



CWJobs spends a substantial sum each year marketing the site to IT candidates, ensuring we attract only qualified IT jobseekers to your vacancies on CWJobs through high return campaigns, including:

ORGANIC SEARCH ENGINE OPTIMISATION (SEO)

Optimisation is the process of making website pages readable to search engines such as Google and highlighting key topics related to our content. This involves understanding which keywords jobseekers are searching on and ensuring we are appearing in the search engine rankings for those keywords. A dedicated in-house team works to ensure that we are ranked high in the natural listings across all the main search engines.

PAID SEARCH ENGINE MARKETING (SEM)

As well as appearing in natural rankings, a bidding war takes place every day on search engines to appear in the sponsored links. Thousands of keywords are bid against to guarantee we rank as high up the rankings as possible and attract relevant candidates to your jobs, particularly in those hard-to-fill positions. In addition, we also use contextual targeting which places our adverts on sites and beside content which includes these keywords.

PARTNERS AND AFFILIATES

We work in partnership and advertise with many IT specific industry partners, portals and content rich sites in the UK and Ireland. This is to ensure our jobs have the widest possible targeted coverage. Similarly, we advertise our CV upload facility and purchase targeted and current CVs from partner sites to maintain the quality and reach of our comprehensive CV database.

Example: @^A æq ^! • @ A^K

Job partners

ZDNet
Silicon.com
Contract IS Jobs
Go Yocal
Latest Graduate Jobs
Scotland Job Spot
Find Jobs Ireland

Affiliates

IT Jobs Watch
Contractor UK
IT Contractor
All The Top Bananas
Local Recruit
Agency Central

ONLINE AND OFFLINE ADVERTISING

The IT industry covers a wide range of job titles, sectors and skills, and we advertise using carefully selected specialist websites and key industry press to make sure we reach your target audience effectively. We have regular offline coverage with adverts and editorials in magazines such as Computer Weekly and Electronics Weekly, and run targeted (behavioural and contextual) online campaigns on mainstream and IT specific sites such as ZDNet, ITProPortal and TechCrunch.

EMAIL MARKETING

Jobseekers are encouraged to search and apply for jobs on CWJobs through a sophisticated contact strategy offering variety of options for staying abreast of the latest IT job listings:

- **Jobs by email (JBE) alert** – jobseekers opt-in to receive daily email alerts containing new jobs matching their chosen job specifications.
- **Instant job match (IJM) email** – jobseekers can also opt-in to be sent email alerts in real time every time a job is loaded that matches their exact job search criteria.
- **RSS feeds** – RSS (Really Simple Syndication) feeds are available to download. These allow jobseekers to be notified in real time via a desktop pop-up when new jobs that match their job search criteria are loaded on the site.
- **Email newsletters** – weekly newsletters are sent to the CWJobs database, providing extra promotion for companies and jobs on the site.

PR AND BRAND AWARENESS

Numerous campaigns are run throughout the year to ensure CWJobs is front of mind when IT experts are jobseeking. Initiatives include Google 'getitnot', www.itjoblog.co.uk, www.myskillscloud.co.uk and www.ifeveryoneworetheirskillscloud.com