

US.Jobs goes Mobile

<http://www.naswa.org/assets/utilities/serve.cfm?gid=d344412d-876c-4deb-958f-d533067a3a48>

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DirectEmployers Association has launched a mobile function for the recently introduced US.Jobs site and .Jobs career microsites. Jobseekers can now view job openings on their mobile phones and tablets without the need to download an application, a critical feature now as more jobseekers search for jobs on their mobile phones and web-enabled tablets.

The [New York](#), [Nevada](#) and [Connecticut](#) state job banks, powered through a partnership between DirectEmployers and NASWA, will now be optimized for mobile viewing. Deborah Beaudoin from the Connecticut Department of Labor added, "We have found that more and more job seekers don't own or have direct access to a computer, making their job search that much more difficult. With the release of a mobile version of our job bank our total audience reach will be expanded exponentially." These state sites will have full functionality on mobile browsers, helping jobseekers connect directly with employers. On-the-go jobseekers who only have a smartphone or tablet will be able to easily access the job bank and apply, share or email job opportunities to themselves or their friends.

The .jobs platforms allow search engines, like Google, to view jobs residing on US.jobs that are more relevant to jobseekers' searches. As a result, job announcements on US.jobs will gradually rank higher on search engine results pages, substantially increasing jobseeker traffic back to state job banks and corporate sites, and ultimately facilitating a more efficient labor exchange.

For those state job banks not hosted by .jobs, the same functionality is available through microsites. Microsites link to current state job banks, offering the advantages of the .jobs platform. They also can highlight a certain sector initiative. States who are uploading and downloading into the NLX can request the development and implementation of .jobs microsites.

No costs are associated with this service. For example, please view Texas' efforts at www.workintexas.jobs. Over the last month alone, [workintexas.jobs](http://www.workintexas.jobs) has had 18,842 visits to its microsite. This represents a six-fold increase over its website. To learn more about launching your own state microsite, please contact, Charlie Terrell, NLX Operations Manager cterrell@naswa.org.