

Competitive Analysis

Midwest TechJobs

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Executive Summary

This competitive analysis was conducted as part of the development of a new website for *Midwest TechJobs*. This analysis seeks to identify the content and the functionality of four competing websites, both to inform the design as well as better understand areas of competitive advantage.

The four competitor websites were:

- www.michworks.org (Michigan government site)
- www.mlive.com/jobs (regional competitor)
- www.computerjobs.com (national competitor)
- www.jobserve.us (national/international competitor)

The analysis revealed a wide range of content pertaining to technology job posting websites, the majority of which is *not* common among the four competitors. 60% of the identified website content/information is unique to one competitor or another. Only 29% of the identified content is common to three or four competitors. It should be noted that michworks.org is specifically targeting candidates who are interested in jobs with the State of Michigan. The *Website Content* section provides additional details concerning the information available at all four competitor websites.

Examining the variety of website functionality offered by these competitors raises some important considerations for the functionality of *Midwest TechJobs* new website. Some considerations include:

- The importance of a job candidate being able to conduct a very targeted job search
- Posting multiple secure resumes online, making them available to a host of employers
- Being able to post resumes through both file upload (.pdf) and on-site creation
- Making use of mobile technology to search for jobs and receive notification of possible jobs

The analysis documents additional areas of functionality and provides further details about the previously mentioned items.

Website Content

Content found at all four websites:

- About the Organization
- Candidate/Job-Seeker Section
- Contact Us
- Employer Section
- FAQ
- Job Cart (for saved job searches)
- Job Search Box on Homepage
- Login Page
- Registration Page
- Simple Search (using only a few search filters)

Content unique to three websites:

- Advanced Job Search (using multiple search filters)
- Opportunity to advertise on website
- Posting of job opportunities at website company

Content unique to two websites:

- Advertisements
- Company History
- Directory of companies posting jobs on website
- Featured Jobs
- Job Seeker Notification (of newly posted jobs that match personal profile)
- Listing of jobs by category/industry
- Resource Page

Content unique to one website:

- Advertising Price List
- Advice Section¹
- Announcements
- Browser Information²
- Consultants Section/Page

¹ the advise section at www.jobserve.us was a broken link to www.cvchecker.com

² identifies the browsers and versions which work and do not work on that site

- Display of the number of new job posts
- Display of the number of active employers on website
- Display of the number of jobs available through website
- Display of the number of newly posted resumes
- Display of the number of posted resumes
- Link to newspaper want-ads
- Link to State of Michigan Jobs
- Local Forecast
- Locations of Offices
- Login on Homepage
- Non-USA related website³
- Notification of and/or link to employment events and job fairs
- Press Release
- “Question of the Day”
- Sample of Job Postings
- Sample of Resumes
- Site Survey
- Site Testimonials
- Use of Recruiters

Policies, terms, and statements:

- Advertising Agreement
- Legal Notices
- Privacy Statement
- Terms and Conditions
- User Agreement

Types of Navigational Support:

- Help Page
- Search Tips and Techniques
- Sitemap
- Using the Site Feature

³ www.jobserve.us has a United Kingdom site and an Australian site

Job Search Functionality

	michworks.org	mlive.com/jobs	computerjobs.com	jobserve.us
Search by Keyword	Y	Y	Y	
- All these words		Y		
- Exact phrase		Y		
- Any of these words		Y		
- None of these words		Y		
Search by Job Category/Skill		Y	Y	Y
Search by Job Title		Y	Y	
Search by Location	Y	Y	Y	Y
Search by Employer Name	Y	Y		
Search by Job Order Number	Y			
Search by Desired Pay	Y		Y	Y
- by minimum hourly	Y		Y	
- by minimum yearly	Y		Y	
- by choosing different salary levels				Y
Search by Travel Distance	Y	Y	Y	
- Set distance parameter	Y	Y	Y	
Search by Employment Type:			Y	Y
- contract			Y	Y
- full-time			Y	
- permanent				Y
Search by Posting Date	Y	Y	Y	Y
Search by Entry-Level Jobs			Y	
Search by Visa-Sponsoring Employers			Y	
Search by Military Jobs ¹	Y			

Y = Yes, the website contains that functionality

¹ user does not specifically target military jobs, but checks a box that allows the job search to display military jobs that meet filtered criteria

Additional Considerations:

- Most of the websites used “keyword” as a search filter, but only one narrowed that filter with “all these words,” “exact phrase,” “any of these words,” and “none of these words.”
- Searching by Location is most often a matter of filling in a city and state, or a zip code. Three competitors then gave the job-candidate the opportunity to limit the results to those jobs that are within a specified radius. Doing so allows the user to do a very targeted search.
- Three competitors allowed the user to filter the job search results by setting a desired pay. Two companies gave the user the option of setting that actual minimum amount (either hourly or yearly); one company had pre-set categories of salary amounts, and the user could check off as many as desired.

Job-Seeker-Specific Functionality

	michworks.org	mlive.com/jobs	computerjobs.com	jobserve.us
Search for International Jobs ¹				Y
Search database on mobile unit				Y
Post Resume	Y	Y	Y	Y
- Post by file upload		Y		Y
- Post by site creation	Y ²	Y	Y	
Update Resume	Y	Y	Y	Y
Sign Up for a Newsletter		Y		Y
Chose number of results displayed per page		Y		Y
Chose Job Description Type		Y		Y
- Expanded Description		Y		Y
- Brief Description		Y		Y
- Job Title Only				Y
Create a Job Search Name			Y	
Save Job Searches	Y	Y	Y	Y
Search for a career consultant			Y	
Email notification of new jobs that fit job-seeker profile			Y	
Fill out Salary Survey			Y ³	
Identify and apply for internships with the State of Michigan	Y			

Y = Yes, the website contains that functionality

¹ www.jobserve.us has a United Kingdom site and an Australian site

² user may choose between creating a “chronological” (emphasizing chronological career path) or a “functional” (grouping work experience by skills or job function) resume

³ for the purpose of creating salary-related statistics; personal information remains private and secure

Additional Considerations:

- While all four competitors allow the user to post a resume online, only one company has the option of doing so through *both* file upload and on-site creation.

Employer-Specific Functionality

	michworks.org	mlive.com/jobs	computerjobs.com	jobserve.us
Advertise		Y	Y	Y
Post Jobs	Y	Y	Y	Y
View Resumes ¹	Y	Y	Y	Y
Register at "Job Expo" ²	Y			

Y = Yes, the website contains that functionality

¹ requires registering as an employee, and in some cases, paying a fee to activate this, and possibly other, functions

² Job Expo is a State of Michigan job fair in which the jobs are government jobs

Additional Considerations:

- The analyst was unable to conduct a thorough analysis of some of the employer-specific functionality as it required payment to have access to these particular functions.

Other Functionality

	michworks.org	mlive.com/jobs	computerjobs.com	jobserve.us
Make site a browser favorite				Y ¹
Provide Written Feedback	Y ²	Y	Y	Y
"Tell a Friend About Us"				Y
Career/Job Related RSS			Y	Y
Send Bug Report			Y	
Alert site manager of discriminatory advertisements on website		Y		
Create a career consultant profile			Y	

Y = Yes, the website contains that functionality

¹ this function did not work; the analyst received an error message when attempting to use this function

² while there is not a specific feedback section, the user may send an email with feedback