

# The Job Board *Buyer's Guide* for Staffing & Recruiting Firms

Rather than relying on job site giants like Indeed, creating your own job board can offer a competitive advantage. But how do you find software that best fits the needs of your organization?

**This guide will walk you through defining your goals, evaluating potential solutions for job board software, and creating a shortlist of required features.**

## 1. Define the primary goal of your job board

### a. Reducing candidate sourcing cost

Instead of being dependent on costly third-party job boards for sourcing, having your own job board significantly reduces your cost of hiring while increasing the total number of applications.

### b. Collecting and owning data

Unlike with other recruiting applications, you'll have complete control over the data collected during the application process. The benefits are numerous, for instance:

- **Maintaining candidate relationships** even with individual recruiter turnover
- **Selling products from collected data**, such as a salary database or a hiring trends report
- **Monetizing access** to job seeker profiles via a gated resume database

### c. Ranking higher in Google search results

Winning on the search engine results page will significantly increase organic traffic to your roles from candidates specifically looking for [your niche] jobs.

*If this is your goal: You need software to connect to Google for Jobs and have editable metadata.*

**Now that you understand your specific goals when it comes to job board software, we'll dive into two important aspects: features and types of job board software.**

## 2. Evaluate your options

### a. Fully-managed & hosted solution

A one-stop shop option that includes cloud-based hosting, data management and storage, SEO tools, mobile responsiveness, appearance customization, and an admin dashboard with detailed reporting.

- ✓ Quick launch and easy maintenance
- ✓ Simple admin & reporting dashboard
- ✓ Easy to use for customers & no bugs
- ✓ Continuous support & new features
- ✗ 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
- ✗ Need technical expertise
- ✗ Susceptibility to spam users

### c. Custom built solution

A custom-built job board means hiring developers to create a tailored solution, just for you.

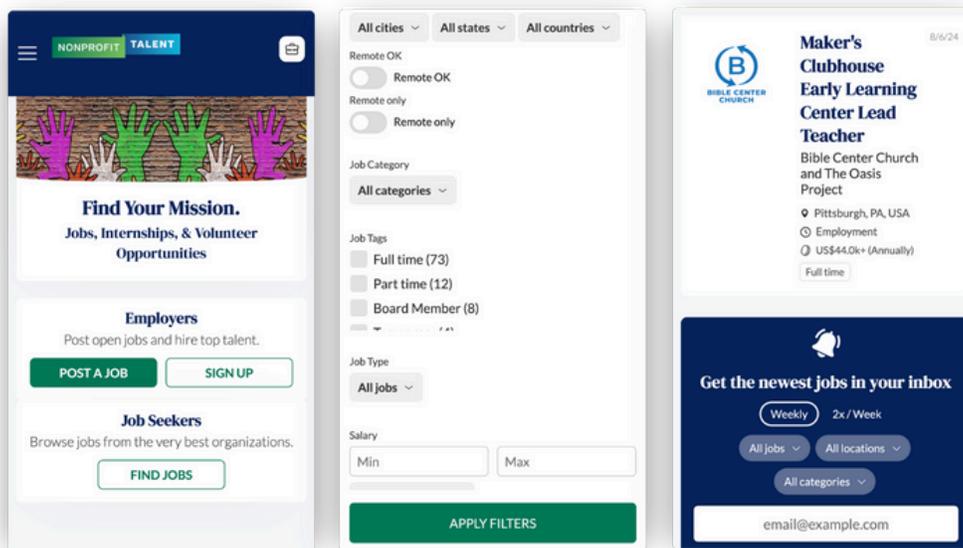
- ✓ Full control over design & features
- ✓ Ownership: no reliance on vendor
- ✗ Very high initial costs for setup
- ✗ High maintenance cost & effort
- ✗ Difficult to edit as non-technical user
- ✗ Will be outdated quickly

**We recommend skipping the headache and opting for a fully managed & hosted solution like Niceboard for the best experience.**

### 3. Check for important features

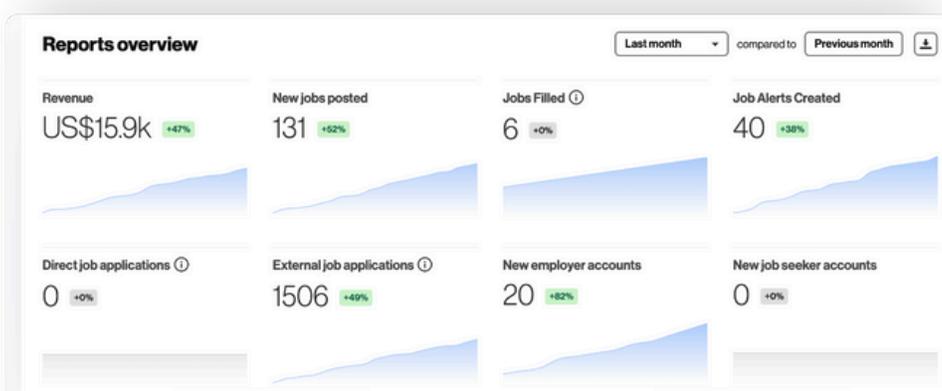
#### a. User-friendly interface

A fast and beautiful interface is non-negotiable for the success of any job board. Your job board should be clean, logically organized, host user profiles, and be **mobile optimized**.



#### b. Easy admin with reporting dashboard

To simplify job board administration, the software should provide a real-time reporting dashboard to stay on top of your job board's newest sales, jobs, and employers at-a-glance. Access to this data also makes it easier to **report to superiors**, so you can clearly demonstrate the value of your job board.

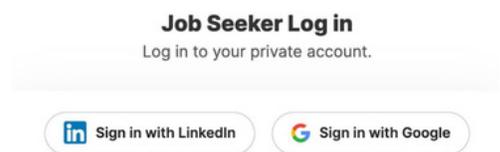
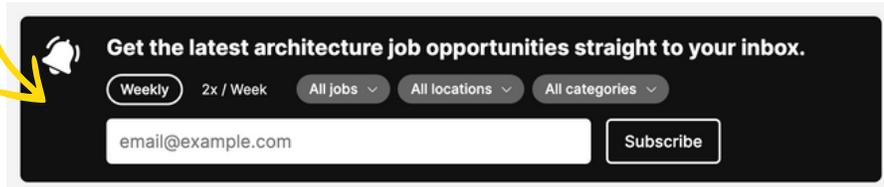


### 3. Check for important features

#### c. Job seeker features

Make the job search experience as easy as possible to attract top talent. To achieve this, here are some features you want to have control over:

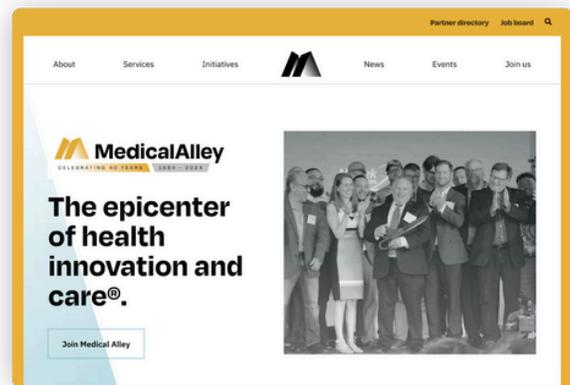
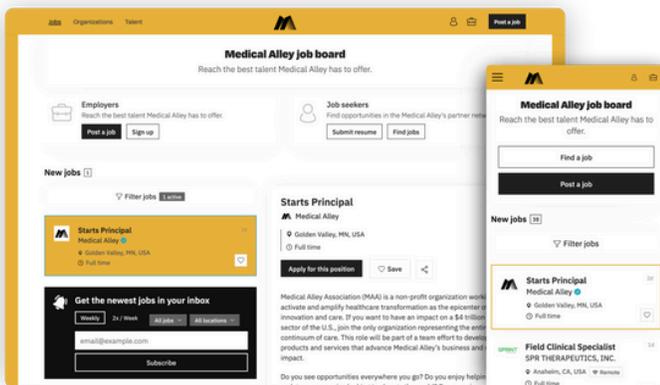
- **Allow users to filter job listings** based on various criteria such as location, industry, job type, keywords, salary, and remote work options.
- **Managing required application fields for job seekers.** You need the ability to set certain fields as mandatory, for instance industry certifications or a LinkedIn profile.
- **Social or SSL logins**, for example via LinkedIn or your organization's CRM for easier account creation on the job seeker and employer side.
- **Automatic job alerts** with personalized job recommendations based on job seeker preferences keep passive job seekers returning to your board.



#### d. Integration with your organization's website

Seek a job board software that allows you to personalize the platform to match your brand identity. Make sure the platform integrates with your existing domain or offers a custom domain.

**This organization's job board creates a seamless experience with their own website.**



### 3. Check for important features

#### e. Marketing tools

Effective marketing capabilities are essential for driving traffic to your job board, through:

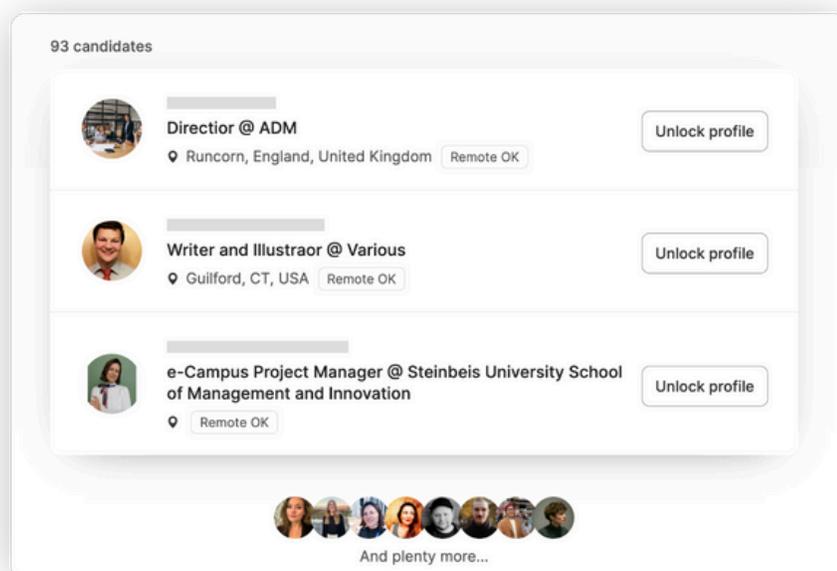
- **Built-in SEO features:** Integration with Google Jobs and customizable metafields.
- **Social media integration:** So you can automatically post new jobs on your socials.
- **Automations:** To streamline tasks such as resume screening, applicant tracking, and interview scheduling you need the software to integrate with tools like Zapier or Airtable.

### 4. Understand available monetization options

With a job board, your organization can tap into a different source of revenue. Depending on the capabilities of the software, there are different monetization options:

#### a. Charging for access to a resume database

Once you have enough job seeker profiles on your job board, you can charge employers a fee to access your database of candidates and corresponding resumes. If you want to offer this options, make sure your job board software supports it.



This way, employers can actively search your talent pool, pay to unlock candidates' profiles, and contact promising talent directly.

### 4. Understand available monetization options

#### b. Advertising on your job board

You can sell ad space on your job site to advertisers and sponsors. Check whether your job board software allows you to integrate custom display ads or even has a Google AdSense integration to tap into a wider network of advertisers.

#### c. Selling products from collected data

Applicant data can provide valuable insights into candidate preferences, hiring trends, and industry-specific data to be used for products or marketing insights. You can, for example, sell a salary database for a specific region or role.

2023 AIA  
Compensation &  
Benefits Report

##### Architecture salary, hiring, & benefits trends

The AIA Compensation & Benefits Report is the architecture industry's most comprehensive report on salary, hiring, and benefits trends.

With data from firms in 35 states, 37 metro areas, and 21 cities, the newest publication is an indispensable tool for both firms and individuals looking for the ultimate insider edge in today's competitive market. Attract the best talent and know your worth in your area.

Use [the report](#) that best serves you: Download the complete national report, the full report and Excel tables, the top metro areas report, or one of nine regional reports to make well-informed decisions for your career or your business.

For more info on AIA's Compensation & Benefits Report, [go here](#).

### 5. Review ratings

Once you have your individual shortlist of software providers that match your criteria, we recommend looking at [customer reviews](#), [case studies](#), and testing the software yourself. Niceboard is top rated on all software comparison platforms, like [SoftwareAdvice](#), [Capterra](#), and [GetApp](#).

“**Most staffing firms build their own job boards, which are usually not that great and job listings aren't SEO optimized. I love that Niceboard does this automatically.**” — Matt from Lyneer Staffing