

Choosing a Job-Search Site?

A Guide to Comparing Apples with Apples

Not long ago the best way to reach potential job-applicants was to place an expensive ad in a local or metropolitan newspaper. But times change, and now that the vast majority of people search for jobs online, **job-search websites are a far cheaper, more targeted, and more effective option** than most newspaper advertising.

But with a new medium comes new difficulties: there are far more options to choose from online, with literally hundreds of different job-search sites in Australia alone. If you're trying to compare different job-search websites, **it's easy to be confused by different claims about their audience sizes** and make up.

Here at EthicalJobs.com.au, we try to be as transparent as possible about the number of people who use our site. So if you're comparing us with other sites, we thought you might appreciate **some help with some of the terminology** you might encounter.

Here are some terms you might come across:

Unique Visitors

"Unique Visitors" is an estimate of **the actual number of individual people** who visited a website during a given period (like a day, week or month), based on the number of times the site has been accessed from one computer over that time.

Unique Visitors is usually the best metric to use in comparing sites, because it tells you the number of actual people who've used the website over a particular period.

It's important to note that Unique Visitors for each day or week in a period **can't be added up to produce a total for that period**, as this would mean that some visitors are counted more than once. For this reason, comparisons of different websites should always use the same timeframe (unique visitors per month, for instance).

Visits

A “Visit” refers to a single person’s interactions with a website during a defined period (30 minutes).

“Visits” can sometimes be referred to as “users” or “browsers”, but because a single user can visit a site many times over a day, week or month, the number of visits can be much higher than the actual number of people using the site.

For this reason, **“visits” is a less effective measure of a site’s popularity.**

Page-views

“Page-views” refers to the number of times a page is viewed by all users together.

This metric **doesn’t indicate the size of a website’s audience**, as most individual browsers visit more than one page, generating multiple pageviews.

“Page-views” is a measure mostly useful when referring to an individual page – like your job ad – where it can tell you how popular that single page was over a period of time.

Hits

The term “hits” often gets used interchangeably with visits or page-views, but **it doesn’t actually measure anything useful.**

“Hits” actually refers to the number of file request a website receives. Because a single page can include many files (images, text, etc) the term “hits” is completely meaningless as a measure of a website’s popularity.

How do they know?

How does a website know how many “Unique Visitors” or “Visits” it has had over a period?

Most sites have “web analytics” software installed which tracks Unique Visitors, Visits and Page-views numbers using tiny, unique parcels of text called “cookies” which are sent back and forth between the site and the web browser using it.

While no method is 100% accurate, cookies are currently the best way to track website users without invading their privacy.

A word of caution

Lastly, **some job-search sites are just a part of a larger, established website** which have larger overall visitor numbers. Beware of their claims about audience size, since **the number of people who visit the job-search section may be a small fraction** of the site's reported visitor numbers.

Web analytics software allows website owners to map the flow of traffic to different parts of their site with extraordinary accuracy - if in doubt about what a particular number actually means, **be sure to ask!**

So how does EthicalJobs.com.au compare?

We're proud to report that for the month of August 2012, EthicalJobs.com.au had **53,155 Unique Visitors**, tracked using the popular Google Analytics software. If you're interested, we also had **108,999 Visits** and **544,193 Page-views**.

If you'd like to know more, please give us a call during business hours on **03 9419 5979**, or email **info@ethicaljobs.com.au**.

