

# INSIDERECRUITMENT

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## Jobs Site Jumps Revenue By Offering More Options *NWJobs.com* has notable success with self-service recruitment ads

By Jennifer Streisand

*NWJobs.com*, the employment Web site operated by The Seattle (Wash.) Times Co., improved self-service ad revenue by 32% since 2006. This significant boost in revenue is attributed to redesigning the online media kit, which conveys to organizations how the site can help them find the best candidates to fill jobs.

### Customizing the media kit

*NWJobs.com* uses Adicio, Inc. — a classified software company — to facilitate the technical operations of the site. When The Seattle Times Co., which also manages advertising for the Seattle (Wash.) Post-Intelligencer, changed the look of the media kit, employers started noticing it more, said **Denise Lee**, product manager of online classifieds at the newspaper company. The basic pages in the media kit are supplied by Adicio as part of the software package it offers to newspaper Web sites, and *NWJobs.com* customized the look of the kit's pages to meet its needs.

"We organized the options in a way to address recruiters' needs briefly and simply," explained Lee.

The result was that organizations considering posting ads had a clear understanding of what they could do to reach their target audience on the Web site.

While the functionality of Adicio's pages remained the same, the new, customized look is what employers see first when they click to post a job on the site, added Lee.

### Promoting self-service

The 32% increase applies specifically to the self-service ads, which an employer can post at any time without the assistance of a sales representative from the newspaper company. *NWJobs.com* offers bundled packages that organizations can buy self-serve at a slight discount, said Lee. In addition, The Seattle Times Co. makes it easy for businesses that need to post a large number of jobs at the same time.

"We call those featured-employer packages. One of the neat functions that Adicio offers is 'wrapping,' where Adicio can actually go directly to the employer's Web page, automatically scrape all of their job postings and post them to *NWJobs.com*," she said.

The Adicio package, known as the Adicio Careers e-commerce system, is ideal for online purchases and made so that organizations can create and post an ad online without assistance, explained **Mike Cavallo**,

executive vice president of Adicio, Inc.

"The Adicio tools provide *NWJobs.com* with a Product Manager that allows them to create any combination of desired online products," he added.

Such products can enhance an employer's success in filling positions because of the way the software spotlights jobs that are difficult to fill but also match a job seeker's keywords. Another Adicio tool — the Preferred Company upgrade — allows employers to post branding ads that can be placed anywhere on *NWJobs.com* to generate interest in the organization as a desired place to work.

### Processing e-commerce

As part of the software package that Adicio has with *NWJobs.com* and all media companies, Adicio manages the financial transactions once the ad has been created by the employer and purchased with a credit card.

"All e-commerce transactions are tracked and available in the Product Sales Report so *NWJobs.com* can analyze the effectiveness of their e-commerce activities," explained Cavallo.

An additional benefit to using the Adicio software is that employers have access to their account with the recruitment Web site 24/7, which means they can edit ads, renew listings and add or remove listings at their convenience.

### Simplifying job hunts

When the job seeker goes to a recruitment Web site powered by Adicio's software, he or she will find tools that could make the difference between finding and not finding the job they envisioned for themselves.

"Job seekers have access to tools that simplify creating résumés/CVs, applying for positions and organizing their job search process," noted Cavallo.

### Finding additional content

While easy self-service ads have great appeal to employers, newspaper Web sites need to distinguish themselves in other areas in order to compete with national recruitment Web sites such as Monster, CareerBuilder and Craigslist, said Lee. Original local content on the subject of careers is the strength of the newspaper company, and *NWJobs.com* is working to expand its content under the Career Center link on the Web site.

"We try to find news from The Seattle Times and Post-Intelligencer that's very specific to job seekers. We manually look through the pages and pull out those types of articles," she explained.

The site began a locally written blog entitled "Nine to Thrive," which highlights tips for achieving a good work/life balance. *NWJobs.com* also features a column written by Nick Corcodilos called "Ask the Headhunter," offering workplace advice such as how and when employees should share their ideas with their bosses. A feature that has generated great interest in *NWJobs.com* is called "People's Picks," when visitors to the Web site vote for the best Northwest employer in many different categories, such as best architecture or design company, best biotech company, best large company, best small company and so on. The third annual contest takes place in September 2008.

Appealing to a younger demographic that consistently uses classified ads but also fluctuating to the national recruitment sites is a goal and an urgent challenge for *NWJobs.com*, as it is for all newspaper company Web sites, said Lee.

"It's a tough call because we still enjoy having that credibility of the newspaper brand, but we are trying to let people know that at this point, we actually have more listings than the newspaper," she noted.

So the newspaper replicates a national recruitment Web site in addition to the content.

"I do think it's the original content that speaks to our area, so we can focus on what is happening in Seattle and in the state of Washington rather than just national headlines," she concluded.

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