

How To Start A Niche Job Board

You've decided that you want to create job board site. So, what do you need to get your own job board online?

This guide will walk you through the benefits of niche job boards, finding a profitable niche, evaluating potential solutions for job board software, sourcing jobs, and setting pricing plans—all for your new job board.

1. Understand niche job boards

Niche job boards are specialized websites that advertise job openings within a specific industry or field, rather than being a general job search platform like Indeed or LinkedIn.

Benefits of *niche* job boards

For job board owners

Create an **automated revenue stream** by charging employers to post jobs and access talent.

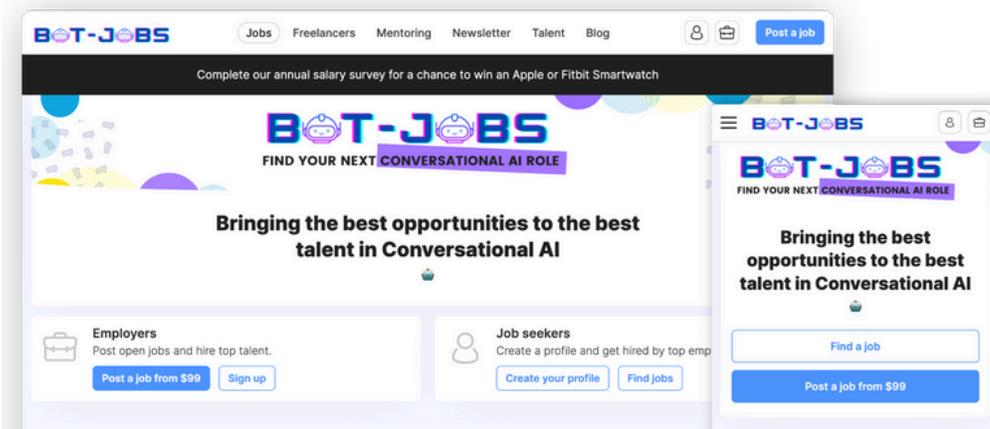
For employers

Allow organizations to easily **reach a targeted group of job seekers** and save resources filling positions.

For job seekers

Help your network by providing more relevant, **industry-specific job listings** and an easier job search.

& a novel marketing tool: the traffic it brings promotes your brand in an organic way and the data you collect can be used for creating future marketing material or research reports.



An example:

this AI job board was created due to the growing demand for talent in this industry. Generic job boards lacked specialized roles and job filters for this niche.

2. Find a profitable niche

A broad category like "technology" or "finance" is far too big for a job board niche. You need to clearly define a small-enough industry and group of talent you want to serve with your job board, for example a particular profession, location, or job seniority.

a. Researching growing niches

Start by identifying growing industries or job categories that have a high demand for talent but lack specialized job boards. A good niche is **specific enough** to not compete with larger, more generic job boards **and broad enough** to have a decent amount of jobs, talent, and organizations.

Here are three ways to test the size of a possible niche and related search keyword:

Search term difficulty

You want the first 10 search results to have a DR under 60; otherwise you have low chances to **rank on the first SERP** & drive organic traffic.

Search volume

With tools like Google Keyword Planner you can see whether your keyword has **enough monthly searches** to be successful.

Online communities

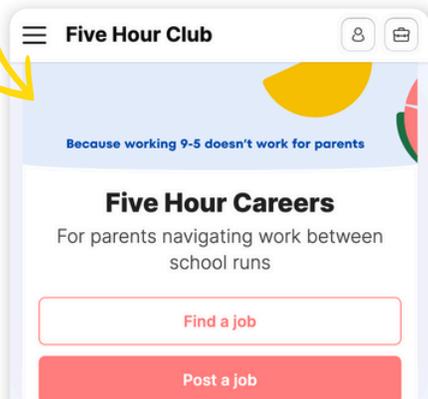
If there are forums related to your niche, **this indicates demand**. If there are none, it might be too small to sustain a job board business.

b. Evaluating competition in the niche

You then want to analyze the offerings, UX, and pricing models of existing job boards in your niche. Stay clear of saturated niches like remote work, crypto, generic marketing or sales.

 **Tip:** a good starting point to find a good-sized niche is combining two popular industries, e.g. remote + educational jobs or AI + policy jobs.

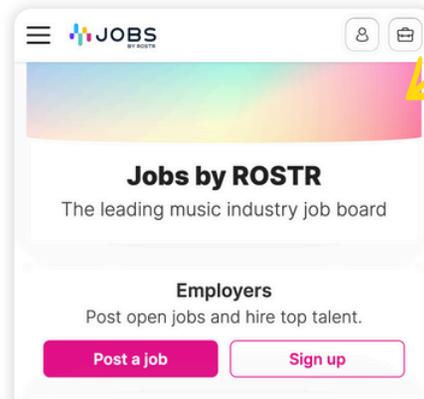
Jobs for parents



Local jobs in Wichita



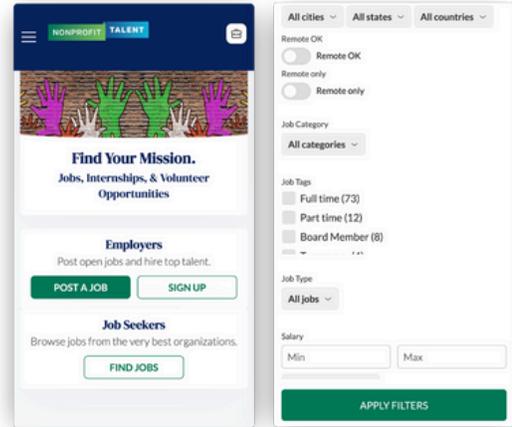
Music industry jobs



3. Evaluate job board software

Here are 5 important features to look for:

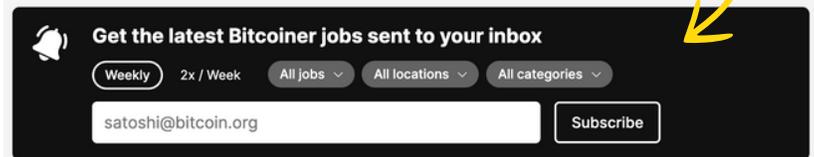
- **Customizable design** to match your brand
- **Mobile friendliness:** over 50% of job applications are submitted via mobile devices
- Trusted **payment facilitation** for employers and tiered pricing plans
- **SEO optimizations** to win organic traffic
- **Job seeker features making it easy to find and apply to roles:** filters, automatic job alerts, profiles, and login with social



Job Seeker Log in
Log in to your private account.

Sign in with LinkedIn

Sign in with Google



There are two main options when it comes to the types of job board software:

a. Fully-managed & hosted solution

A one-stop shop that includes hosting, data management and storage, SEO tools, mobile responsiveness, flexible filters, account creation, and reporting.

- ✓ Quick launch and easy maintenance
- ✓ Continuous support & new features
- ✓ Easy to use for customers & no bugs
- ✗ Ongoing fees for service
- ✗ Can be limited in customizations

b. WordPress plug-in

A plug-in app that connects to WordPress websites, usually available for a flat-fee.

- ✓ No ongoing fees
- ✓ Sometimes more design flexibility
- ✗ Lack of support and feature updates
- ✗ High maintenance cost & effort
- ✗ Susceptibility to spam users

We recommend skipping the headache and opting for a managed solution.

Launch a full-managed and hosted job board with a free trial at niceboard.co

4. Get jobs on your board

a. Populating your first jobs from other platforms

While we certainly don't recommend relying only on this strategy, it can be a helpful way to provide initial value to your job seekers. Your options are: backfill, scraping, and XML import.

b. Using your existing network

As a job board owner in your niche, you might already have connections in your industry. Now is the time to nurture and leverage them at industry events or in online groups.

c. Reaching out to employers

Contact employers in your niche that are currently hiring. How do you find them? Search for "Jobs in [your niche]", look at competitor job boards or generic search sites like LinkedIn.

Some incentives you can offer to get your first employers and start building your reputation:

- Give a discount or offer a 30-60 day free trial
- Provide employers with performance data, like website visitors, time spent on your site or job alert subscribers to prove your value
- Get active and help them find qualified candidates yourself. Think like a recruiter!

d. Providing resources for employers

This could be blog posts on writing effective job descriptions or in-depth recruitment guides for your niche. Some content ideas to get started:

- **job market insights**—salary ranges, industry trends, remote work trends, regional trends
- **job listings**—optimize job listings, must-haves on job listings, how to attract great talent, responsibilities
- **guest interviews**—insights from employers in the industry, guest posts, managing employees

Employer blog posts on a beer industry job board



Upskilling: The Secret Ingredient in Crafting Top-Notch Brewery Jobs

In the fast-paced world of craft beer, brewery jobs require an ever-evolving set of skills. To stay ahead...



Brewery Job Listings With Emphasis on Well-Being, Flexibility, and Culture Receive More Interest

A company's culture can often become too focused on working hard. The question is: if you don't devote...



Brewery Jobs: The Advantages of Using Niche Job Boards in Your Recruitment Strategy

Understanding Niche Job Boards Niche job boards are specialized online platforms that cater to specific industries, professions or...

5. Set up pricing plans

Determine how you will generate revenue from your job board.

While some job boards make money through selling ad space or charging job seekers, the most common avenue is charging employers for posting job listings.

Questions to ask yourself:

- Will you charge every employer the same amount to post job openings?
- Will you offer premium features and upsells for a fee?
- Will you have pay-per-click or pay-per-application pricing?
- Will you charge job seekers for access to certain job postings?

Pricing for one job posting can range from \$49-\$499 depending on your job board's audience size, the market you are in, and whether the job will be highlighted. Instead of one time payments, you can also choose to offer monthly or annual subscription plans.

Decide on a pricing structure that makes sense for your business and the hiring budget of the organizations in your industry.

Basic \$299 x 1 job 30 days Select We'll promote the role in our Slack community and weekly roundup.	Featured \$399 ★ Featured x 1 job 30 days Select Your post will be highlighted on the job board and in our weekly roundups. We'll promote the role in our weekly roundup, email newsletter and social media.
Video \$499 ★ Featured x 1 job 30 days Select Everything plus a video Q&A about your role. Let candidates see your face and hear your voice. Provide all the context they need to submit a great application.	Freelance \$99 x 1 job 30 days Select This includes one job listing. We'll also cross-post in our Slack community, and include in our weekly job roundup. Minimum pay is 10 cents/word.



Tip to boost revenue:

You can offer employers with larger recruiting budgets higher priced plans that feature their listings for more exposure.

5 ideas for upsells:

- priority placement at the top
- repost on your socials or newsletter
- short video Q&A about the role
- increased duration of the job listing
- support with sourcing candidates, such as first resume screening

If you'd like to get started today, **Niceboard offers a free 7 day trial** to set up your job board. It takes less than 10 minutes to get your initial job board online!