

DirectEmployers

Direct Traffic A measurement of job view clicks on Member jobs distributed by DirectEmployers.

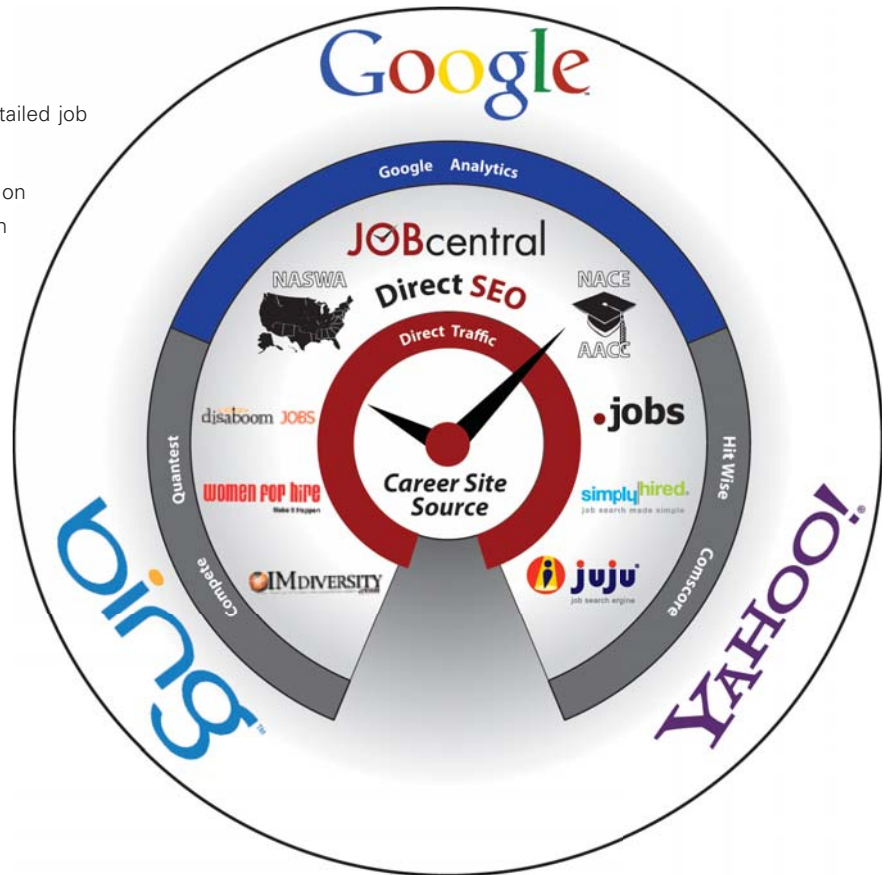
What is measured?

Direct Traffic is a robust analytics platform which provides detailed job seeker traffic data from thousands of global partner sites.

There are several analytics systems for measuring web traffic on websites and how those sites acquire traffic, which are shown in the outer ring. These sources should be reviewed, compared, and contrasted with Direct Traffic reports to tell a complete and credible story.

“The number of job seekers (visitors) clicking on your jobs (views) can be an indication of the quality and relevance of an employer’s job titles and descriptions. Direct Traffic Reports can be used to improve internal processes.”

Rick Wehrle
VP Analytics and Product Development
DirectEmployers Association



Direct Traffic Job View Reports (Figure 1)

Location & Title

Job Location and Title are both source tagged and tracked from the job and recorded with each job view click. The Job Location is the posted location of the job, not the location of the job seeker, and also not necessarily the location searched.

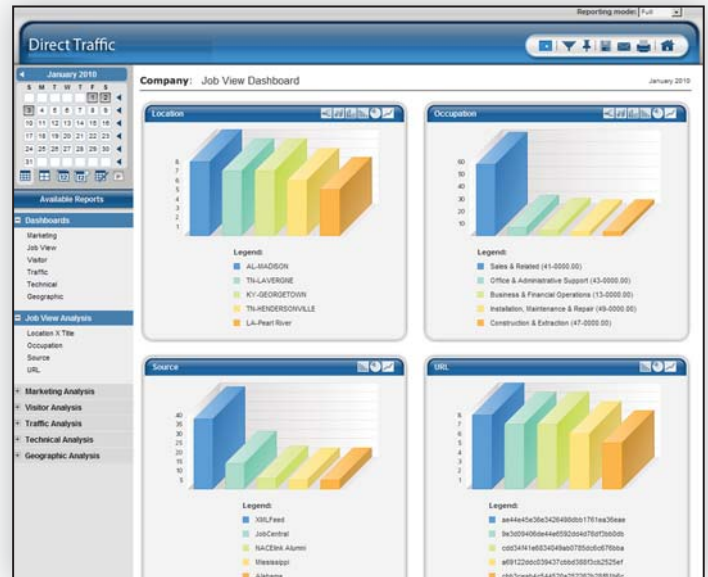
Occupation

Occupation source tag is assigned to each job by the premier Auto-Coder developed by R.M. Wilson Consulting for the U.S. Department of Labor. O*NET is the nation’s primary source of occupational information www.onetcenter.org

Source

Similar to referrer, but defined and set in the Direct Click URL.

Figure 1. Job View Dashboard



Direct Traffic Geographic Reports (Figure 2)

The Geographic Dashboard tracks the location of the job seeker. The level of interest in targeted areas can potentially justify search engine marketing and ad campaigns.

Figure 2. Geographic Dashboard



Direct Traffic Marketing Reports (Figure3)

Referrer

Referrer is sent by the client web browser, and specifies the page where the job view link was clicked.

Keywords

Keywords are extracted from the referring URL, either from the query string of job search result pages (/results.asp?q=sales) or from the path of SEO landing pages (/q-sales/).

Figure 3. Marketing Dashboard



Three V's

A job seeker (visitor) enters (visits) a page and browses (views) jobs

A visitor may view multiple jobs during one visit and also view the same job multiple times. Visitors are counted using anonymous globally unique identifiers stored in a web browser cookie.

Questions about Direct Traffic? Speak to a Membership Development specialist. **Call (866) 268-6206 today!**