

TRENDS IN MOBILE ADOPTION:

AN ANALYSIS OF MOBILE RECRUITMENT
EFFORTS ACROSS INDUSTRIES

New research shows how fast mobile job search is growing; yet, the majority of top firms in their industries are not mobile-optimized.

INTRODUCTION

Thirty-nine percent of the U.S. population now uses a tablet¹ and more than 9 million workers search for jobs via mobile devices today.²



A recent CareerBuilder study found that only 20 percent of Fortune 500 companies have mobile-optimized websites. The numbers are even worse when it comes to the health care industry, as only 11.6 percent of hospitals and 5.6 percent of assisted living facilities have mobile-optimized sites. Staffing firms fared slightly better, where 33 percent have mobile-optimized career sites. The finding underscores the opportunity employers have to engage more mobile candidates at a faster rate than their competitors - if they work now to create a recruitment strategy that aligns with consumer behavior.



Touch is the new frontier for job search. Mobile and tablet users expect to see jobs information in a visual way that reflects the visual approach of the overall Web. This is especially critical in a time when mobile job search is exploding and companies are missing out on talent because they're not mobile-optimized."

- Hope Gurion, Chief Product Officer for CareerBuilder

WHY IS IT SO IMPORTANT TO PROVIDE THIS TYPE OF MOBILE JOB SEARCH EXPERIENCE?

FACT: Mobile job search is growing at an accelerated rate. According to comScore, 9.3 million workers searched for jobs via their mobile devices in March 2013, up from 2.3 million in March 2012.² Google's data indicates that 31 percent of searches for "jobs" come from mobile devices.³

FACT: The vast majority of companies don't have mobile-optimized career sites. In a CareerBuilder study of the Fortune 500, the company found that only 99 of them (20 percent) had career sites with a mobile-optimized process to search for jobs. Of that 99, only 14 of them had a mobile-optimized process to

actually apply for jobs; 64 will let job seekers email the jobs to themselves to apply later.

FACT: In the staffing industry, which is based on the idea of connecting employers and job seekers, only one third of the staffing firms listed in Staffing Industry Analysts' Top 100 have mobile-optimized sites. Even fewer - 28 percent - have a mobile-optimized apply process.

FACT: Within the health care industry, where there is a growing talent crunch, only 11.6 percent of the top hospitals on Becker Hospital Reviews' top U.S. hospitals have a mobile-optimized job search. Meanwhile, just over 5 percent of SeniorLiving.org's list of the largest assisted living facilities had a mobile optimized job search.

FACT: It's not uncommon to see mobile job applications that are 10 pages long. CareerBuilder recently audited a sample apply process for each of 629 different clients and found that the apply processes range from one page to 22 pages in length.

- 5-plus pages: 348 (55 percent)
- 10-plus pages: 130 (21 percent)
- 15-plus pages: 16 (3 percent)

It's well documented that job seekers are more likely to abandon the application process the longer and more laborious it is: CareerBuilder research shows that 34 percent of candidates who try to apply for jobs don't complete the application process – simply because the process is too much of a hassle. When using a mobile device, job seekers are even less patient: as many as 40 percent of mobile candidates abandon their application efforts when they are notified they are about to encounter a non-mobile friendly apply process, according to CareerBuilder tracking.

FACT: The number of U.S. tablet users more than tripled from 33.5 million in 2011 to 123.1 million in 2013, and is expected to grow to 168.1 million by 2016.⁴

TERMS TO KNOW

MOBILE DEFINITIONS & CRITERIA

MOBILE-FRIENDLY

Mobile-friendly refers to a site that displays accurately between a desktop or laptop computer and a mobile device. While it will appear smaller on a phone and may not work perfectly on a touchscreen tablet, a mobile-friendly website will be perfectly functional.

MOBILE-OPTIMIZED

A mobile-optimized site is a far more advanced website. Mobile-optimized means that the site will reformat itself for a list of handheld or tablet devices. A mobile-optimized site will generally include larger navigation buttons, reformatted content, and differently optimized images appear when the user is on an iPhone, Android or other mobile device.

MOBILE CANDIDATES

Job candidates who conduct job search activities (including searching for jobs, creating or updating their professional profiles, researching companies or applying for jobs) from a mobile device, such as a smartphone or tablet.

MOBILE SEARCH

Online internet search activities that take place from a mobile device, such as a smartphone or tablet.

RESPONSIVE DESIGN WEBSITE

Responsive design is a method of developing a site that is completely flexible regardless of device. Rather than detecting a specific browser type or device type, the website automatically orientates itself based on the screen size of the device.

METHODOLOGY

WHEN CONDUCTING THIS RESEARCH, OUR APPROACH WAS TO IMITATE THE EXPERIENCE OF JOB CANDIDATES.

We visited the career sites of the country's top companies in a variety of industries from our mobile phones and recorded the answers to two questions.

- 1) Is the corporate career website mobile-optimized?
- 2) If yes, is there a mobile-friendly apply process?

Taking a common sense approach, we first searched the company name on Google and then clicked the link to the main corporate site. If it was mobile-optimized, we looked for a link to jobs or careers. If it was not mobile-optimized, or there was no link, we conducted a new search for the company name and the keyword "careers." If the career site was mobile-optimized, we went through the apply process as far as we could go without leaving the device.

The companies we evaluated included the Fortune 500, the Becker Hospital Reviews list of the top hospitals in the U.S., SeniorLiving.org's list of the largest senior living and care corporation in the U.S., and the Staffing Industry Analysts' top U.S. staffing firms of 2012.

A NOTE ABOUT MOBILE APPS: You may be wondering where mobile apps fall into our findings; however, for the purpose of this study, we chose to focus solely on the mobile-optimized job search and apply process for a few reasons: first, we want this study to serve as a benchmark for companies across a variety of industries, locations and sizes, and mobile apps really only serve a purpose for large companies with constant recruiting needs. Most organizations would be better off simply investing time, money and effort into optimizing their mobile job search and apply process first, especially given the fact that a mobile app really only enhances – and is not a replacement for – a mobile recruiting strategy.

MOBILE PRESENCE RESULTS BY SECTOR

	COUNT	CAREER SITE	MOBILE-OPTIMIZED JOB SEARCH	MOBILE-FRIENDLY APPLY
Fortune 500	500	496	99 (20%)	14 (2.8%)
Hospitals	310	310	36 (11.6%)	2 (.6%)
Assisted Living	177	155	8 (5.2%)	3 (1.94%)
Staffing	100	96	32 (33.3%)	27 (28.1%)

FORTUNE 500 - MOBILE PRESENCE BY INDUSTRY

	COUNT	CAREER SITE	MOBILE-OPTIMIZED JOB SEARCH	MOBILE-FRIENDLY APPLY
Accommodation and Food Services	14	14	28.6%	14.3%
Admin	6	5	20.0%	0.0%
Arts, Entertainment, and Recreation	7	7	0.0%	0.0%
Construction	15	15	33.3%	0.0%
Finance/Insurance	72	72	19.4%	2.8%
Healthcare	37	37	21.6%	0.0%
Information	3	3	33.3%	0.0%
Manufacturing	91	90	15.6%	2.2%
NULL	5	4	0.0%	0.0%
Oil and Gas	61	61	13.1%	0.0%
Other	14	14	28.6%	0.0%
Professional, Scientific, and Technical Services	54	54	16.7%	1.9%
Real Estate	1	1	0.0%	0.0%
Retail	66	66	28.8%	6.1%
Transportation	16	16	18.8%	12.5%
Wholesale Trade	23	22	18.2%	0.0%
Telecommunications	15	15	33.3%	6.7%

¹ eMarketer's U.S. Tablet User Forecast, May 2013

² comScore Mobile Metrix 2.0, Career Services and Development - Job Search, March 2013

³ Google Adwords Keyword Search Tool - "jobs," February 2013

⁴ eMarketer's U.S. Tablet User Forecast, May 2013

ANATOMY OF A MOBILE-OPTIMIZED CAREER SITE

A WELL-DESIGNED MOBILE CAREER SITE...

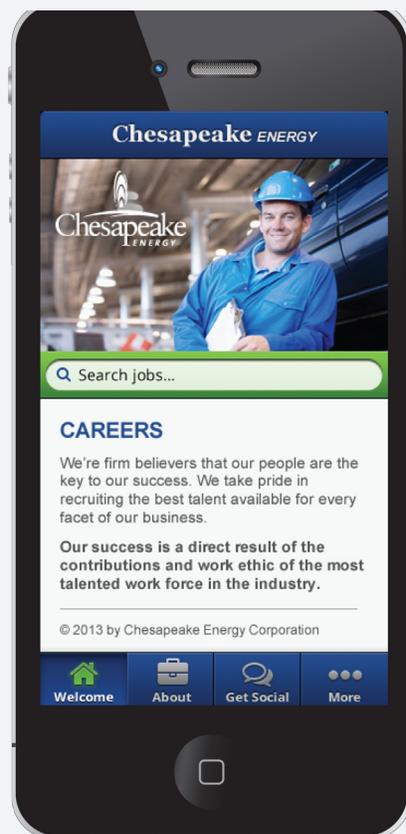
INCORPORATES GPS CAPABILITIES. Geo-targeting capabilities to quickly find the most relevant, local opportunities, based on their phones' GPS.

KEEPS THE APPLICATION PROCESS AS BRIEF AND SIMPLE AS POSSIBLE. Candidates should easily be able to make the transition from searching for a job to applying for a job via mobile.

EMPHASIZES IMAGES OVER WORDS. Content should be condensed into sections that highlight the most relevant information for the mobile job seeker. Not all content from the website needs to be represented.

IS BUILT FOR TOUCH. Larger buttons and drop-down menus make for faster, easier navigation.

SHOULD EVOLVE OVER TIME. Your mobile career site should evolve over time to keep up with changes in technology, necessary data updates and user feedback.



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ABOUT US

A recruitment industry pioneer, CareerBuilder® has been empowering both individuals and businesses to maximize their potential, increase employment and create a stronger economy for nearly two decades. By using our nearly two decades of research on job market trends and applying market-leading analysis and innovation, we give businesses the intelligence they need to attract and retain the best talent to move their business forward. For the American worker, we provide access to the most U.S. jobs and the resources necessary to master critical skills for today's working world. We also seek out and foster strategic partnerships and other collaborative ways to decrease the skills gap and fuel economic growth. As the job market shifts, so do the needs of our businesses and workers—and CareerBuilder will be there every step of the way, empowering employment.

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