

DirectEmployers

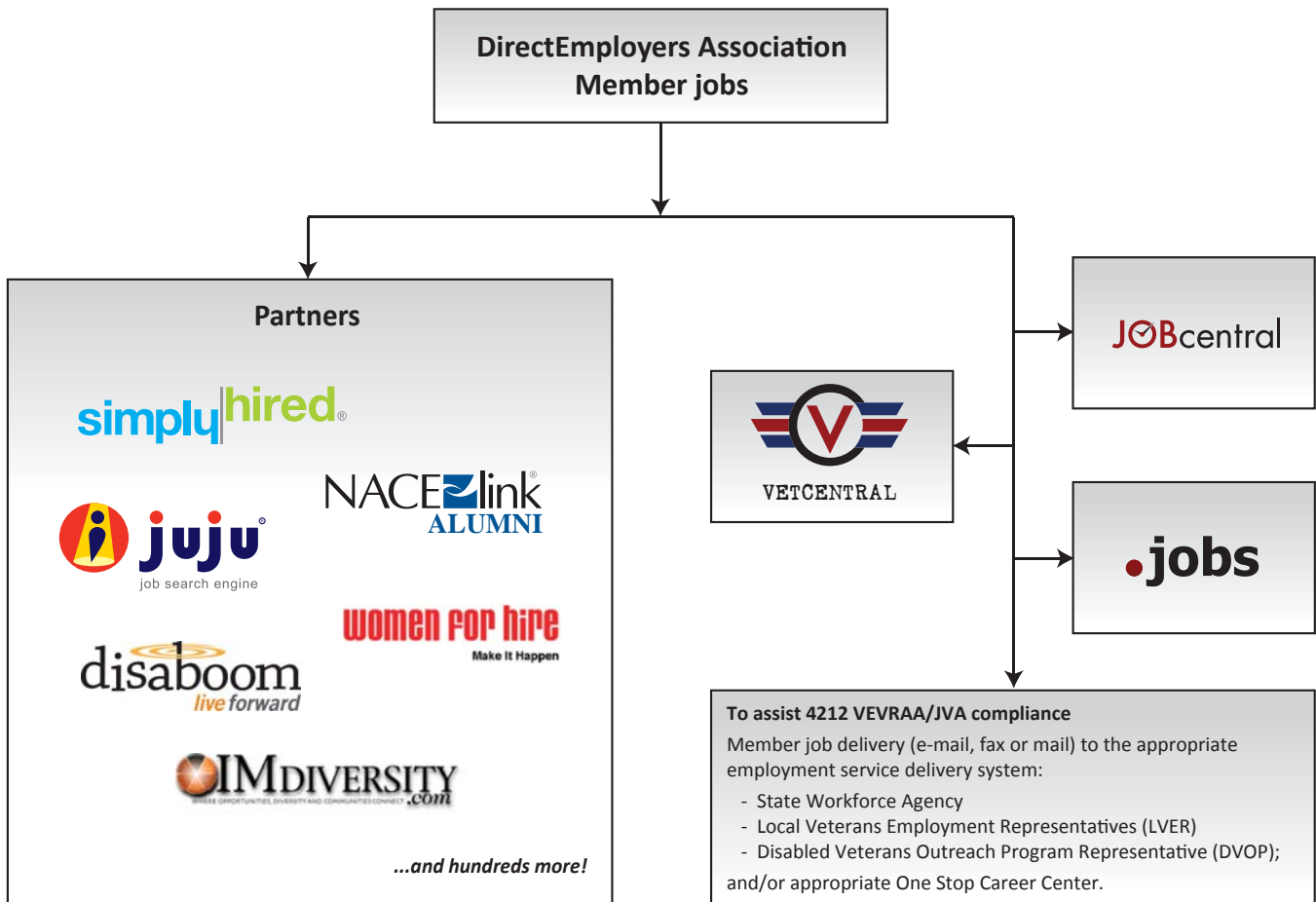
Direct Syndication A service that indexes Member jobs and makes them available to thousands of niche sites.

DirectEmployers Association provides Direct Syndication within our network of relevant sites, including diversity, veteran, disability, college/alumni, and search engines.

Why Direct Syndication?

Progressive employers need to syndicate jobs across multiple sites, understanding that the “Long Tail” will not only provide a more diverse pool of job seekers, but significantly reduce recruiting costs.

- Unlimited (100%) job indexing to www.jobcentral.org and .jobs.
- Unlimited (100%) jobs in feed available to over 1,000 diversity, veteran, disability, college/alumni, search engines and local niche sites.
- Jobs syndicated to JobCentral.com will automatically be distributed to relevant sites in the .jobs universe — a revolutionary option for browsing jobs.
- Federal Contractor Job Listing (4212 VEVRAA/JVA) compliance solution distribution made available through e-mail, fax or mail to all 50 states.
- Increased amount of candidate traffic, through a ‘search engine’ process, back to the corporate career site/ATS for application — building your talent pool.
- Low-cost avenue providing a high level of exposure for all company job postings.



Direct Syndication Partners

DirectEmployers Association is continually reaching out to new diversity, veteran, disability, college/ alumni, and search engine sites in an effort to expand our niche outreach.

Sample of Direct Syndication Partners		
AACC	IMDiversity	Recruit.net
Armed Forces Employer Partnership	Job Rapido	Simply Hired
The Black Collegian	Juju	Teachers of Color
Disaboom	NACElink Alumni	Women For Hire

Direct Traffic

Direct Traffic measures job view clicks on jobs distributed via Direct Syndication. There are several analytics systems for measuring web traffic on web sites and how those sites acquire traffic. Our Direct Traffic Report (Figure 1) should be used with other analytics. The report includes:

- Referrer
- Keywords
- Source
- Location & Title
- Occupation
- Visitors, Visits & Views

In addition, Direct Syndication does not interrupt the jobseeker experience because applicants are directed back to the corporate career site.

Figure 1. Direct Traffic Report



Want more information about how Direct Syndication can increase traffic to your career site? **Call (866) 268-6206 today!**