type of phone they were using e.g. iPhone, Blackberry etc.

	Operating System ▾	None ▾	Visits ↓
1.	iPhone		392
2.	iPad		197
3.	Android		81
4.	BlackBerry		42
5.	iPod		23
6.	Windows		16
7.	SymbianOS		9

What Can You Do To Improve The Job Seeker Experience For Mobile Users?

There are two options you can take to improve the job seeker experience. The first option is to have a Mobile-Enabled website and the second option is to have a dedicated Mobile Recruiting Application (commonly known as an App).

Some companies will choose to implement one of these two options and some companies will implement both. What is best for you will depend on your own individual circumstances and how you plan your Mobile Recruitment Strategy.

Option1 - Mobile-Enabled Website

A Mobile-Enabled website has been optimised to recognise the type of mobile phone being used to access the website. It will then tailor the content to best fit the display area of the mobile phone.

The content displayed will be reduced from what is shown on the normal version of the website so that it will display within the screen area.

In the following examples of the Jobsite website you will see the home page as it would appear on a desktop PC or laptop as well as the first page you will see on the Mobile-Enabled website version.

The Jobsite desktop PC or laptop website view:

The screenshot shows the desktop version of the Jobsite website. At the top, there is a navigation bar with the Jobsite logo and links for Job Search, Upload CV, Job Alerts, Career Advice, Social & Mobile, Help, Sign In, and Register. Below the navigation bar, a banner reads "our job is searching for your job" and displays statistics: "33,224 jobs online" and "175,010 jobs in the last month".

The main content area is divided into several sections:

- Find a Job:** A search box with fields for "Keywords or Ref" (with an example "Recruitment Consultant") and "Location (optional)" (with an example "WIT, London"). A "Search" button is present, along with a "More Search Options" link.
- Upload your CV & Get Jobs-by-Email:** A section encouraging users to upload their CVs and receive personalized job alerts. It includes a "Register" button and a "More reasons to register" link.
- Career Tools:** A section titled "Information to help you get the right job:" containing links for "CV Advice, templates and tips", "Jobsite Personal Profile Test", "Free, live CV check", "Find a Job Safely Online", "Training courses and online learning", and "Redundancy Advice".
- Job Hunter Login:** A login form with fields for "Email Address" and "Password", a "Lost password?" link, and a "Login" button.
- Recruiter:** A section for recruiters with links for "Recruiter login" and "Recruiter services".
- Job of the Week:** A featured job listing for "Inbound Sales Consultant" with a salary of "£15,500, £18,380 OTE" in "Doncaster".
- Recruit Rank:** A table titled "The Top 10 recruitment agencies based on feedback from job hunters." with columns for Rank, Agency, and Score.

Rank	Agency	Score
1	Expion Ltd	3.81
2	Euro-Projects (Recruit...	3.47
- Job Hunter Login:** A section with a "Need to Recruit Quickly? At Low Cost?" banner and a "Post a job by credit card" option with logos for Visa, Mastercard, and American Express.
- Currently Recruiting:** A section for employers to post jobs.

On the right side, there is a vertical banner for the Jobsite iPhone app, with the text "Download the Jobsite iPhone app now" and an "Available on the App Store" badge.

The Jobsite Mobile-Enabled website view:

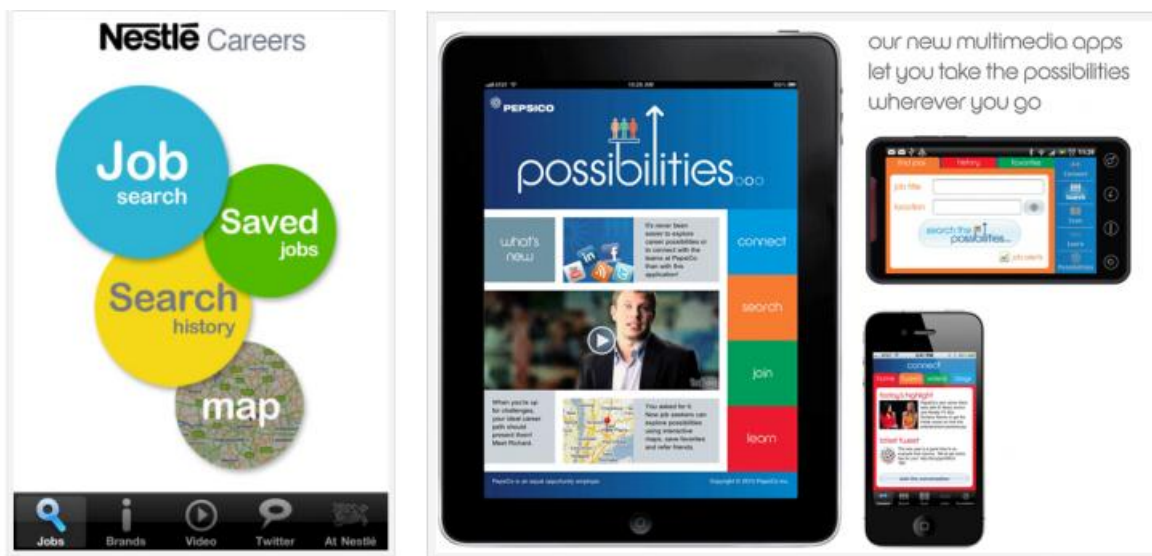


Option 2 - Mobile App

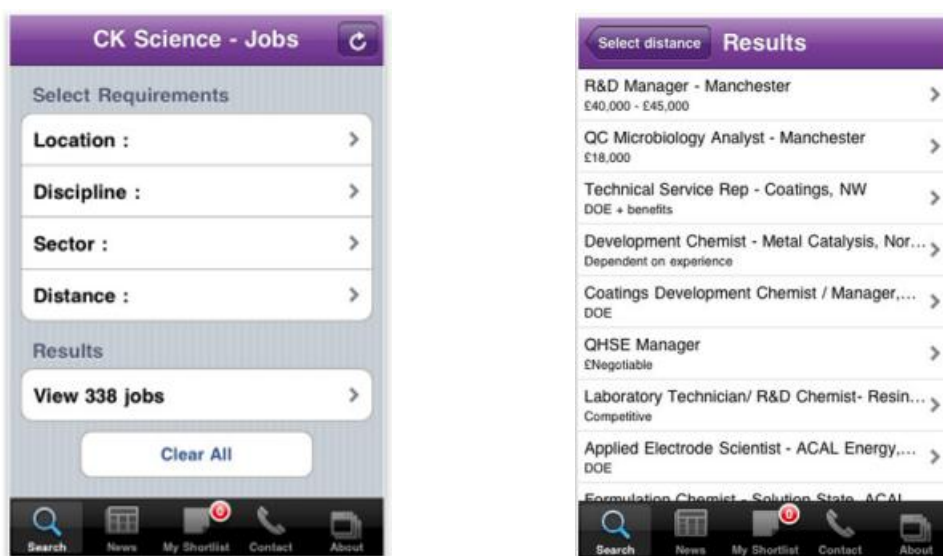
A Mobile App is software application that runs on a Smartphone and other mobile devices. Mobile Apps can be downloaded for free from iTunes or other App Stores like the Android Marketplace.

Employers, Recruitment Agencies and Job Boards are starting to provide bespoke Mobile Recruiting Apps with a customised interface to give mobile users easy access to the key areas of jobs and company information in a user-friendly way.

Examples of recent **Mobile Recruiting Apps released by Corporate Recruiters** include Nestle in the UK and PepsiCo in the US.



This example shows a **Recruitment Agency Mobile Recruiting iPhone App** from CK Science (a leading independent scientific recruitment consultancy for science jobs) together with some job search results:

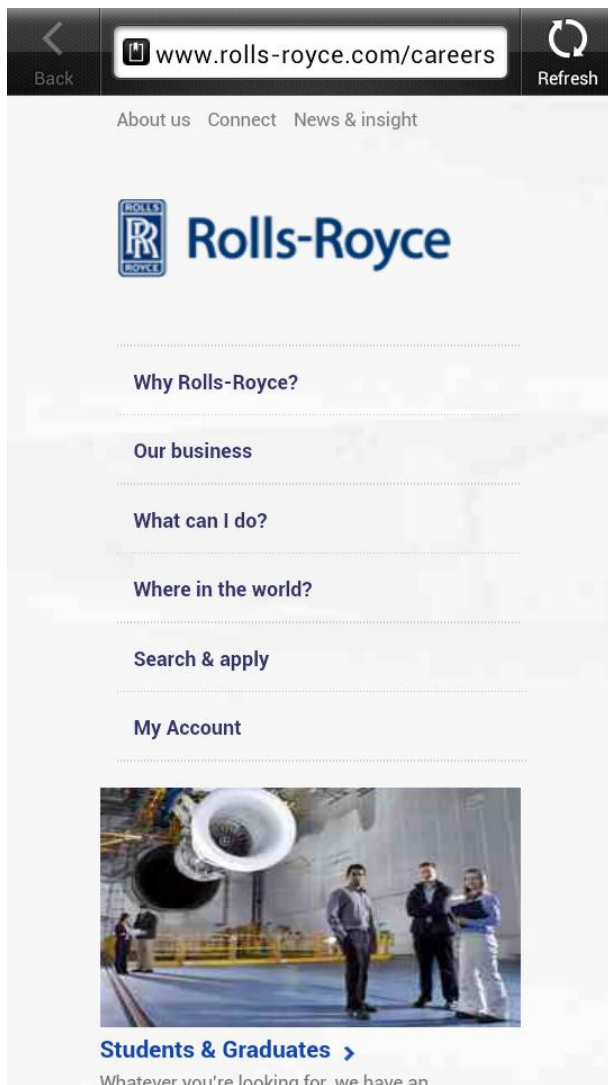


New! FTSE 100 Companies Mobile Recruitment Review

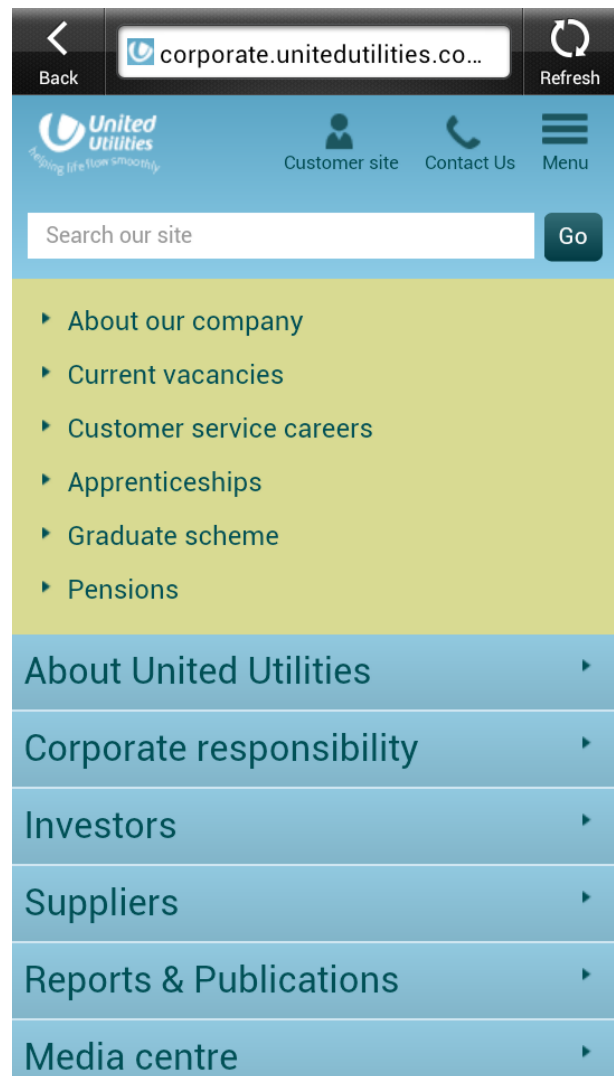
A review carried out by Web Based Recruitment on the 12th September 2012 showed that 94% of the FTSE 100 companies had failed to offer a mobile-enabled careers section on their websites. Not offering a mobile-enabled careers section can lead to companies missing out on top talent as well as damaging their brand and reputation at the same time.

Here are some examples of some of the FTSE companies that did offer a mobile-enabled careers section:

Rolls Royce



United Utilities



New! 1 in 5 Recruitment Searches Are Now Mobile!



To give you an idea of just how quickly mobile is being used in recruitment I recently interviewed Emma Frazer, who is the Industry Head for Recruitment at Google, UK.

Emma revealed that 1 in 5 of all recruitment searches are now being made using a mobile device. Therefore, if you don't yet have a mobile presence then you could potentially be offering a bad user experience to 20% of your website visitors!

In addition, Emma also shared the fact that:

- 40% of mobile visitors who arrived on a non mobile-enabled website (and had a bad experience) said they would go to a competitor
- There is a genuine “opportunity cost” for not being mobile-enabled
- Companies need to measure and track their mobile visitors more accurately
- You can target mobile users using mobile advertising 50% cheaper than desktop search advertising
- Companies need to go mobile quickly, even if it is a temporary solution

With 1 in 5 recruitment searches being via a mobile device as of today (October 2012) imagine what the figure will be like this time next year, with even more affordable smartphones being made available?

You can view the full video interview with Emma by [clicking here](#) or on the graphic below:



Are You Making The Most Of The Other Opportunities That Mobile Technology Offers?

In addition to making sure your job vacancies and careers information are readily accessible to job seekers via a Mobile-Enabled website or a Mobile Recruiting App there are an increasing number of **Mobile Marketing** opportunities available such as:

- Targeted SMS Text Messaging
- Targeted Bluetooth Services
- Location Based Services (e.g. Foursquare)
- QR (Quick Response) Codes

A QR code is a two-dimensional code that can be read by a dedicated QR barcode reader or a mobile phone that contains a barcode reader.

Although QR codes have been around since 1994 (they were invented by Toyota in Japan) it is only recently that they have started to be used in recruitment.

Here is an example of a QR Code. If you scan the code using a reader on your Smartphone it will take you to our Mobile & Video in Recruitment website. Why not give it a try now?



QR Codes can be used in many different creative ways.

You can link them to a website, text, phone number or SMS.

To see some examples of how QR Codes are being used in recruitment [click here](#).

Your Own Mobile Recruitment Strategy

Before rushing out to “go mobile” all of the mobile opportunities mentioned above need to be considered carefully before choosing what will best suit your own circumstances.

Based on your target audience you will need to decide whether you are going to have a mobile website or a mobile app (or both) and then look to integrate these into an integrated Mobile Recruitment Strategy.

You will then need to decide whether it is appropriate to use any other forms of mobile marketing like QR Codes, location-based services and SMS text messaging as part of your strategy and how they will compliment your existing marketing activities.

Where Can You Find Out More About Mobile Recruitment?

Web Based Recruitment recently ran the [Mobile Recruitment Conference](#). The conference took place in London on the 23rd October 2012 and was aimed at helping Recruiters understand the impact that mobile is currently having in recruitment, how it will develop in the future and how they can start to implement mobile strategies to gain a competitive advantage in their own company.

Some of the subject areas covered on the day included:

- Planning a Mobile Recruitment Strategy – How to “Go Mobile”
- Successful Mobile Recruiting Case Studies
- Creative uses of Mobile Marketing in Recruitment
- Latest Mobile Trends and Future Insights
- Using QR (Quick Response) Codes and Location Based Services in Recruitment
- Creating Mobile Videos for Recruitment
- Mobile Recruitment Discussion Panel

To view some of the main points that were covered from each of the Conference Speakers [click here](#).

Can I Talk To Someone About Mobile Recruitment?

If you have any questions about Mobile Recruitment then call Mike Taylor at Web Based Recruitment on +44 (0) 1962 883754.



About Web Based Recruitment

Mike Taylor started Web Based Recruitment in September 2001 having spent the previous 18 years working in HR and Recruitment for major blue-chip companies including IBM, Motorola and Nokia. Web Based Recruitment are widely acknowledged as innovators in producing high-quality educational Recruitment Conferences focusing on emerging technologies, including Social Media, Mobile and Video in Recruitment.

In addition to running the world's first Mobile and Video in Recruitment Conference in 2010, they also ran Europe's first-ever Social Media in Recruitment Conference in July 2009.