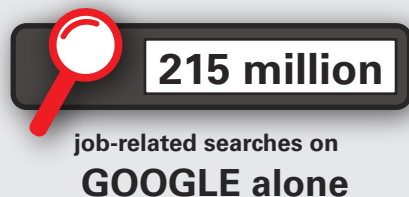


# Are Qualified Candidates FINDING Your Job Listings?

**SEO MATTERS.** With more than a trillion sites now competing for Google's favor, it takes more than a quality website to get noticed. If your company is not visible, you could be missing out on a huge candidate traffic opportunity.



Each month there are approximately 215 million global job-related searches on Google (Source: Google Keyword Tool, March 2012).

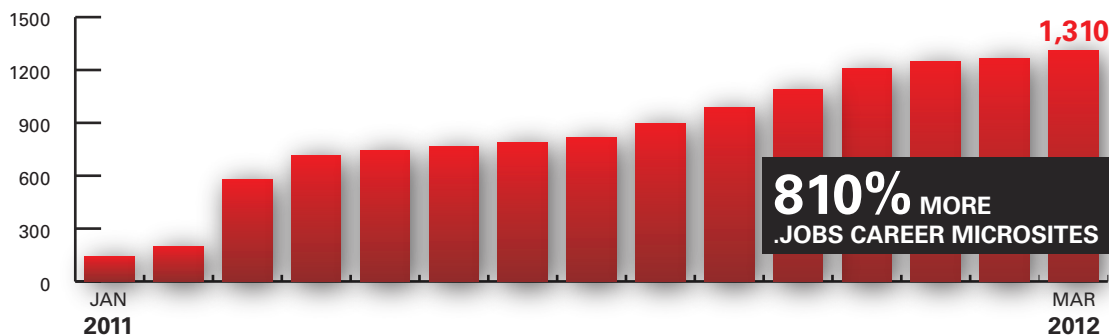
Chances are those results are driving traffic to another search engine such as a job aggregator or job board.

Provide a clear path with **.JOBS CAREER MICROSITES** by **DirectEmployers**



Your qualified candidates are getting lost in the maze of search results. DirectEmployers has created YOUR solution with .JOBS Career Microsites.

## .JOBS CAREER MICROSITES ARE A GROWING TREND



Between January 2011 and March 2012 the number of .JOBS Career Microsites grew from 144 to 1,310 providing an increase of 810% of companies implementing .JOBS Career Microsites.

### PAGES INDEXED ON SEARCH ENGINES

**↑ 8,822%**

"In the six months following implementing our .JOBS Career Microsite strategy, we **increased hires by 60%** referred by free search engines."

**FRANCENE TAYLOR, IHG**  
Director, Resourcing - Americas



JAN 2011  
**114**

**COMPANIES USING .JOBS CAREER MICROSITES**

MAR 2012  
**497**

**245%**

After the success of the 114 initial companies, adoption grew to 497 companies with .JOBS Career Microsites. Companies like AT&T, Newell Rubbermaid, IHG and Providence Health & Services are quickly discovering the value.

**Set up your .JOBS Career Microsite**  
**Call 866-268-6206 today!**