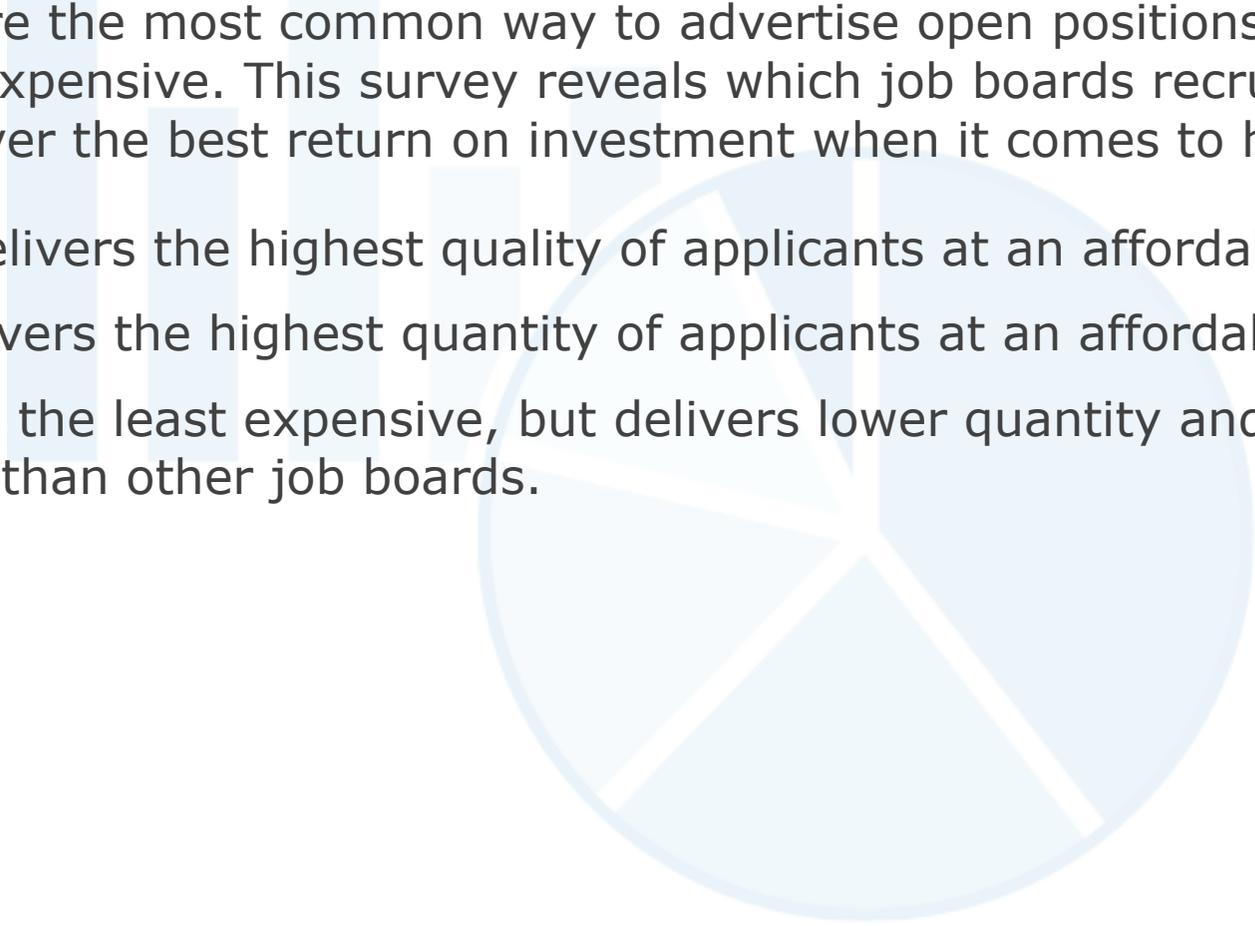


The Best Job Boards for Your Recruiting Dollar IndustryView Report | 2014

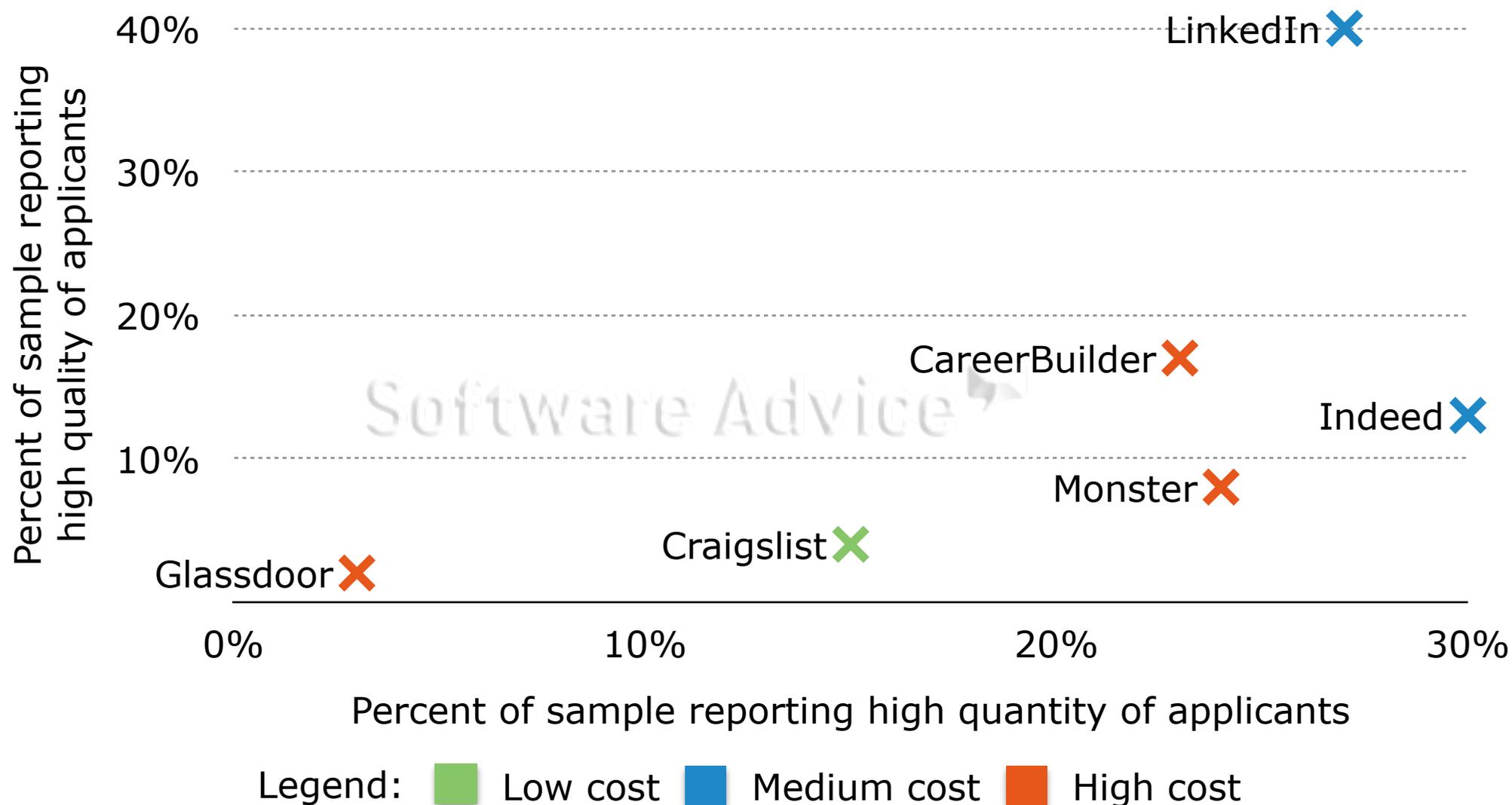
Trends and best practices from the industry.

Abstract

Job boards are the most common way to advertise open positions, as well as one of the most expensive. This survey reveals which job boards recruiters have found to deliver the best return on investment when it comes to hiring.

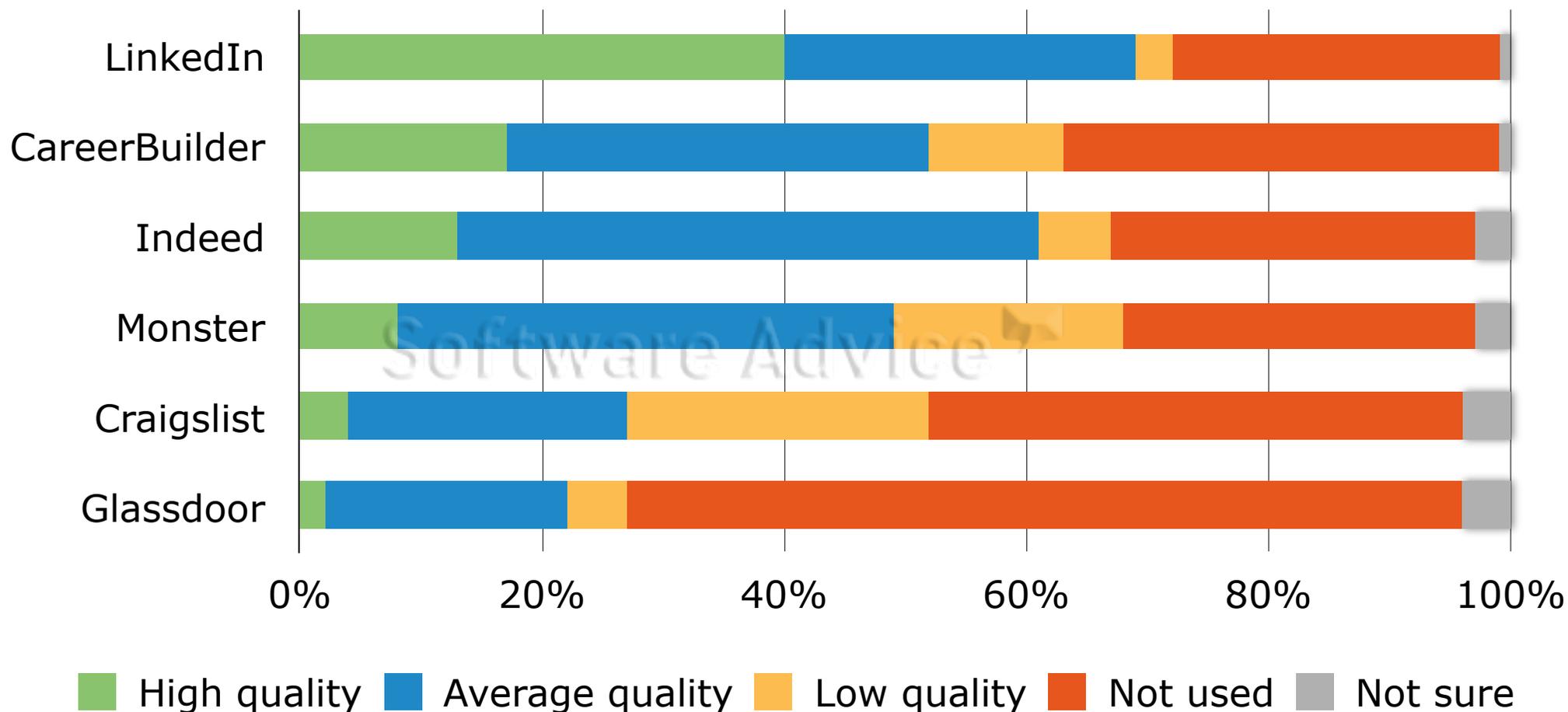
- LinkedIn delivers the highest quality of applicants at an affordable price range.
 - Indeed delivers the highest quantity of applicants at an affordable price range.
 - Craigslist is the least expensive, but delivers lower quantity and quality of candidates than other job boards.
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LinkedIn Delivers the Highest Quality of Applicants



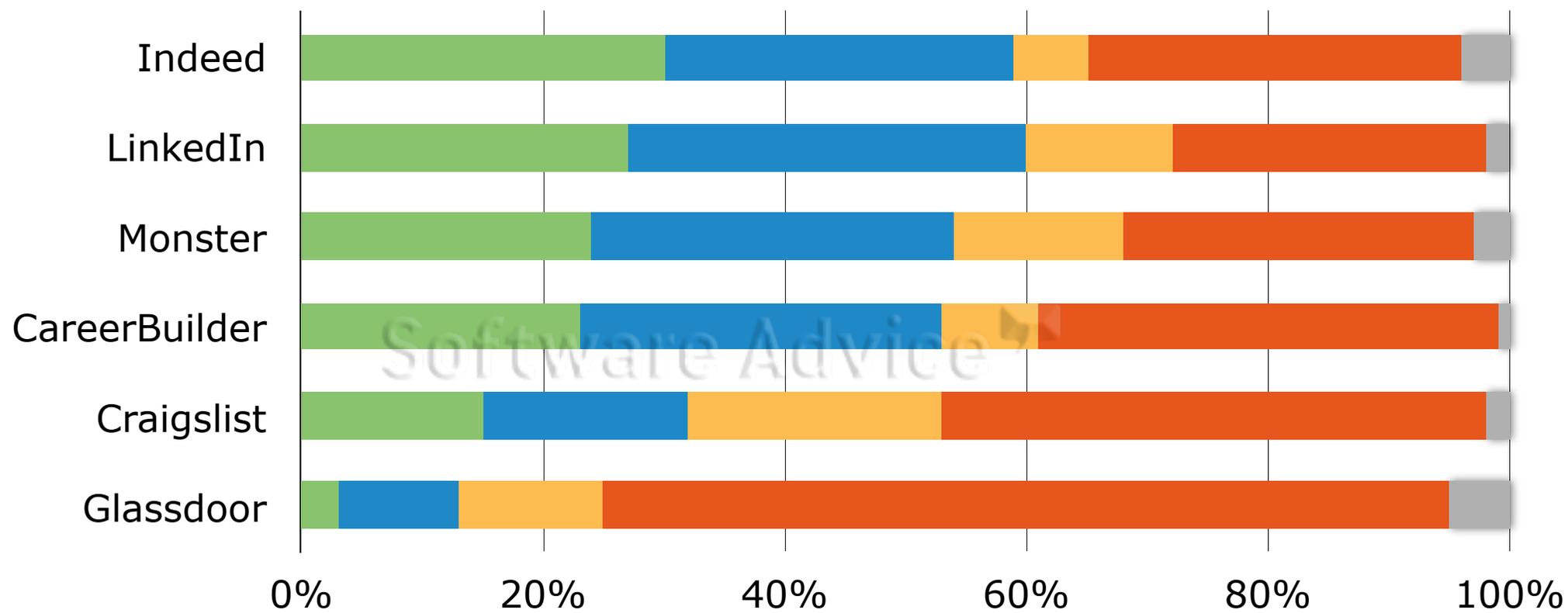
Recruiters report LinkedIn delivers the highest quality and quantity of applicants at a medium cost, second only to Indeed.

LinkedIn Delivers the Highest Quality of Applicants



According to our survey, the plurality (40 percent) of recruiters note that LinkedIn delivers “high-quality” applicants.

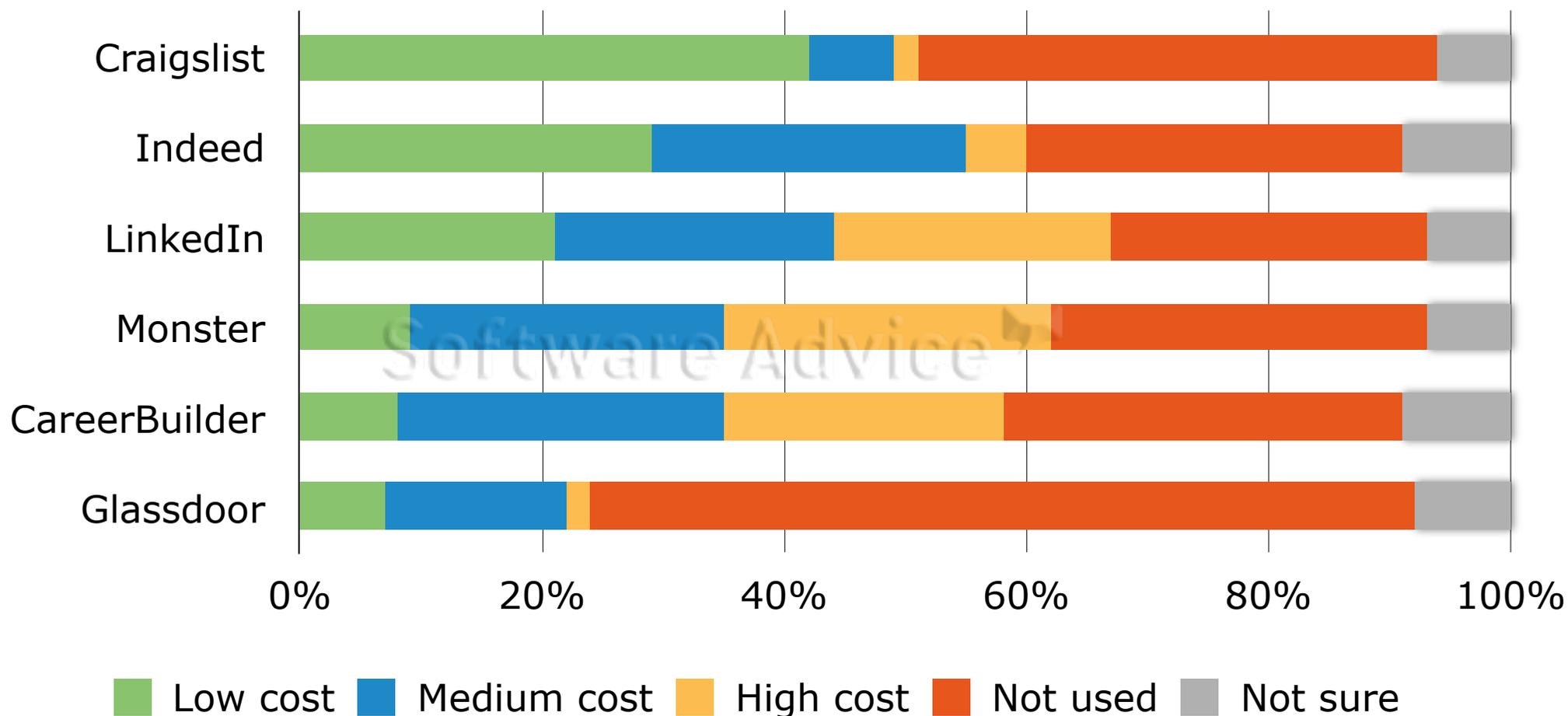
Indeed Delivers the Highest Quantity of Applicants



■ High quantity ■ Average quantity ■ Low quantity ■ Not used ■ Not sure

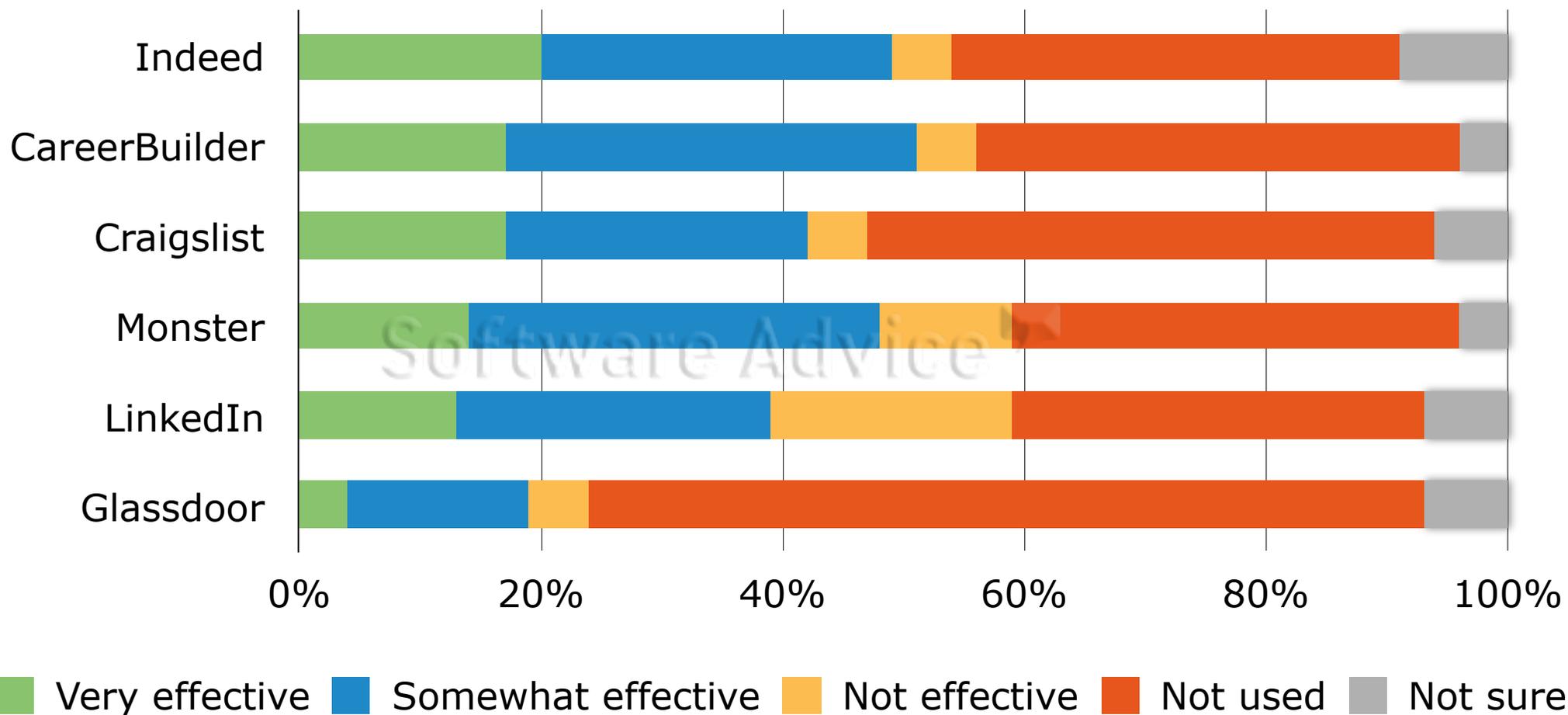
30 percent of recruiters noted that Indeed delivers a “high quantity” of applicants. In second place, with 27 percent, was LinkedIn.

Craigslist is the Least Expensive Job Board Option



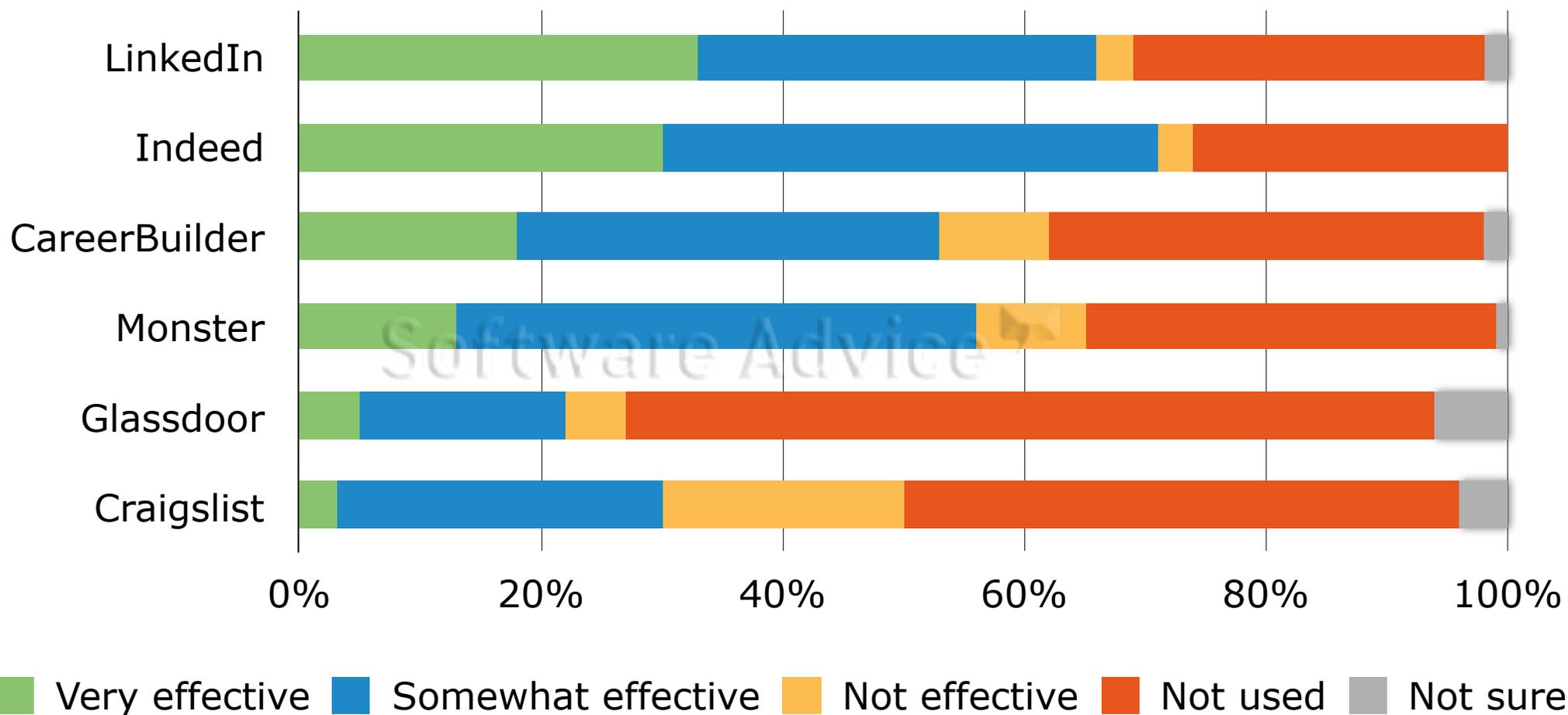
Craigslist was the least expensive of the job boards, with 42 percent of recruiters noting that the site was “low cost.” In second place was Indeed, with 29 percent.

Indeed Most Effective for Entry-Level Positions



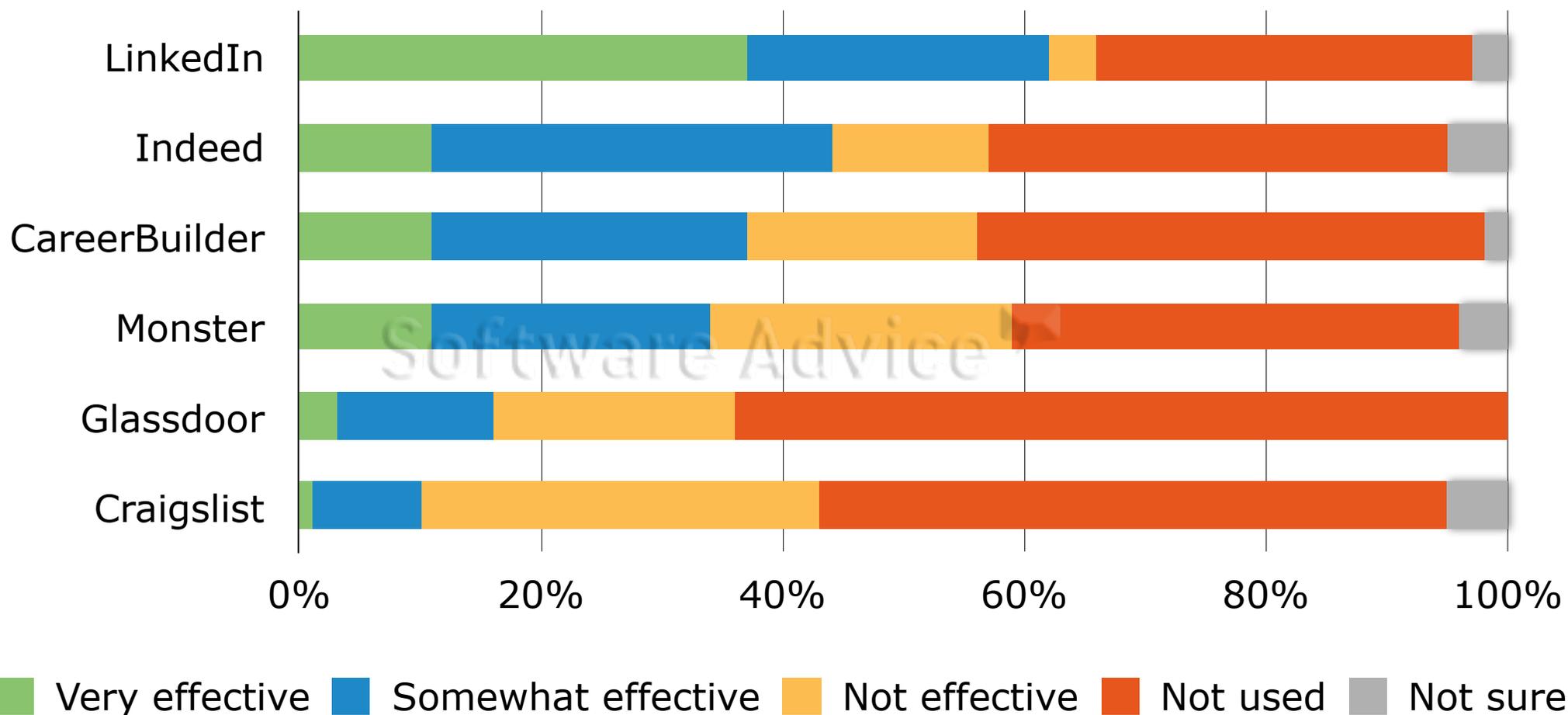
According to the recruiters who took our survey, Indeed, CareerBuilder and Craigslist are most effective for recruiting candidates for entry-level positions.

LinkedIn and Indeed Most Effective for Mid-Level Positions



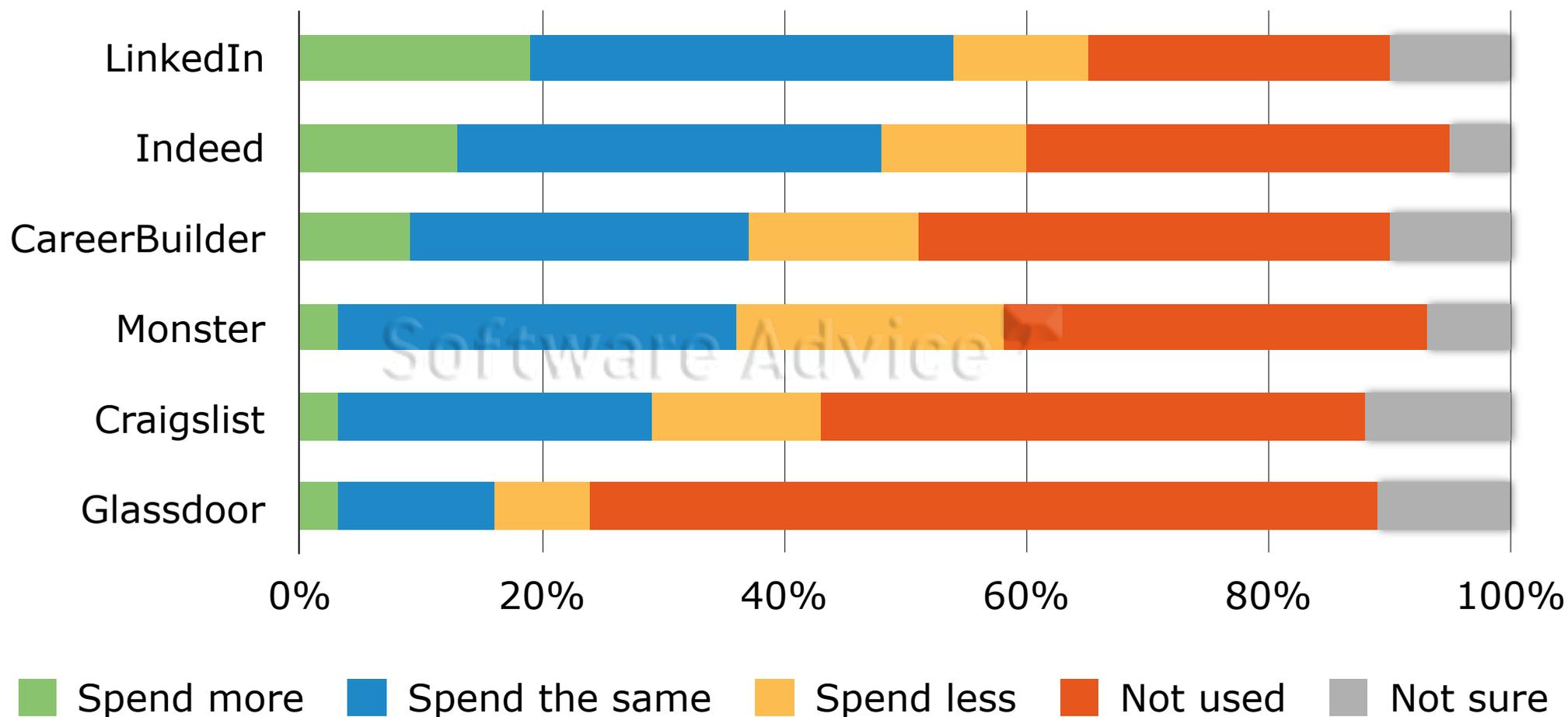
Moving up in levels of responsibility, recruiters noted that LinkedIn and Indeed were the most effective job boards when seeking candidates for mid-level positions.

LinkedIn Best for Senior-Level Positions



While LinkedIn and Indeed were rated similarly in their effectiveness when recruiting for mid-level positions, for senior-level positions, LinkedIn jumped ahead.

Recruiters Planning to Invest More in LinkedIn and Indeed



19 percent of respondents said they planned to invest more in LinkedIn, while 13 percent said they would spend more of their recruiting budgets on Indeed.

[Read Report](#)

Read about our findings in more detail.



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