

# How To Monetize Your Job Board

A job board can be a highly lucrative source of income, with minimal effort.

**This guide will take you through different strategies to monetize your job board, the importance of understanding current market forces, several ways to attract employers, and important metrics to track—all for your job board.**

## 1. Pick a suitable revenue model

Which pricing model is best for your job board depends on the demand and supply forces in your niche, the capabilities of your platform, and your initial budget.

### a. Selling job listings to employers

This is by far the most popular strategy where **employers pay a set fee to have their job listing displayed on your board**. You can offer tiered pricing based on visibility or duration. This model provides consistent income, but relies on the size and quality of your job seeker audience.

### b. Charging for access to a talent pool

Employers **pay for access to a database of qualified candidates**. In order to offer this, your job board needs to encourage job seekers to create a complete profile on your platform, including skills, experience, CV, and job preferences.

### c. Offering pay-per-click or application

Another options is charging **employers per click (PPC) or per application (PPA)** received on their listings. This model is profitable for high-traffic boards but may be difficult for job boards with lower visitor numbers. Effective SEO and competitive pricing are crucial for success.

### d. Monetizing job seekers

In markets with an oversupply of talent and limited jobs, **charging candidates for access to exclusive or high-quality listings** can be viable. But this can only work well in sectors with a large number of job seekers, such as tech or executive-level positions.

## 2. Understand the two-sided marketplace

Job boards operate in a two-sided marketplace since they serve two distinct audiences: job seekers and employers. These marketplaces aren't necessarily more complicated, they just don't follow a linear growth pattern because they need:

### Job seeker traffic

which will only come to your board if you have relevant roles for their search criteria from desirable companies.

&

### Jobs from employers

who will only pay if you have a qualified and engaged audience that actually wants to fill those jobs.

 **Tip:** the success of this so-called two-sided marketplace lies in **building volume, as the value of your platform will grow exponentially with increasing number of users**. And you want to ensure quality and prevent bots or spammy applicants to create a trustworthy platform.

## 3. Get jobs on your board

As you just learned, the crux of running a successful job board hinges not only on attracting job seekers but also on **getting desirable companies to post job listings 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. Directly 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!

### 3. Get jobs on your board

#### c. Using your existing network

As a job board owner in your niche, you might already have connections in your industry. Start by reaching out to your immediate contacts and broader network.

##### For niche communities

Ask your **members** to post a job on your board when their employer is hiring. **Sponsors and advertisers** might be interested, too.

##### For associations

Your **member companies** should be your first resource, but don't forget to consider your **advertisers or corporate donors**.

##### For universities

Contact **successful alumni** to share your job board with their new employer or reach out to **companies that attended your job fairs**.

Building relationships with employers can take time and effort, but it will pay off in the long run! Don't worry: **on average, our customers achieve profitability within 1.5 months.**

### 4. Track your success metrics

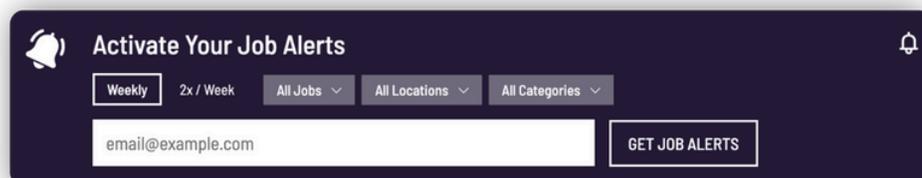
While revenue and the number of applications are obvious metrics to track, there's more to understanding your job board's performance.

 **Tip:** take a step back and pinpoint **what it is that you're trying to achieve beyond revenue.** Then, set your success metrics according to your goals, which could be:

#### a. Building an email list

In this case, the **number of job seekers signing up** for your newsletter and the list's growth rate are critical metrics.

**Why choose this goal?** Your niche contact list is valuable and can be monetized. The SaaS business Draft.dev uses their job board not only to drive revenue, but also to build an email list of professionals in their niche to be use for marketing and further campaigns.

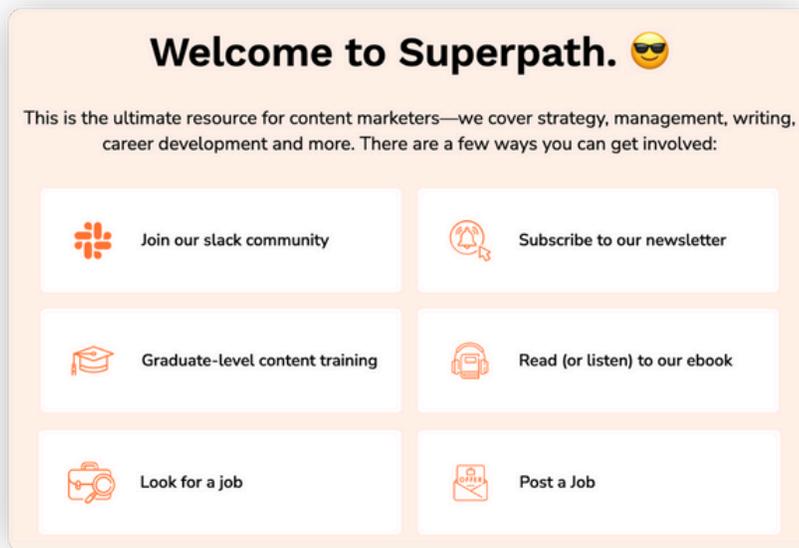


The screenshot shows a dark-themed form titled "Activate Your Job Alerts" with a bell icon on the left and a notification bell icon on the right. Below the title, there are three dropdown menus: "Weekly" (selected), "2x / Week", "All Jobs", "All Locations", and "All Categories". Below these is a text input field containing "email@example.com" and a button labeled "GET JOB ALERTS".

### 4. Track your success metrics

#### b. Creating a niche community

User engagement metrics like **returning visitors**, **time spent on site**, and **number of pages visited** per session help you evaluate community strength and engagement.



#### Why choose this goal?

An engaged community helps position your job board as an authority in your niche and drives traffic.

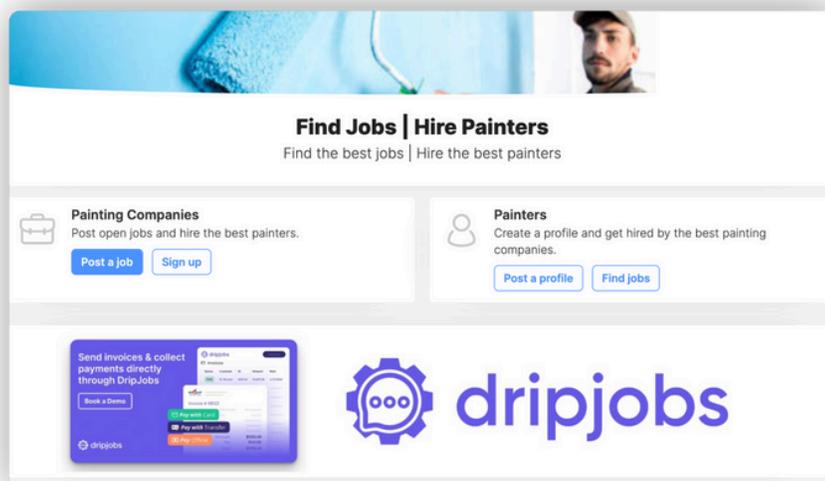
The community *Superpath* has grown from 1k to 20k members with the help of their job board, becoming a trusted source for all content marketing needs.



#### c. Establishing industry connections with employers

The share of **free vs paid job postings**, **qualitative employer feedback**, and **retention rates** signal the effectiveness of job postings for your employers.

For example, this painter job board shows display ads from employers to strengthen their industry connections and drive additional revenue.



### 4. Track your success metrics

#### 1 Time spent on site

A key indicator of user intent and satisfaction. Aim for an average time of > 1 minute—this metric is highly dependent on the source of your traffic. Shorter durations may signal unmet expectations or difficulty navigating your site.

#### 2 Number of job postings

This reflects the value employers find in your job board. A higher number of active postings suggests your board is an effective hiring channel. You should also look at which types of roles, employers or job titles attract most views.

#### 3 Number of applications per job

This metric measures how effectively your job board is connecting job seekers with employers. A good benchmark is 20-50 applications per job, depending on the niche. Also keep an eye on the quality of the applicants by asking employers to share their results with hires from your job board.

#### 4 Impressions

An indicator of your job board's visibility in search results. Good keyword optimization—i.e. which title and subtitle you use for your job board and how frequently this term is searched—also plays an important role for this.

#### 5 Traffic metrics

Number of visitors and page views should primarily be investigated over time. Find any causes of major fluctuations, which could be due to seasonal variations in demand in your industry or the effects of your marketing efforts.

### Benchmarking your KPIs

To interpret your data, it makes sense to **compare your current numbers to your own job board's metrics over time**—which likely provides most valuable insights—or to more generic industry standards that can be found via industry reports or by engaging with fellow job board owners.

Curious to see how much you could earn with a niche job board? Check out [this simple calculator!](#)

We built Niceboard with a laser-focus on monetization—with over \$2M paid out revenue to our customers. **Start your profitable job board with Niceboard today.**