



The Path to Application

A Comprehensive Overview of the Candidate Journey in the Technology Industry

Think about the last application that came across your desk. We mean *really* think about it, because you're about to take a pop quiz.

Alright, let's begin.

1. Where did it come from?
2. How did the candidate first discover the opportunity?
3. How much research did they do before applying?
4. Where did they conduct their research?
5. How long did they consider the opportunity before applying?
6. What did they see or learn that finally convinced them to apply?
7. How did they apply?

Ok, how did you do?

If you're like many of us, you know where that application came from, but very little else. And while source of application is an important metric, it paints an incomplete and often misleading picture.

“Sources are interdependent.
The source from which
candidates entered the hiring
pipeline may not be the one
where they initially found the
job ad or even the one that
persuaded them to apply.”¹

INTRODUCTION

Earning a qualified application is always the goal, but it isn't enough. If you don't understand where that applicant came from, and what influenced their decision making process, there's no way to repeat the result in the future.

Simply put, you don't know what you don't know.

Imagine how much simpler recruiting would be if you knew the answers to just a few basic questions. How are candidates discovering job opportunities? How do they research them? How do they apply? Once we truly understand the candidate journey, we can build sustainable recruitment programs that consistently meet and exceed hiring objectives without leaving our destiny in the hands of luck.

That's what we're here to
discuss today...

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SECTION I

METHODOLOGY

Why You Should Read This Report

After a decade of helping thousands of companies recruit and hire technical professionals, we can say one thing with absolute certainty.

The candidate journey is *not* linear.

How can we say this with so much confidence? We're glad you asked.

Each year, we create thousands of custom recruitment marketing assets on behalf of our partners, spanning from in-depth interviews and employee spotlights to hyper-targeted social media and email marketing. This allows us to keep a pulse on the subject matter active and passive job seekers are interacting with.

Our Premium Employer Profiles - like a career page on steroids - help candidates learn more about our partners while offering third-party validation. They also offer us visibility into the factors that modern candidates *really* care about in a potential employer.

And our recruitment solutions — including a dynamic job board, candidate database and more — allow us to identify the time, point and method of application.

Together, our ecosystem provides us with a tremendous amount of data and insight into the entire candidate journey — from the first time a passive candidate interacts with a company's recruitment marketing efforts to the exact moment they click apply.

The result is a
comprehensive
map of the
candidate journey
in the technology
sector.

THE NUMBERS

WE ANALYZED A SAMPLE OF 500,000+ DIGITAL APPLICATIONS SUBMITTED OVER A 12-MONTH PERIOD.

AREAS OF FOCUS

SPECIFICALLY, WE ANALYZED HOW TECH CANDIDATES DISCOVER, RESEARCH AND APPLY TO JOBS ONLINE.

DATA PRESENTATION

FOR THE SAKE OF CLARITY AND READABILITY, WE'VE ROUNDED OUR RESULTS TO THE NEAREST WHOLE PERCENT WHENEVER POSSIBLE.

SECTION 2

DISCOVERY

How tech candidates discover job opportunities.

Search Engine Optimization Is Everything

Our Findings

>55%

More than 55% of the digital applications we analyzed originated via organic search.

As recruiters, we obsess over getting our jobs in front of the right candidates. We painstakingly write job descriptions that align with candidate personas. We pay top dollar to job boards and candidate matching services to broaden our reach. We hound our teams to provide referrals from their personal networks.

But many organizations are missing out on the single greatest candidate resource out there: organic search.

While job seekers utilize numerous platforms to discover and apply to jobs, organic search represents the single most impactful channel. Google has become the world's largest jobs marketplace, connecting candidates to more opportunities than ever before. As a result, search engine optimization (SEO), the process of earning high search engine rankings, is becoming more and more important for recruiters.

5.6 billion

SEARCHES ARE CONDUCTED ON
GOOGLE EVERY DAY. ¹

50 - 150 million

NUMBER OF MONTHLY GOOGLE
SEARCHES THAT ARE JOB-SEARCH
RELATED. ²

ORGANIC SEARCH

So the answer is clear, right? Just get your jobs to rank on the first page of a Google search and all will be right with the world.

It's not that easy.

Competition for search rankings is fierce, and with millions of new web pages created every *day*, it's only getting harder. The fact of the matter is that most of what's out there will never appear on the first page of a Google search.

91%
OF WEB PAGES RECEIVE NO TRAFFIC FROM ORGANIC SEARCH. ¹

And even getting onto page one isn't a guaranteed recipe for success. There's a big difference between ranking #1 and even #2, let alone #10 (typically the last spot on the first page of a Google search).

Rankings Matter

32.50%

Average percentage of clicks to content ranking #1. ²

2.40%

Average percentage of clicks to content ranking #10. ²

Simply put, if your jobs don't appear on the first page of a Google search - preferably in a top-three position - you're handing more than half of all candidates to your competitors.

But don't worry about optimizing for every search engine...

Of the applications we analyzed that originated via organic search, Google was the preferred search engine by an overwhelming margin.

- Google - 98%
- Bing - 1%
- Yahoo - 1%



Searching For Answers

SEO is tough, but there are plenty of ways for recruiters to succeed. Choose a strategy that aligns with your situation and start experimenting.

Choose the right partners. Most job boards dedicate an absurd amount of time, effort and money toward SEO because they know the importance of this channel. Earning those rankings for yourself will be a herculean task, making it more cost effective to simply work with a platform that's already done it. Always ask about SEO when vetting third-party recruitment vendors, and make sure to dig deep. Ask about their strategy. Ask them what sort of results their search engine optimization efforts will deliver for you. Tell them you want to see examples that back up their claims. They're going to ask you to invest a healthy sum of money (which isn't a bad thing, assuming they can deliver results), so don't be afraid to ask them the hard questions.

“Always ask about SEO when vetting third-party recruitment partners.”

ORGANIC SEARCH

Hire the right talent. It's unrealistic to expect your talent acquisition team to become SEO gurus overnight. If SEO is truly a priority, you'll have to hire people with the requisite skill sets. This is the most expensive option, but it will pay dividends for years. Alternatively, consider tapping into your marketing team for a little assistance. Odds are good you already have the right people on staff - you just have to find them.

Optimize for Google for Jobs. Google For Jobs is the fastest and easiest way to get your jobs on page one, and it's relatively simple to get started. In a nutshell, Google for Jobs pulls job listings from your ATS and displays them at the top of search results for relevant keywords. For example, if you have an open Front End Developer job, and someone near you searches for that term, they'll be served your job. Pretty great, right? If you aren't already set up, start here

Just buy the #1 spot. This is one instance when pay-to-play is perfectly acceptable. If you have a little extra budget and can talk your marketing team into lending a hand, investing in pay per click (PPC) ads may be just the ticket. Paid ads appear before organic search results, allowing you to skip to the head of the line and capture attention with much less work. PPC ads aren't the cheapest option, but they cost next to nothing compared with staffing agency fees.

Email Still Works Wonders

Our Findings

>22%

More than 22% of the digital applications we analyzed originated via targeted email recruiting.

A candidate's inbox is still some of the most valuable real estate out there, and given that just about every talent acquisition team utilizes email as a sourcing and recruiting tool, it's safe to say the secret is out.

But just because email-based recruiting is already a popular tactic doesn't mean the well is dry. Far from it. There are more reasons than ever to employ email-based recruiting in your mix.

ACCESS

More than 70%¹ of the workforce is composed of passive candidates, which means you just can't count on them coming to you. Email helps recruiters bring their message directly to candidates, regardless of their job search status.

TIMELINESS

98.40%² of email users check their inbox daily, which provides recruiters with a timely way to connect with prospects and candidates.

EXPERIENCE

89%¹ of people say being contacted by a recruiter can make them accept a job faster. Of course, this has a lot to do with where the candidate is in their job search, so don't think sending an email or two guarantees an 89% offer acceptance rate.

That being said, when it comes to email recruiting, the bar is still low...

MICRO CASE STUDY

Many Recruiters Aren't Listening to What Candidates Want

HR Tech company [reply.id](#) knew that most recruiting emails leave much to be desired, and they set out to prove it. First they fabricated 13 non-existent software engineers with impressive (and entirely fictitious) professional backgrounds at some of the world's most recognizable tech companies. Think Google, Apple, Airbnb, etc.

Next, they created corresponding profiles on LinkedIn.

These profiles included instructions on the best way for recruiters to contact the fake engineers, including explicit requests to not send emails or InMails. Then they waited to see what would happen. One month later, they had received more than 2,500 emails and InMails from recruiters that clearly hadn't actually read their profile or taken the time to do any additional research.

Based on the fact that these recruiters chose not to abide by the candidates' wishes or dig into their history before reaching out, it goes without saying that the emails themselves weren't much better.

It's further proof that while email-based recruiting may be done often, it's rarely done well.

[You can read the whole story here.](#)

Amplify Your Email

Email-based recruiting offers plenty of opportunities for motivated recruiters, but the old spray-and-pray approach won't cut it. Modern recruiters have to be more strategic, combining elements of sales and marketing with their traditional approach.

Automate your email outreach. No matter how good you are, email-based recruiting is still a numbers game. It takes a lot of emails to get a response, and even more to get an application. Rather than sending out emails only when you have the time (or are *really* desperate to fill a role), utilize automation technology to ensure you're consistently communicating with candidates without spending all day clicking "send."

Create a dedicated email newsletter for recruiting purposes. Instead of just sharing (*i.e.*, spamming) your open jobs with every candidate with an email address, try creating and sharing content they'll actually find compelling through a dedicated recruiting newsletter. This is an excellent way to build a talent community and get candidates excited about your open roles.

Include your jobs in non-recruiting emails. Everyone is a potential candidate, so don't limit yourself by only communicating with people that have come to you. Business intelligence firm CB Insights (example below) often includes job openings in its daily email newsletter, exposing its open roles to thousands of passive candidates that wouldn't otherwise see them.

The Industry Standard

Fortune. Polina Marinova (@polina_marinova) reports that [insurtech startup Hippo has reached unicorn status](#) and references CB Insights [research](#).

Nikkei Asian Review. Alex Fang (@alexjfang) compares [the presence of China and the US in the Fortune Global 500](#) and refers to CB Insights' [research](#).

GeekWire. Taylor Soper (@taylor_soper) writes about [Amazon's Alexa Accelerator](#) and cites CB Insights [research](#).

I love you.

Anand
[@asanwal](#)

P.S. We're hiring a business intelligence lead. [Check out the complete job description here](#). If this sounds like you, we'd love to chat.

Via CB Insights

YouTube: A Secret Recruiting Juggernaut?

Our Findings

>26%

The conversion rate for candidates originating via YouTube is more than 26%.

While YouTube didn't generate the largest total number of applicants from social media channels (more on that in just a minute), it did boast the highest conversion rate by a wide margin. In fact, YouTube outperformed the conversion rate of the average careers page by **more than three times**.

That's *crazy*.

Conversion Rates: Career Page vs. YouTube

8.60%

Average career page conversion rate. ¹

26+%

Average YouTube conversion rate.

So what is it about YouTube (and video in general) that makes it such an effective recruiting tool? Let's take a look.

Video is a more engaging content format. The average internet user spends 88% more time on websites with video. ¹

Video is more shareable. Video content on social media channels generates 12 times more shares than text and images combined. ¹

Video is great “bottom of the funnel” content. 46% of users take action after viewing an online video. ¹

Now for the really surprising part. Despite YouTube's gaudy performance numbers, almost *no one* is using the platform to recruit.

11%
**PERCENT OF RECRUITERS THAT ARE
CURRENTLY UTILIZING YOUTUBE. ²**

These high conversion rates and the relatively small number of recruiters presently utilizing YouTube in their strategy suggest we're just scratching the surface of what the platform is capable of. Until more organizations utilize YouTube as a recruiting channel, early adopters can expect big returns and light competition.

YouTube may be hot, but it still has some catching up to do.

Don't put all your eggs in the YouTube basket just yet, though. While it's certainly a growing channel, the traditional social media platforms still drive plenty of candidates.

Percent of digital applications we analyzed that originated via social media, by channel:

- **Facebook - 59%**
- **LinkedIn - 28%**
- **YouTube - 10%**



Be Smart About Social

It's easy to get distracted with the countless options for social media promotion, but at the end of the day the formula is simple: go where your candidates go.

You'll want to cast a wide net. Social media users are a fickle bunch, and the platform du jour will likely be out of favor 18 months from now. Test multiple social media channels to find what works best for you, and don't be afraid to test new channels as they become popular.

But always be tracking. Managing multiple social media profiles takes a significant amount of time and effort, so it's important you know which ones are driving results and which ones can be sunset. Don't hesitate to double down on impactful channels, or to pull the plug on those that aren't carrying their own weight.

Make sure you have something to say. You know those recruiting teams that use social media to do nothing but share job postings? Yea, don't be like them. We know from first-hand experience that social media followers respond better to content and news than constant links to your careers page.

Don't hesitate to double down on impactful social media channels, or to pull the plug on those that aren't carrying their own weight.

Stop Waiting for Candidates to Come to You

Our Findings

>12%

Less than 12% of the digital applications we analyzed originated via direct traffic.

First off, let's define what direct traffic means. Simply put, direct traffic originates from users that manually enter your website's address in their browser or visit your site via bookmarks. In other words, they've proactively decided to visit your website.

Now that we're on the same page, what does our data mean? Nothing good: at least not for recruiters. If your recruitment strategy is centered around your careers page and traditional job boards - both of which require active candidates to proactively seek you out - you're in for a challenge.

DIRECT TRAFFIC

Companies that don't have a plan to attract passive candidates via SEO, email, social media or some other inbound channel will miss out on more than 88% of all candidates. They'll constantly be "shopping hungry," forced to settle for the relatively small number of candidates that are actively looking at any given moment. As a result, many companies are forced to endure painfully long hiring timelines and eventually turn to expensive staffing agencies to fill their roles.

Direct vs. Influenced Applications

12%

Percent of candidates that will apply on their own.

88%

Percent of candidates that will require proactive outreach.

Ditch the Direct

A reliance on direct traffic is a problem, but it certainly isn't insurmountable. While the long-term solution involves broadening your recruitment marketing mix, there are actionable steps any talent acquisition team can take today to start moving in the right direction.

Ween your dependence on direct traffic. Eliminating (or at the very least reducing) your dependence on direct traffic isn't easy, but it's a necessity. Start with baby steps, and work toward bigger objectives. For example, set a goal of generating 25% of your candidates via inbound channels other than your careers page or traditional job boards within the next six months. Once you accomplish your goal, increase your target and repeat.

Look within. While not a complete replacement for direct traffic, leveraging internal sources to make a hire can provide a business with more options. Promoting from within is often the most effective way to fill a position. The candidate is a known quantity and is already familiar with the business and its culture, so the traditional ramp period won't be necessary. Likewise, employee referral programs can help you cast a much wider net and connect with more candidates.

Choose partners that don't rely on direct traffic.

You're going to work with third-party recruitment vendors at some point, and when you do you'll want to make sure they have a cohesive strategy for attracting inbound passive candidates. Again, be tenacious when vetting your potential partners. It's ok to ask the hard questions. Any reputable partner will be able to answer them.

“It's ok to ask the hard
questions. Any reputable
partner will be able to
answer them”

SECTION 3

RESEARCH

How tech candidates research job opportunities.

They Don't Apply on the First Date

Our Findings

5

Candidates conduct 5 job search-related activities before submitting their first application (mean of sample).

It would be great if qualified candidates would just go ahead and apply the moment they see your job, but unfortunately it doesn't work that way. Candidates need to see more than a job description. They want to learn about your company before applying, and they come back multiple times during the job search.

So what are they looking for during those interactions? A lot, but let's take a look at a few of the most common topics.

We analyzed the most popular content formats on our online communities to determine what information moves the needle with candidates when researching career opportunities. Below are the six most popular topics we uncovered, presented in alphabetical order.

COMPANY CULTURE

If you ever doubted the importance of company culture, hopefully our findings put any lingering doubt to rest. A company's culture is often the single most important factor candidates consider when researching job opportunities, and it can make or break your hiring initiatives. Not only do you have to develop an enviable company culture, you have to promote it as well. Fortunately your efforts will be rewarded with high levels of candidate interest.

COMPANY GROWTH

Everyone wants to be part of a winning team, making company growth another hugely popular topic. While news of major fundings definitely captures the attention, this topic is fairly broad and isn't limited to just dollars and cents. Significant hiring initiatives, new or expanded offices and major product launches also get candidates interested and engaged, and they spend a lot of time researching these topics.

DIVERSITY + INCLUSION

Diversity and inclusion is a hot topic among talent acquisition professionals, and with good reason. Aside from being the right thing to do, it's also hugely important with modern job seekers, and the popularity of content on the subject bears this out. Across all of our communities, subject matter focused on diversity and is among the most consumed content we create.

OFFICE SPACE

We spend more than one third of our lives at work, so it makes sense that office space is an important consideration for job seekers. It takes more than a few well composed pictures to impress them, though. Our research found that while candidates do want to see the office space in which they'd be working, they also want to know the thought process behind your design choices and how they will improve their ability to do their best work.

PERKS + BENEFITS

This one should come as no surprise. In a competitive labor market where demand for qualified tech professionals has significantly outpaced supply, your perks and benefits package can be the difference between filling a crucial role or having it languish in job board purgatory. Connect the dots between your perks and benefits and the tangible impact they have on your team's day to day lives to tell a complete story.

TEAMS + LEADERSHIP

When it comes to the factors that have the greatest impact on our day to day professional lives, the people we work with (and for) are near the top of the list. Candidates clearly feel the same way, as subject matter relating to the people they would work with and learn is consistently popular throughout the job search. Given the similarity of these two topics, we combined them into one grouping.

This research phase offers a big opportunity for companies willing and able to create content that addresses candidate questions. The simple fact of the matter is many companies just don't provide this sort of information, leaving candidates turning to third parties to do their research.

If you publish this information yourself, you not only provide a useful resource for candidates, you increase the odds of generating applications as well.

But don't take that average for granted.

5 may be the *average* number of job search-related activities a tech candidate conducts before applying, but it certainly isn't a guarantee.

In fact, a full 22% of them will conduct 10 or more before submitting their first application, so you better have enough content to hold their attention.

Job Search-Related Activities Before Applying

1 : 28%

2 - 5: 36%

6-9: 14%

10+: 22%

The Clock Is Ticking (and Ticking, and Ticking...)

Our Findings

14 Days

Length of job search before submitting first application (mean of sample).

The best candidates can afford to be choosy, and they don't jump at the first opportunity that comes along. In fact, the average tech candidate considers their options for two full weeks before submitting their first application. That's an additional two weeks we have to wait before we can even begin the interview process.

But repeat after us: recruiting truly elite talent requires patience.

In fact, you may have to be prepared to wait even longer for that first application. 14 days is just the average, and while the process can happen faster, it can also take much longer.

Length of Job Search Before Applying, by Week:

51%

OF APPLICATIONS ARE SUBMITTED WITHIN THE FIRST WEEK OF THE JOB SEARCH.

24%

OF APPLICATIONS ARE SUBMITTED 2 TO 4 WEEKS AFTER THE JOB SEARCH BEGINS.

25%

OF APPLICATIONS ARE SUBMITTED MORE THAN A MONTH AFTER THE JOB SEARCH BEGINS.

Repeat after us:
Recruiting *truly*
elite talent
requires patience!

Give ‘Em Something to Talk About

Most candidates aren't going to apply the first time they discover your job. They're going to take their time to do some research, and it's up to you to ensure the information they're looking for is readily available.

Create content to keep candidates engaged. Top candidates do a lot of research before making a decision about a job opportunity. With 36% of them conducting 6+ job search related activities before applying, it's clear that talent acquisition teams need content to keep them engaged, and a job description alone won't cut it. They want to learn more about your company, including its culture, mission, leadership and more, so make sure you have content that speaks to their interests.

Account for 'time-to-application.' Recruiters are very familiar with the time-to-hire metric, but it turns out there's a whole other time period that they have to account for. 'Time-to-application' accounts for the amount of time it takes a candidate to submit their application, and for one quarter of all candidates, you can expect that to add more than one month to your hiring process. Make sure to set expectations accordingly.

SECTION 4

APPLICATION

How tech candidates apply to jobs.

The Computer Is Still King

Our Findings

88%

Of the digital applications we analyzed were submitted via desktop computer.

12%

Of the digital applications we analyzed were submitted via mobile devices.

We may live in a mobile-first world, but when it comes time to apply candidates still prefer to use a computer. So does this mean we don't have to optimize the job search process for mobile?

Absolutely not. Job seekers are using mobile devices to research job opportunities more than ever before, they just don't use them to send their application.

59%

OF OF CANDIDATES USE A MOBILE DEVICE DURING THEIR JOB SEARCH. ¹

Optimizing your recruitment channels for mobile is hugely important, but despite this fact, very few companies have made the investment.

13%

OF COMPANIES HAVE INVESTED IN MOBILE RECRUITMENT. ¹

So why do candidates switch back to their computer to submit an application? There are likely several factors at play here. First, it's safe to assume that most candidates don't have copies of their resume and cover letter on their mobile device. It's hard to apply without those.

But it could also indicate that they're taking the process more seriously than if they were firing off applications on the go.

Forget tablets, focus on phones.

When it comes to mobile traffic, smartphones are the most common method of application so optimize your online application process accordingly.

Mobile Applications by Device

91%

Of mobile device applications were submitted via smartphone.

9%

Of mobile device applications were submitted via tablet.

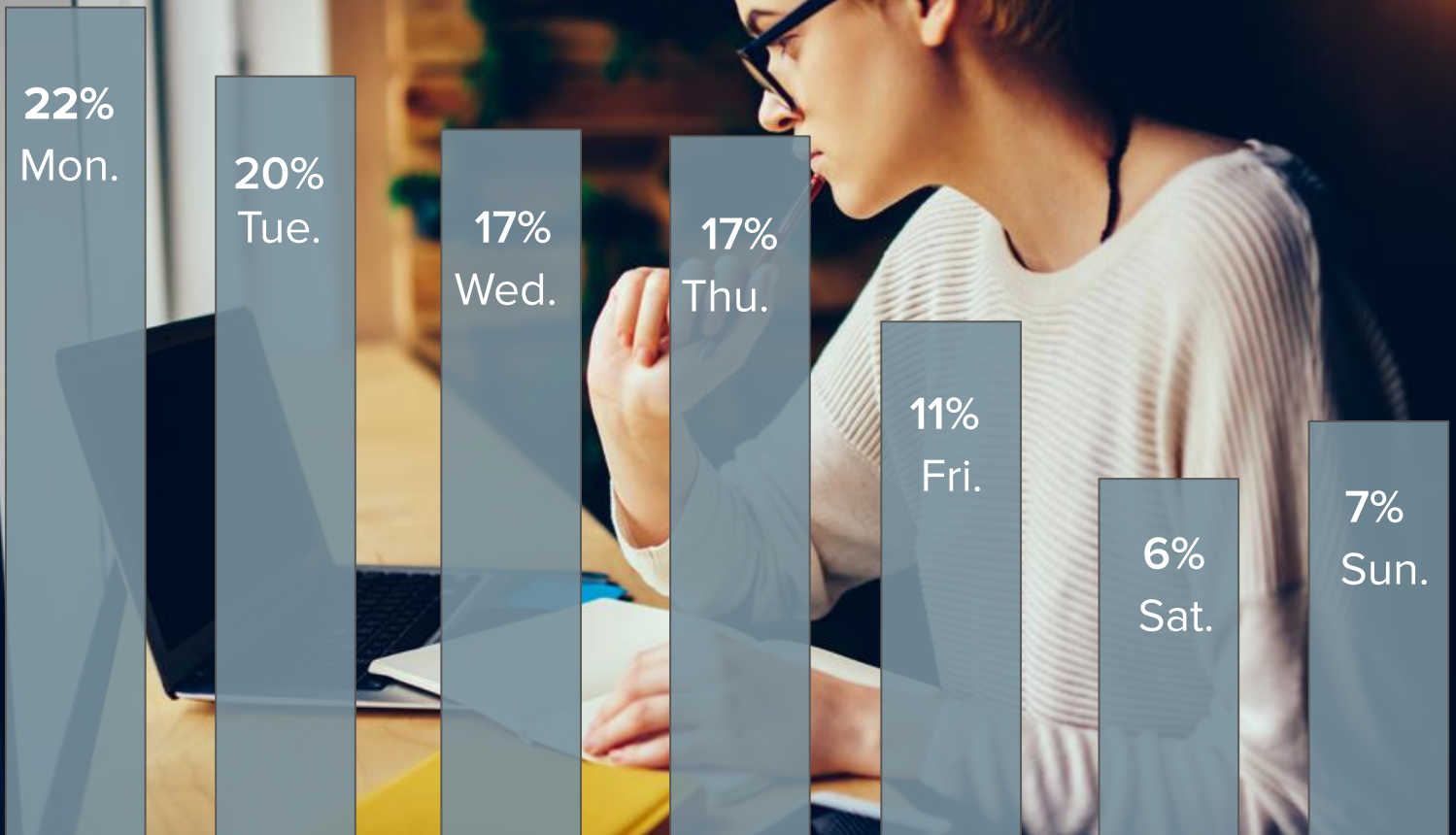


Job Seekers Have a Serious Case of the Mondays

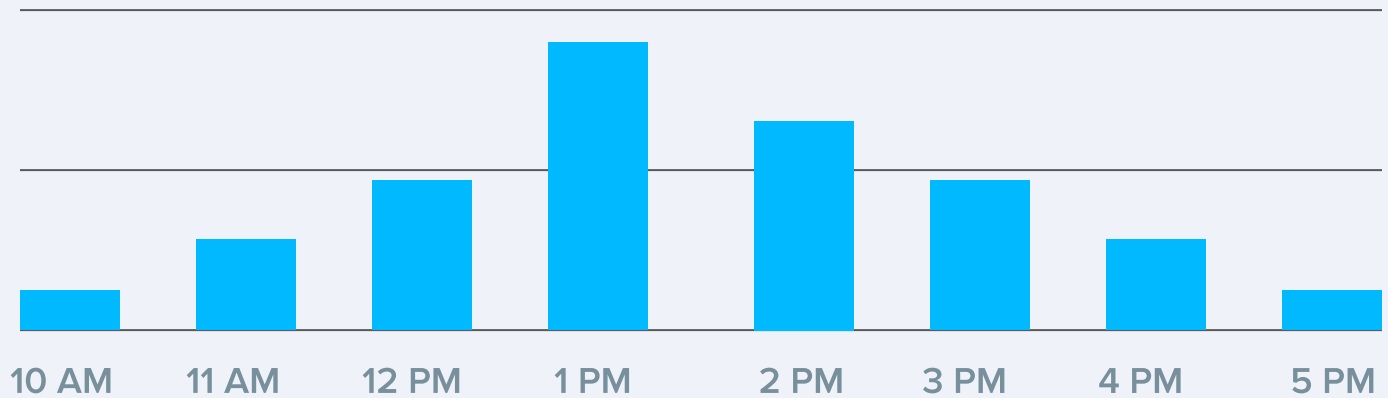
Our Findings

Monday

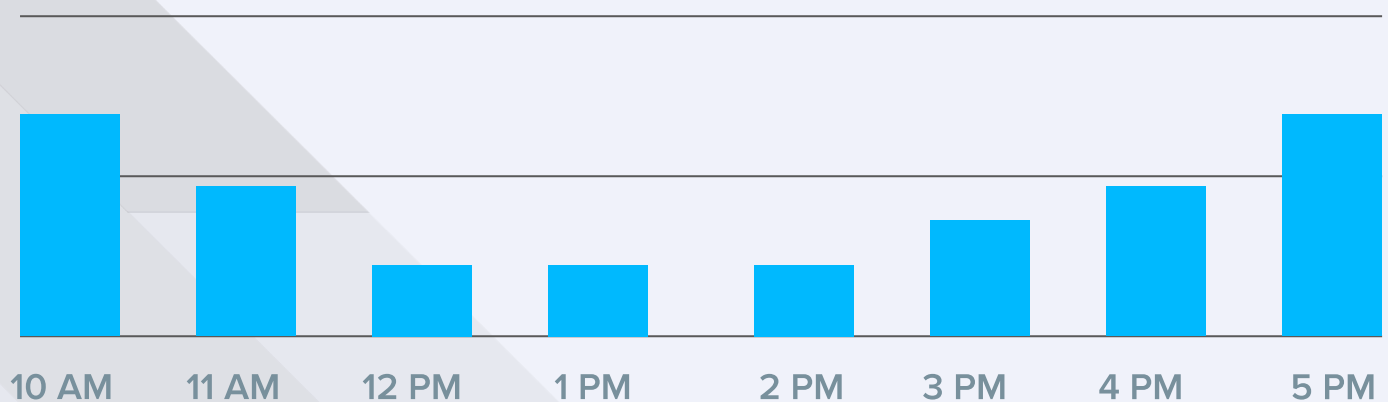
Tech applications peak on Monday, with the front half of the week accounting for nearly 60% of all applications.



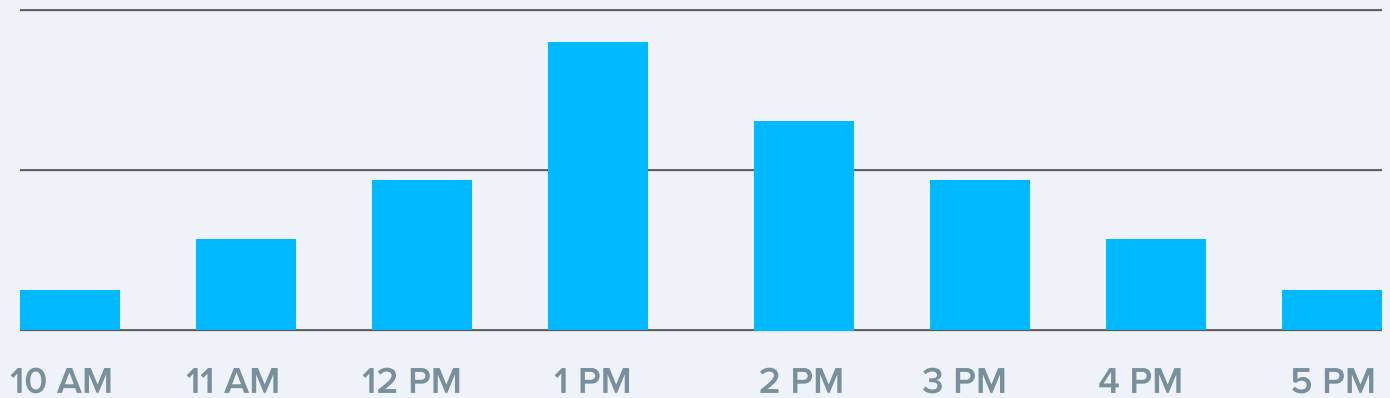
Applications originating via **organic search** peak shortly after lunch, in the 1:00 PM hour, and wane from there.



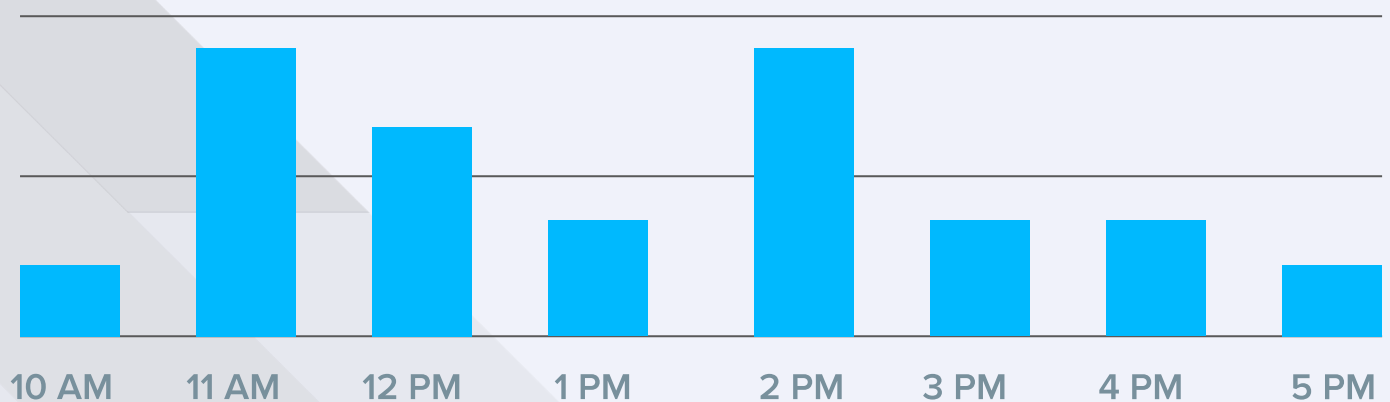
Applications originating via **email** peak in the 10:00 AM hour and wane from there before seeing a second surge in the 5:00 PM hour.



Applications originating via **social media** peak in the 11:00 AM hour and decrease consistently throughout the afternoon.



Applications originating via **direct traffic** see two equal peaks in the 11:00 AM and 2:00 PM hours, respectively.



Time Isn't on Your Side

Knowing when candidates are most likely to submit an application is invaluable knowledge, but you still have to do something with it. Fortunately, a little elbow grease goes a long way.

The 'Sunday Scaries' are a recruiter's best friend. Job application behavior starts ramping up on Sunday afternoon, providing an opportunity to connect with candidates when most of your competitors are off the clock. And it doesn't require that you work all weekend, either. Technology makes it simple to pre-schedule social media posts and send automated emails that will be delivered when candidates are sitting down to send out applications while you still get to enjoy your Sunday Funday festivities.

Working lunches aren't so bad, either. While every channel we analyzed had its own unique peak time, most of them were near the traditional lunch hour. This makes sense, given that it's about the only time of day that employed candidates have to focus on something other than work. As with Sunday, consider optimizing your recruitment marketing efforts to coincide with candidates' lunch breaks to increase the odds of landing a great applicant.

SECTION 5

KEY TAKEAWAYS

1

The candidate journey is not linear. If this guide has demonstrated anything, it's that tech candidates search for, research and apply to jobs on their terms, not ours. It would be convenient if candidates followed a predictable path around which we could model our strategy, but that simply isn't the case. Flexibility is key to success.

2

You can disrupt the candidate journey at any point. There's a silver lining to the seemingly random nature of the candidate journey: Job seekers are taking more time and using more channels to consider their options, which provides more opportunities to connect with elite talent before they commit to another position. Remember, it isn't over until they sign on the dotted line.

3

The top of your funnel has to be wide. If your talent acquisition strategy is built around your careers page, prepare to be disappointed. Candidates are discovering job opportunities through more channels than ever before, which means your company needs to recruit through more channels than ever before. This *doesn't* mean you need to be everywhere, but you do need to be willing and able to try new things. If you don't, your competitors will.

4

Search engine optimization is no longer optional. Here's the simple truth: If your jobs don't appear on the first page of a Google search, you're going to miss out on more than 50% of all potential applicants. More than half of the candidate pool, gone. Search engine optimization isn't easy, but it's no longer something recruiters can afford to ignore. Talent acquisition teams must make their voices heard and demand the support they need to succeed in this arena, because if they don't they'll always be playing from a serious disadvantage.

5

It's time to up your email game. Email-based recruiting is still very much alive and well, and it can drive significant results when effectively implemented. Our results bear that out. Unfortunately, when not done well email-based recruiting is a waste of everyone's time. Learn from the case study we featured and build your strategy around providing value, *not* spamming job openings to every candidate with a pulse.

6

Video recruiting may be the future. Based on the performance of YouTube as a recruitment channel, it's fair to say that video is something every company should plan to test in its recruitment marketing mix. Internet users — including candidates — engage with video more so than with text or still imagery, making it one of the few digital channels capable of capturing and holding attention. And with a 25%+ conversion rate, it produces applicants in droves.

7

Hiring elite talent takes time. This one isn't a newsflash, but our findings do shed some additional light on just how long you may have to wait for elite talent. With 25% of candidates waiting 30+ days before submitting their first application, expect more companies to adopt an "always on" approach to tech recruiting.

8

It takes more than a job description to keep candidates' attention. With many candidates conducting 10+ digital job search-related activities before applying, it's clear that talent acquisition teams need to be producing more content to keep candidates interested and convince them to apply. If you aren't prepared to offer more information, expect to lose candidates to companies that are putting more effort into their recruitment marketing materials.

9

Mobile-first recruiting? Sort of. Optimizing your recruitment materials and application process for mobile users is of critical importance, but when it comes time to apply, most candidates still prefer to sit down in front of a computer. When allocating resources to this task, prioritize channels that candidates will use to research job opportunities over the actual application process itself.

GREAT COMPANIES NEED GREAT PEOPLE.

THAT'S WHERE WE COME IN.

Built In is a network of eight online communities connecting startups and technology companies with passionate tech professionals. We help you build your employer brand through content and events, promote your culture and hire the right candidate for every position.



Connect with us today.

Select a market to get started

built in **ATX**

built in **BOS**

built in **CHI**

built in **CO**

built in **LA**

built in **NYC**

built in **SF**

built in **SEA**

built in