

Recruitment portal improves search

CareerJunction yesterday, Tuesday, 27 November 2007, announced the imminent release of its new Google-like search functionality which is intended to make searching for a job even quicker and easier.

“With over 17 000 jobs advertised concurrently on CareerJunction, we have had to revolutionise our searching capabilities to make the art of matching candidates to jobs much more streamlined. This has been a two-year project and we are incredibly proud of what we will be delivering to market, which will change the way that users interact with the website – both career seekers and recruiters alike,” explained Kris Jarzebowski, CEO of CareerJunction.

When conducting a job search, career seekers will only need to type in the relevant keyword search to bring up accurate and relevant results. The new search is driven by powerful artificial intelligence which automatically ranks and weights keywords to ensure that the most relevant search results appear highest up on the search list.

Impact on traffic

Jarzebowski expects the new search enhancements to have an impact on the traffic that CareerJunction receives. According to Nielsen//Netratings statistics, CareerJunction is consistently one of the highest traffic websites in South Africa and generates over 15 million page impressions on a monthly basis.

“We currently receive impressive page impression counts and this has a lot to do with CareerJunction being a highly interactive website, where users are not just browsing content but are actively searching, viewing and applying for jobs,” said Jarzebowski.

With the new searching capabilities, Jarzebowski anticipates that career seekers will find the most suitable positions quicker than ever before, and therefore the page impressions that are generated on CareerJunction will drop. “This is a deliberate strategy and we expect a decline in our page impressions against our average session duration statistics; however, we are also expecting an increase in career seekers responding to jobs that are more suitable to their search criteria,” he stated.

CareerJunction's new search will be launched in mid December before the peak job hunting season in January.