CollegeRecruiter.com®
College Career Connector

Dashboard | **Market Visibility** | **Candidate Engagement** | **Candidate Quality** | **Corporate Overview**

Recruiting Dashboard

Analysis Summary | *Quick snapshot of our analysis of your current recruiting strategy.*

Very Poor	Poor	Fair	Good	Very Good

Market Visibility

- Are you seeing the whole market?
- Is your job well positioned?
- Is your job description optimized for search?
- Are you using the best title?

ACME

	Quantitative Business Analyst	Creative Director	PHP Web Developer
Market Visibility	●	·	●
Job Positioning	●	●	●
Search Optimization	●	●	·
Title Performance	●	●	●

Candidate Engagement

- Are you attracting enough candidates?
- Is your job description selling the position?

ACME

	Quantitative Business Analyst	Creative Director	PHP Web Developer
Job vs. Competitor	●	●	·
Selling vs. Filter	·	●	●

Candidate Quality

- Are you attracting the right candidates?

ACME

	Quantitative Business Analyst	Creative Director	PHP Web Developer
Requirements Met	●	●	·
Interviews/Offers	●	●	●

Corporate Overview

- What do your job postings say about you?
- What kind of candidates apply to your jobs?

	Recruiting Activities	Candidate Profile	Public Sentiment
ACME	●	●	·

Corporate Recruiting Market Visibility

Review how your recruiting strategy compares to the best companies in the market and in the world. Compare recruiting activities across companies selected by company name, geographical location, or by job.

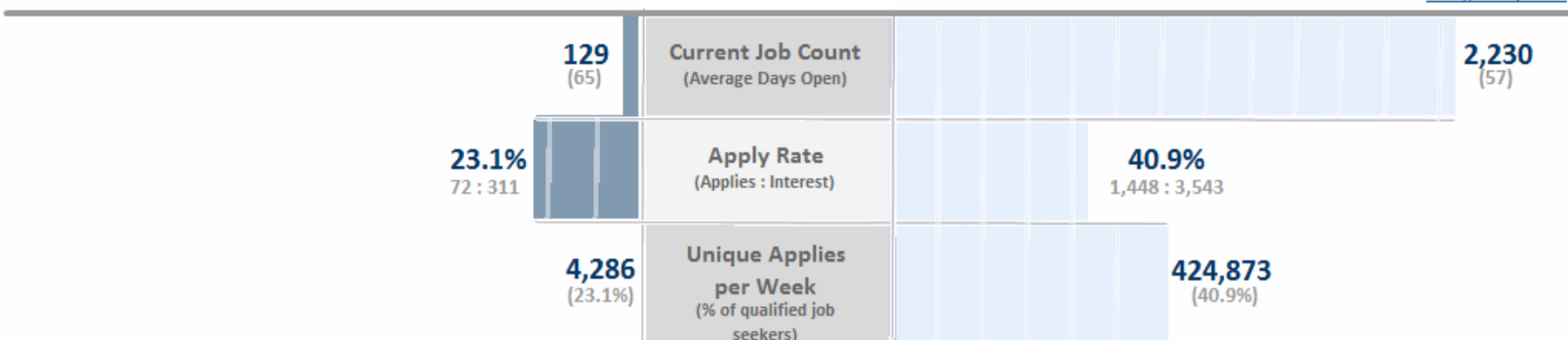Company: ACME Technologies
Prepared on July 15, 2012

How do you stack up against the competition?

How well do your recruiting efforts stack up against the competition? Compare recruiting results of CRC Health Group to another competitor. This analysis aggregates all recruiting efforts (across all jobs) and displays trends over time.
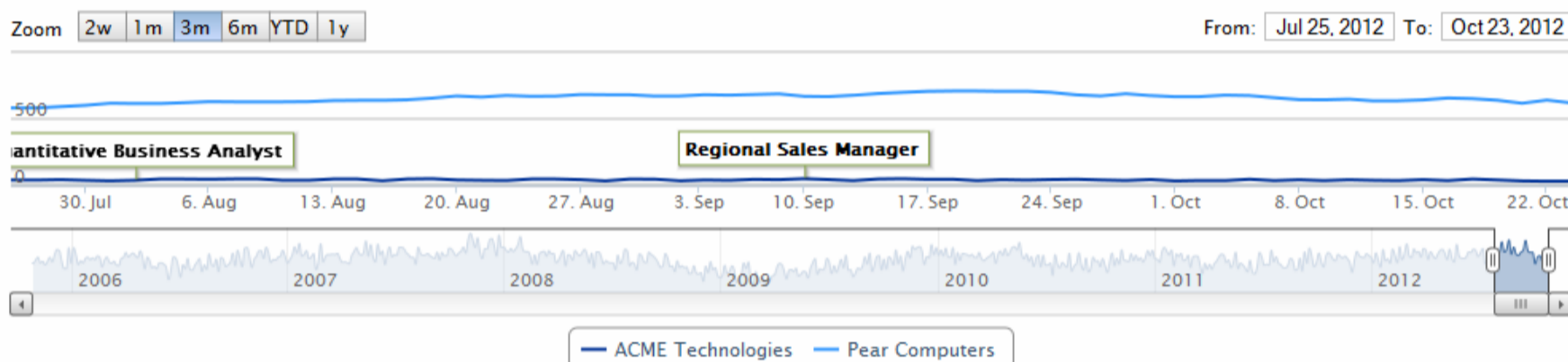
ACME ACME Technologies ⬇   ⬇ **Pear Computers** 🍐

Change Competitor

129 (65)	Current Job Count (Average Days Open)	**2,230** (57)
23.1% 72 : 311	Apply Rate (Applies : Interest)	**40.9%** 1,448 : 3,543
4,286 (23.1%)	Unique Applies per Week (% of qualified job seekers)	**424,873** (40.9%)

Job Apply Rate Over Time

Zoom 2w 1m 3m 6m YTD 1y

From: Jul 25, 2012   To: Oct 23, 2012

500

Quantitative Business Analyst

Regional Sales Manager

30. Jul   6. Aug   13. Aug   20. Aug   27. Aug   3. Sep   10. Sep   17. Sep   24. Sep   1. Oct   8. Oct   15. Oct   22. Oct

2006   2007   2008   2009   2010   2011   2012

— ACME Technologies   — Pear Computers
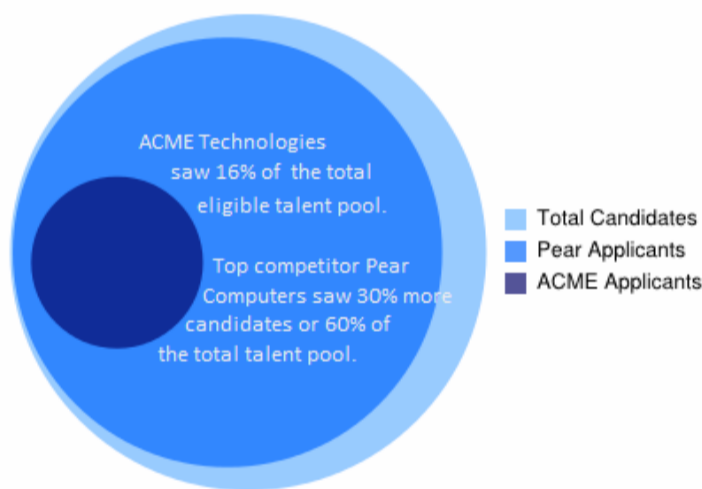

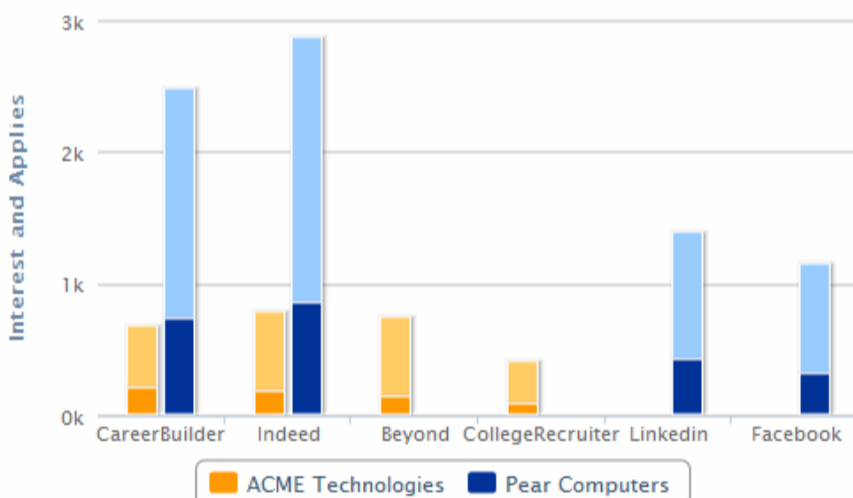### Position: Quantitative Business Analyst ☑

Are you seeing the whole market?

Review how much of the total eligible candidate market you have access to. Is your share of the candidate pool big enough?

ACME Technologies saw 16% of the total eligible talent pool.

Top competitor Pear Computers saw 30% more candidates or 60% of the total talent pool.

- Total Candidates
- Pear Applicants
- ACME Applicants

Is your job well positioned?

Review where your job is posted and its applie:interest ratio. Compare this to your competitor look at not only where they are posting but their apply:interest rate.

3k

2k

1k

0k

CareerBuilder   Indeed   Beyond   CollegeRecruiter   Linkedin   Facebook

Interest and Applies

- ACME Technologies
- Pear Computers

Is your job description optimized for search?

A job description must sell a job seeker on the position as well as filter out unqualified candidates. Are you spending enough time selling? Are you filtering to the right degree?

Top 10 Ranked Words

| Word	Density	Rank
position	1.7%	1
perform	1.4%	2
functions	1.4%	2
experience	1.4%	2
work	1.4%	2
data	1.4%	2
develop	1.1%	3
essential	1.1%	3
environment	1.1%	3
analysis	1.1%	3

Total Word Count: 360

Are the preferred keywords for this job showing up in the top 10 ranked words for you job description?

Following generally accepted SEO best practices, you want to make sure your major keywords are at a 3-7% word density and your minor keywords are at a 1-2% word density. This helps ensure your job description shows up at the top of search results for the keywords you expect candidates to use when searching for jobs like yours.

- **Major keywords at 3-7% density: 0**
- **Minor keywords at 1-2% density: 0**

What's in a title?

Review how titles for similar jobs perform differently.
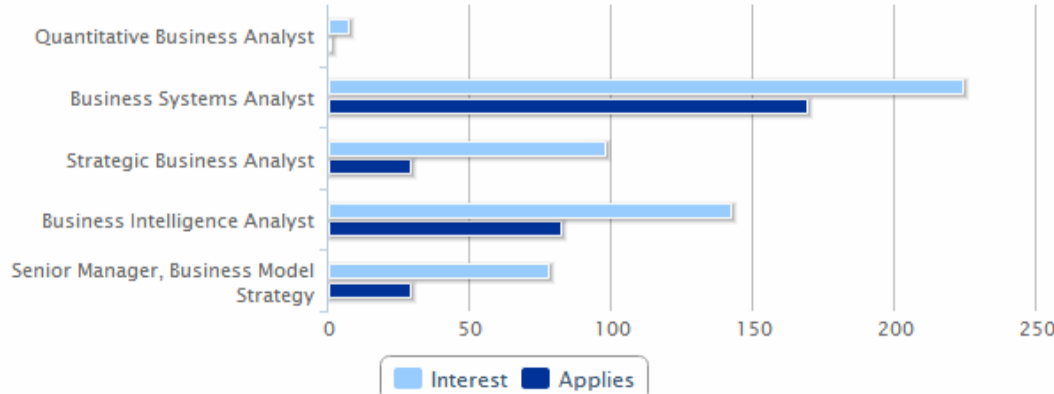
The title of your job description is like the headline to an article or the title of an advertisement. Are you using the best job title to get a job seeker's attention? Compare how other job titles for similar positions at companies near you or in the same industry perform.

- **Consider changing your job title to something closer to a competitor with higher response.**
- **Try Facebook where competitors see a higher than average apply rate.**

Quantitative Business Analyst
Business Systems Analyst
Strategic Business Analyst
Business Intelligence Analyst
Senior Manager, Business Model Strategy

0   50   100   150   200   250

- Interest
- Applies

Corporate Recruiting Candidate Engagement

In this report, we present data on your employer brand and other market analysis about your job advertisement to help improve interest and engagement for your position.

Company: ACME Technologies
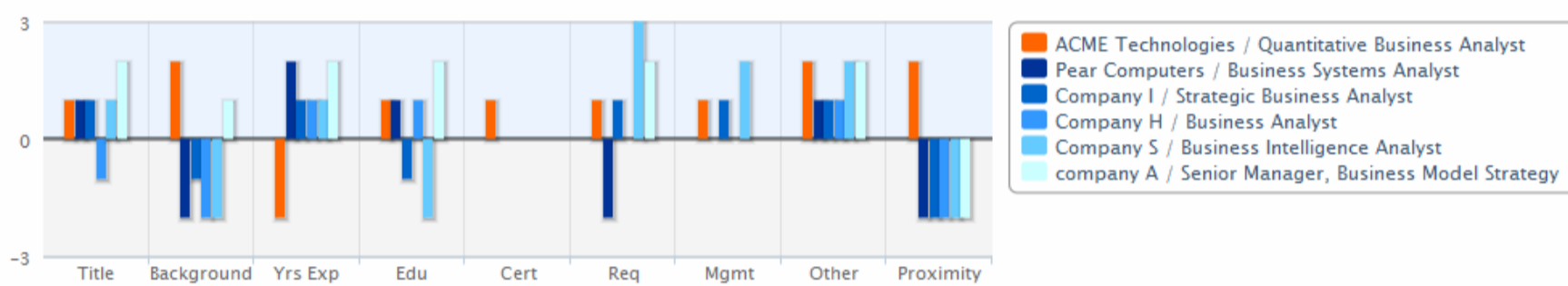Prepared on July 15, 2012

Are you attracting enough candidates?

Review how your job description compares to job descriptions of your competitors for similar positions. Tune your job description to attract the more of the right candidate to maximize your recruiting efforts.

Quantitative Business Analyst	Company / attribute	Business Systems Analyst
ACME ACME Technologies (23.1%)	Company (Apply Rate)	**Pear Computers** (40.9%)
Finance - Other *Administrative or Clerical - Admin*	Job Function/Focus (Primary - Secondary)	**IT- Programming** *Personal Attributes - Attitude*
0 years	Years of Experience	**5 years**
Bachelors	Mininum Education	**Bachelors**
QUANTITATIVE 1 / 26	Required Skills / Other Skills	**0 / 12**
1	Certifications / Licenses	na
Management Position No Minimum Experience	Management Experience	**Non-Management Position**
95014, Cupertino, CA, USA	Proximity	na

Change Job

Compare your job to the competition
Show where the above job descriptions are similar and different.

Legend:
- ACME Technologies / Quantitative Business Analyst
- Pear Computers / Business Systems Analyst
- Company I / Strategic Business Analyst
- Company H / Business Analyst
- Company S / Business Intelligence Analyst
- company A / Senior Manager, Business Model Strategy

Categories: Title, Background, Yrs Exp, Edu, Cert, Req Skills, Mgmt, Other Skills, Proximity

Is your Job Description selling the position?

Evaluate the language used in your job description against one of your competitors. Is your job description too heavy in requirements and too light on selling candidates on the company and the job?

We think of a job description in 3 parts:
- **About the hiring company** -- its business, vision, culture
- **About the job** -- its function and impact
- **Job requirements** -- what's needed to qualify as a good candidate

The parts of the job description describing the company and job are used to sell candidates on the job - of all the jobs open, why is this a job the job candidate should be interested in? The requirements are used to filterout unqualified candidates.

A common mistake is to focus too much on the job's requirements and not give enough attention to selling the job candidate is sold on the company and the specific opportunity.

Quantitative Business Analyst at ACME Technologies

Skills:Sentences Ratio   45.8%
Use the skills to sentences ratio to quantify how much of the job description is focused on job requirements versus selling the company and job.
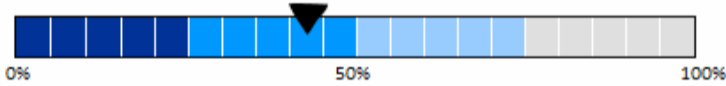
With a 45.8% Skills:Sentence ratio, review the job description to ensure there isn't more or different copy you can include to sell the company and job.

Complexity Factor   73.3%
The complexity factor measures lexical density - a ratio of content words to grammatical words. If the content to grammar ratio is high (e.g. 70%), then the text is more complicated written speialized (e.g., academic) text. If the ratio is low (e.g., 30%), then the text easily understood like spoken text.
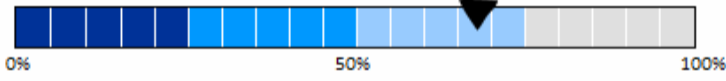
Readability Index   11.8
The Gunning-Fog index measures the readability of English writing. The index estimates the years of formal education needed to understand the text on first reading. An index of 12 requires a U.S. high school senior (around 18 years old) reading level.

Easy | Medium | Difficult
6 | | 200

Top 10 Ranked Words
Use the top ranked words to confirm the job description emphasizes the right subjects, functions, skills that will attract enough of the right candidates.

Rank	Words
1	position
2	perform, functions, experience, work, data
3	develop, essential, environment, analysis

The highest ranked words in this job description don't indicate anything unique to this position. Consider adding words or terms that help differentiate this job from other similar jobs.
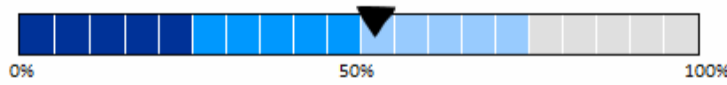
## Business Systems Analyst at Pear Computers

Top 10 Ranked Words

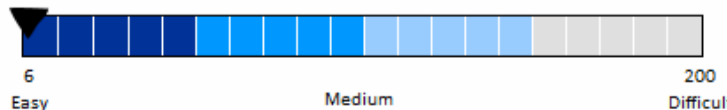| Rank	Words
1	music
2	business
3	systems
4	itunes
5	reporting, world, royalty, rights, processes, job

Skills:Sentences Ratio   63.2%
Use the skills to sentences ratio to quantify how much of the job description is focused on job requirements versus selling the company and job.

Complexity Factor   73.5%
The complexity factor measures lexical density - a ratio of content words to grammatical words. If the content to grammar ratio is high (e.g. 70%), then the text is more complicated written speialized (e.g., academic) text. If the ratio is low (e.g., 30%), then the text easily understood like spoken text.
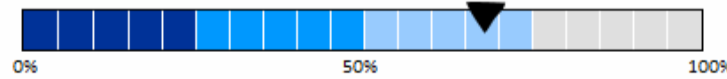
Readability Index   9.8
The Gunning-Fog index measures the readability of English writing. The index estimates the years of formal education needed to understand the text on first reading. An index of 12 requires a U.S. high school senior (around 18 years old) reading level.

Easy | Medium | Difficult
6 | | 200

CollegeRecruiter.com ®
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Dashboard | Market Visibility | Candidate Engagement | **Candidate Quality** | Corporate Overview

Corporate Recruiting Talent Pool Analysis

In this report, we look for trends among candidates for a specific Lithium job. The analysis of candidates for each job should provide insight into how well job descriptions fare among job seekers. Are you attracting the right candidates to your job?

Company: ACME Technologies
Prepared on July 15, 2012

Are you attracting the right candidates?

Review how your job description compares to job descriptions of your competitors for similar positions. Tune your job description to attract the more of the right candidate to maximize your recruiting efforts.

Candidate Pool Analysis

Distribution of candidates as rated by measuring background and qualifications against the job requirements and gauging where candidates are under and over

Candidates are rated on:

- Match of background and experience to job
- Years of work experience
- Required skills
- Management experience
- Certifications
- Minimum education level
- Minimum education level
- Match to desired job skills and competencies
- Proximity to the job
- Language match to the job
- Match to job's industry keywords

Legend:
- High Rated (3)
- Mid Rated (18)
- Low Rated (65)
- Interview (3)
- Offer (2)
- Untapped Candidates (50)

Axis labels: Underqualified — Overqualified; High Rated — Mid Rated — Low Rated
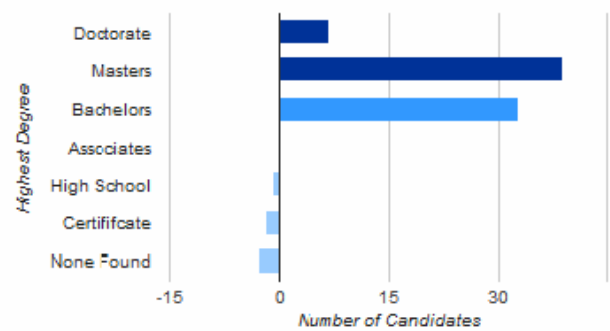
Position: Quantitative Business Analyst

Proximity

Count of candidates that are located within the same postal code, city and state, state, country, and unknown location.

| Match By	Candidates
Postal Code	2
City, State	53
State	21
Unknown	9

2 ———— 53
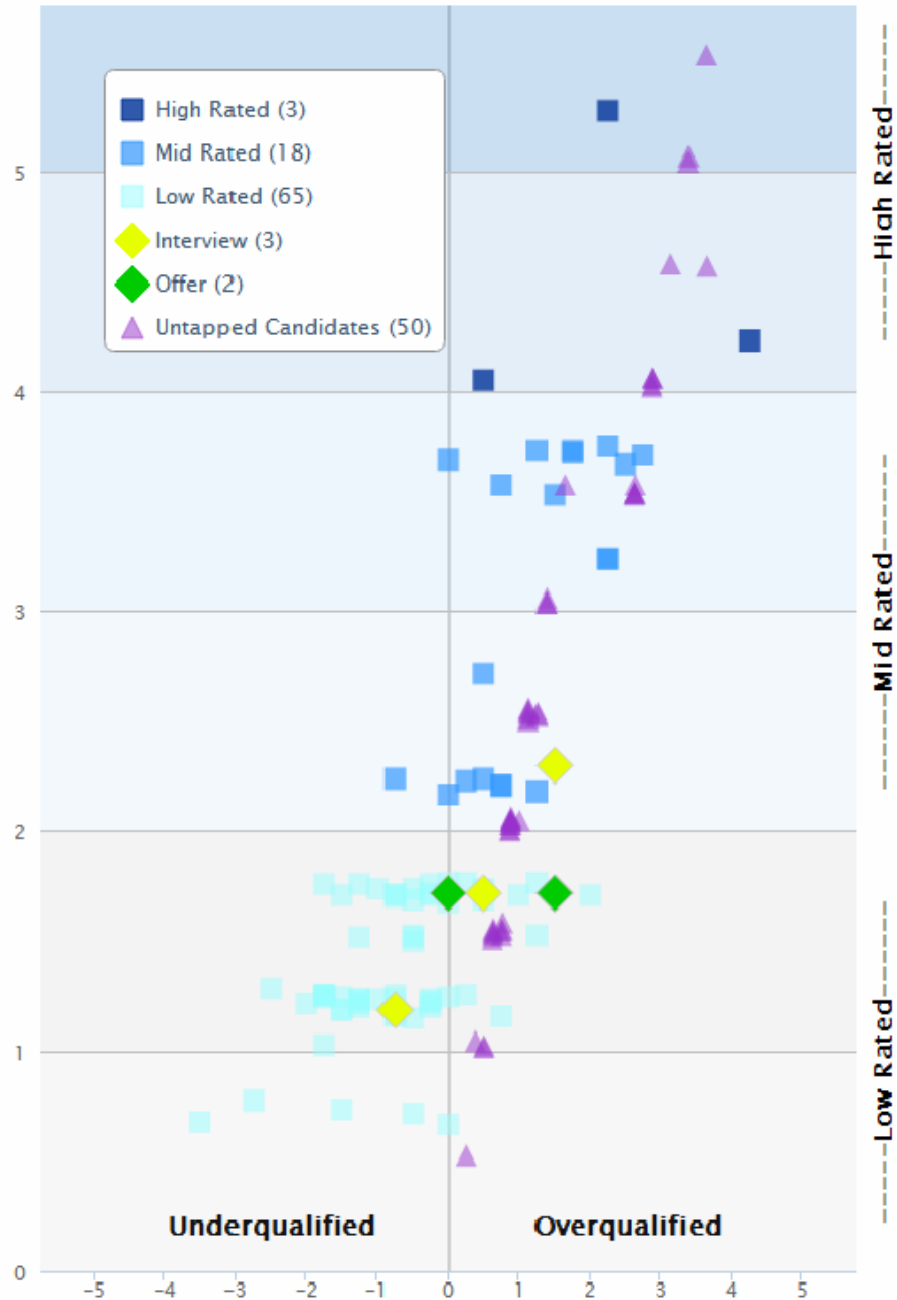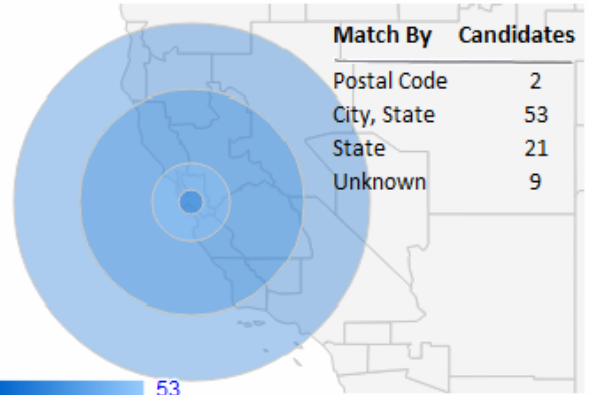
Education

Distribution of candidates for highest degree earned. Show how many candidates meet, exceed and fall below the job's minimum education requirement of bachelors degree.
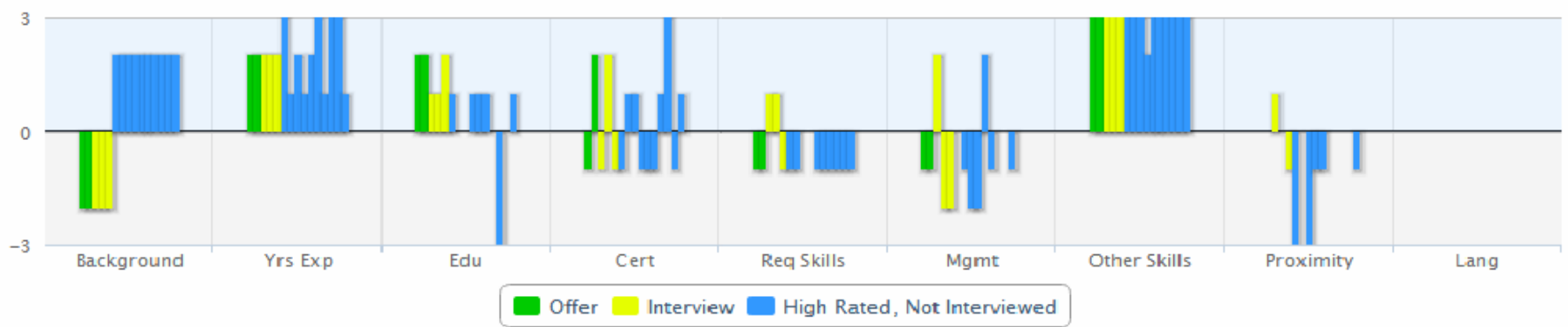
Highest Degree: Doctorate, Masters, Bachelors, Associates, High School, Certificate, None Found

Number of Candidates: -15, 0, 15, 30

Experience

Compare years of Work Experience and years of Management Experience.

Legend: Work Experience | Management Experience

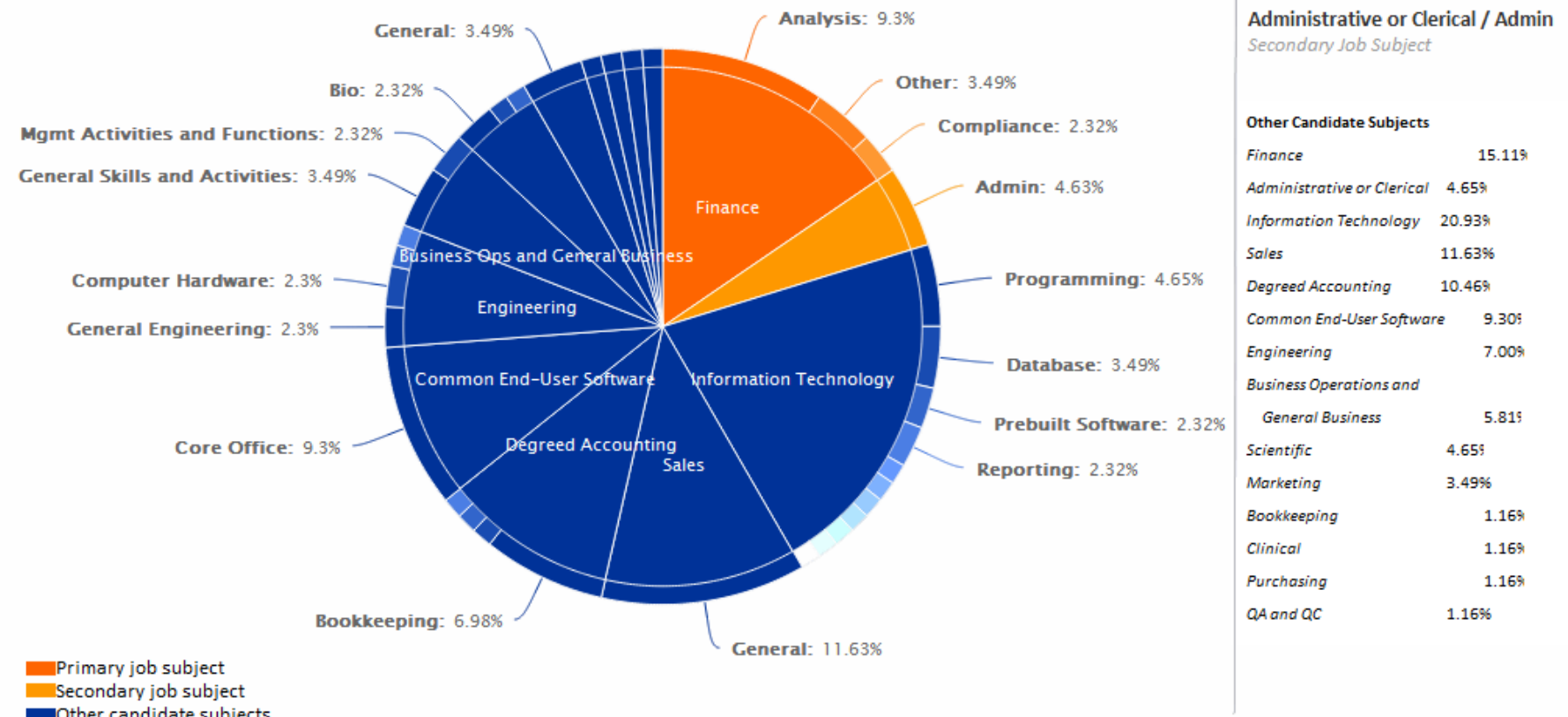Applicants vs. Years of Experience (0, 5, 10, 15)
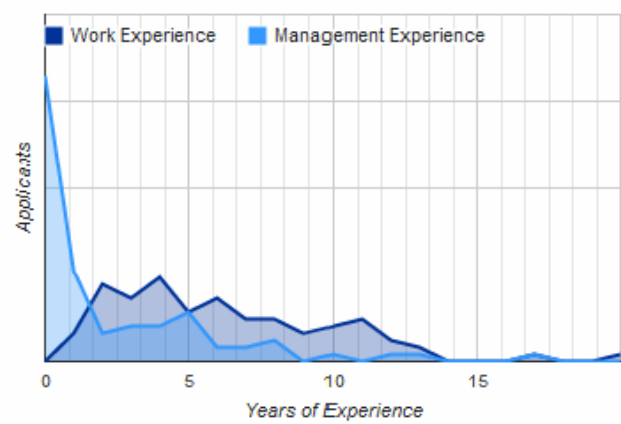
Compare Candidates To Job Requirements

Compare how candidates that were interviewed and made a job offer met job requirements with those candidates that rated higher but were not interviewed. Examine each job parameter in detail to see where the candidates are similar and different.

Categories: Background, Yrs Exp, Edu, Cert, Req Skills, Mgmt, Other Skills, Proximity, Lang

Legend: Offer | Interview | High Rated, Not Interviewed

Candidate Experience by Subject

Show the distribution of candidates with Subject experience that match the job subject and see where candidate subject expertise lies outside of the job.

Pie chart labels:
- General: 3.49%
- Analysis: 9.3%
- Other: 3.49%
- Compliance: 2.32%
- Admin: 4.63%
- Bio: 2.32%
- Mgmt Activities and Functions: 2.32%
- General Skills and Activities: 3.49%
- Programming: 4.65%
- Computer Hardware: 2.3%
- General Engineering: 2.3%
- Database: 3.49%
- Prebuilt Software: 2.32%
- Reporting: 2.32%
- Core Office: 9.3%
- Bookkeeping: 6.98%
- General: 11.63%

Inner labels: Finance, Business Ops and General Business, Engineering, Common End-User Software, Information Technology, Degreed Accounting, Sales

Legend:
- Primary job subject
- Secondary job subject
- Other candidate subjects

Finance / Other
Primary Job Subject

Administrative or Clerical / Admin
Secondary Job Subject

Other Candidate Subjects

Subject	Percent
Finance	15.11%
Administrative or Clerical	4.65%
Information Technology	20.93%
Sales	11.63%
Degreed Accounting	10.46%
Common End-User Software	9.30%
Engineering	7.00%
Business Operations and General Business	5.81%
Scientific	4.65%
Marketing	3.49%
Bookkeeping	1.16%
Clinical	1.16%
Purchasing	1.16%
QA and QC	1.16%

Corporate Recruiting Overview

Company: ACME Technologies
Prepared on July 15, 2012

Company Overview | Candidate Overview

What is ACME Technologies?

Open positions can tell you many things about a company from it's mission and focus to where it is looking to grow or improve.

ACME

We help great companies build brand nations for their most engaged customers. With ACME, clients such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal turn their customers' passion into marketing, product development, sales, and customer service assets. For more information, visit lithium.com, or connect with us on Twitter, Facebook and our own nation–the Lithosphere. ACME Technologies is privately held with headquarters in Cupertino, California.

Type
Privately Held

Company Size
201-500 employees

Website
www.acmetechnologies.com

Industry
Computer Software

Headquarters
ACME Technologies
Cupertino
95014

Twitter
Followers: 450   Tweets: 2,015

Sentiment

Positive   39% (count = 47)
Negative   61% (count = 75)
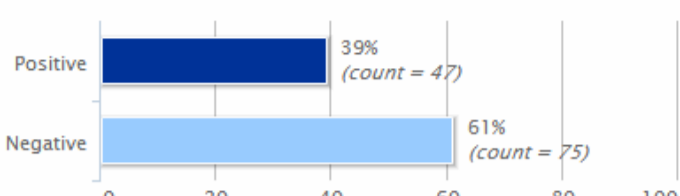
Linkedin
Followers: 1,172

Facebook   http://www.facebook.com/acmetechnologies
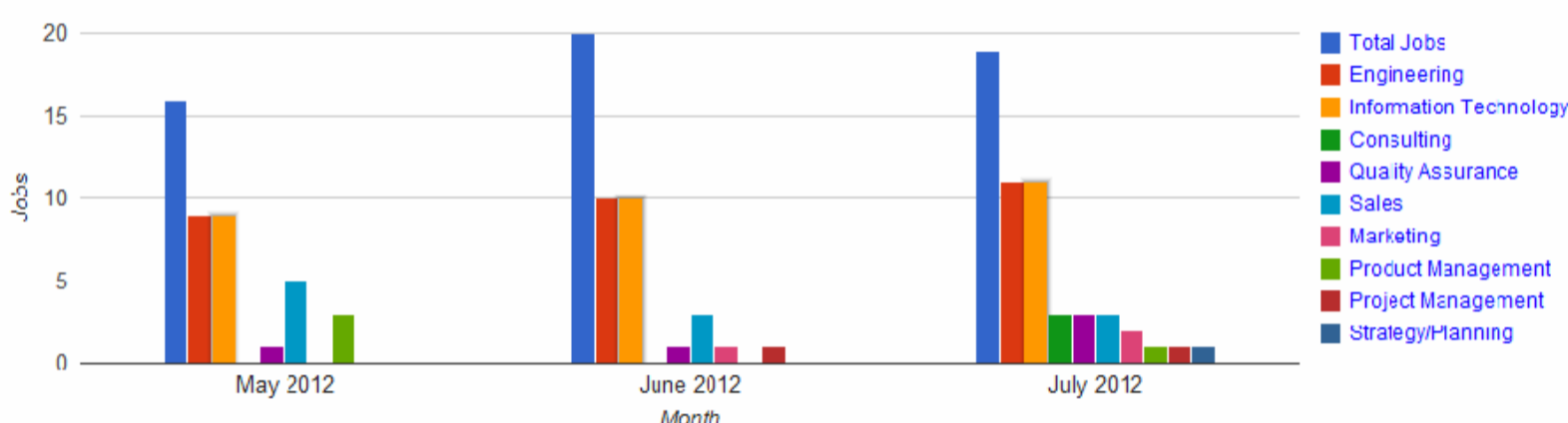Likes: 537   Talking about this: 72   Page Visits: 310

What ACME Technologies jobs say about the company ...

Word frequency across all current ACME job openings.
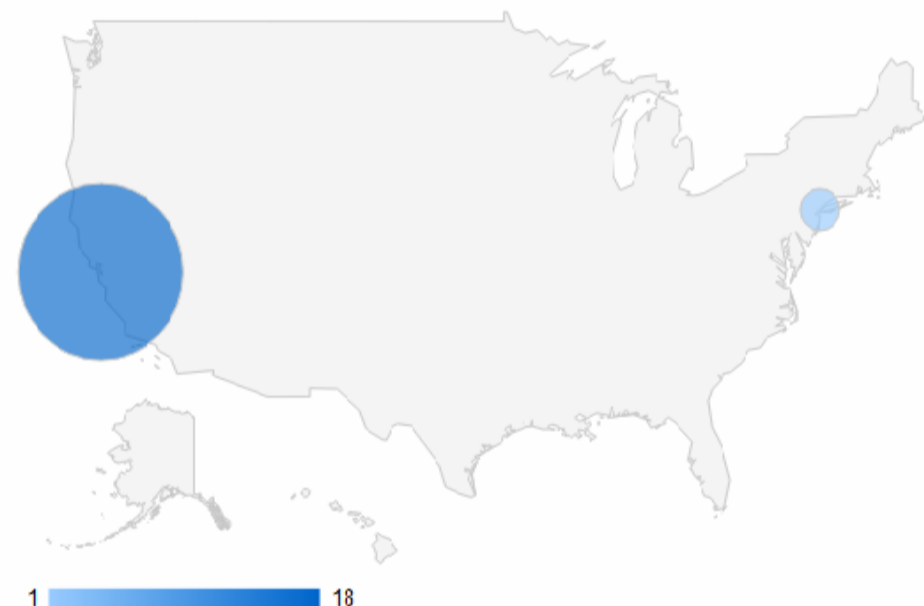

Open Jobs at ACME Technologies:

The trend of open jobs posted by Linkedin over the last 90 days with detail about how they breakdown by function.

Legend:
Total Jobs, Engineering, Information Technology, Consulting, Quality Assurance, Sales, Marketing, Product Management, Project Management, Strategy/Planning
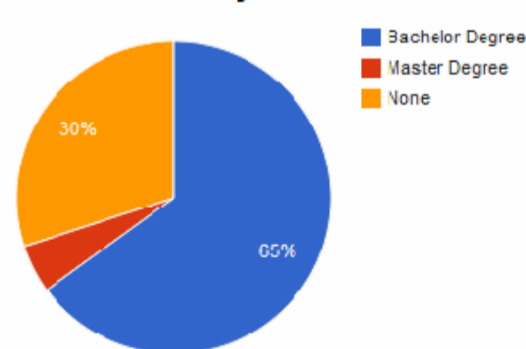
Jobs by Location:

Distribution of open jobs by location.
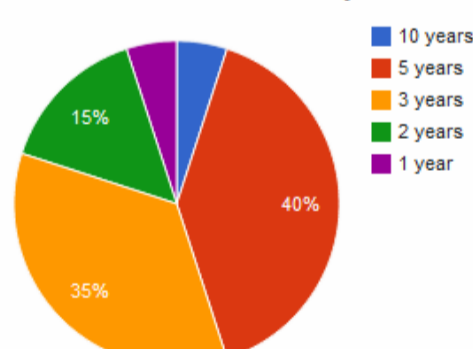

1   18

Current Job Openings (19):

Scrum Master #384, ACME Technologies - Cupertino, CA 🔥
Scrum Master #384 ACME TECHNOLOGIES, Location: Cupertino, California Who are we looking for? ACME Technologies is seeking Scrum Masters to help ...   More

Scrum Master/Agile Coach #379, ACMETechnologies - Cupertino, CA
Scrum Master/Agile Coach #379 ACME TECHNOLOGIES, Location: Cupertino, California Who are we looking for? ACME Technologies is seeking Scrum ...   More

Operations Engineer - SaaS #375, ACME Technologies - Cupertino, CA
ACME TECHNOLOGIES, Location: Cupertino, CA Who are we looking for? ACME is seeking a SaaS Operations Engineer who will be an integral member of ...   More

QA Engineer (DevOps) #371, ACME Technologies - Cupertino, CA
QA Engineer (DevOps) #371 LITHIUM TECHNOLOGIES, Location: Cupertino, CA Who are we looking for? We are seeking a QA Engineer for the DevOps team to ...   More
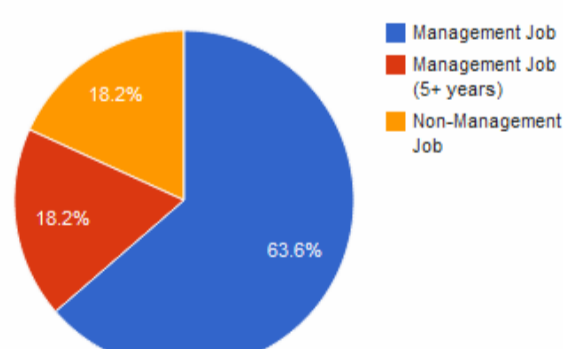
« |1-6 of 6| »

Current Jobs by Education

Bachelor Degree, Master Degree, None

Minimum Years of Experience

10 years, 5 years, 3 years, 2 years, 1 year

Management vs Non-Management

Management Job, Management Job (5+ years), Non-Management Job

Next we look at the top skills and competencies that appear in the current list of ACME Technology jobs. Topics are an umbrella grouping that skills and competencies are associated with. These are determined to be the top skills and competencies by how the density of skills and competencies found under a given topic and how many topics were common across jobs.

Top Skills for Current Open Jobs
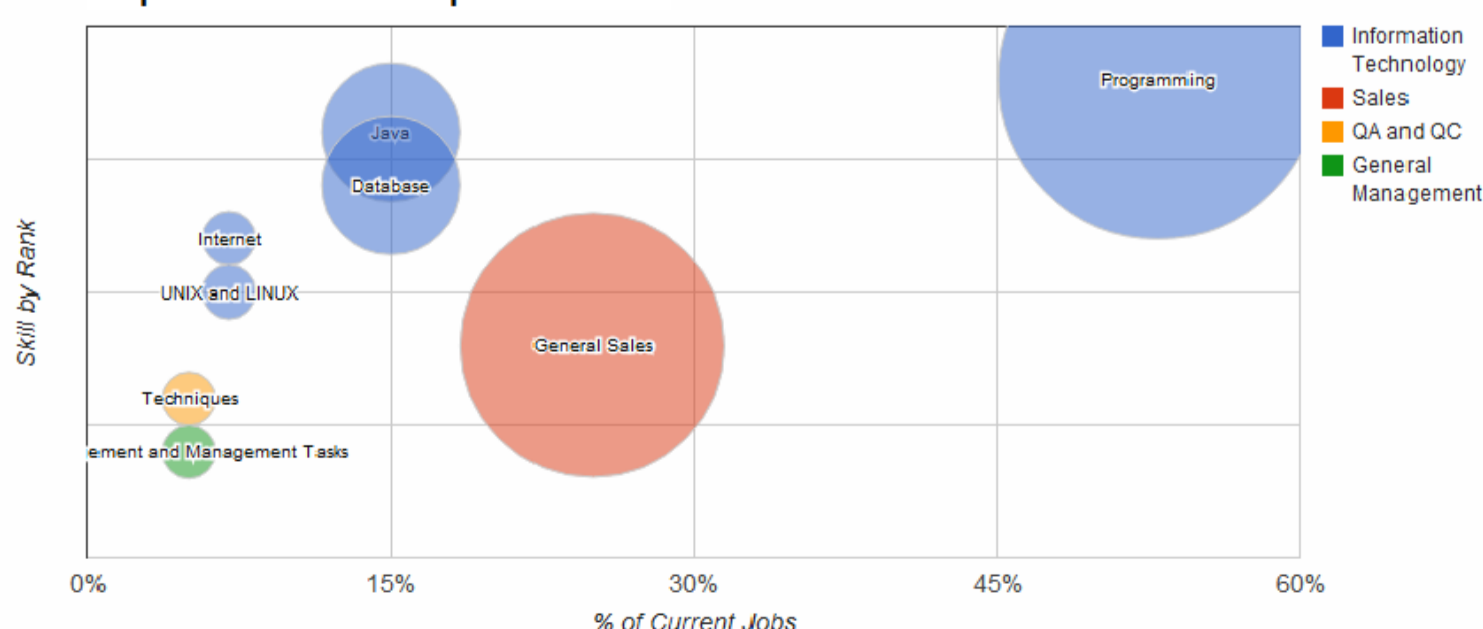
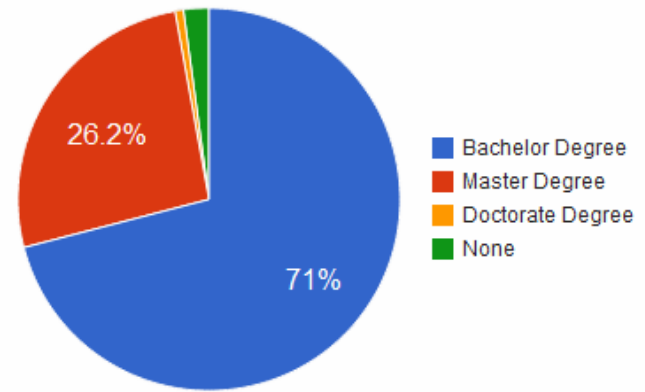Information Technology, Sales, QA and QC, General Management

Candidate Overview

Company Overview | Candidate Overview

Company: ACME Technologies
Prepared on July 15, 2012

Who is applying to your jobs?

In this report, we look for trends among candidates aggregated across all open jobs. The analysis of candidates for all jobs should inform recruiting organizations of general traits of the type of job seeker

Proximity

Count of candidates per job area that are located within 50 miles and outside a 50 mile radius of the job.

0 ▭▭▭ 50

- Bachelor Degree
- Master Degree
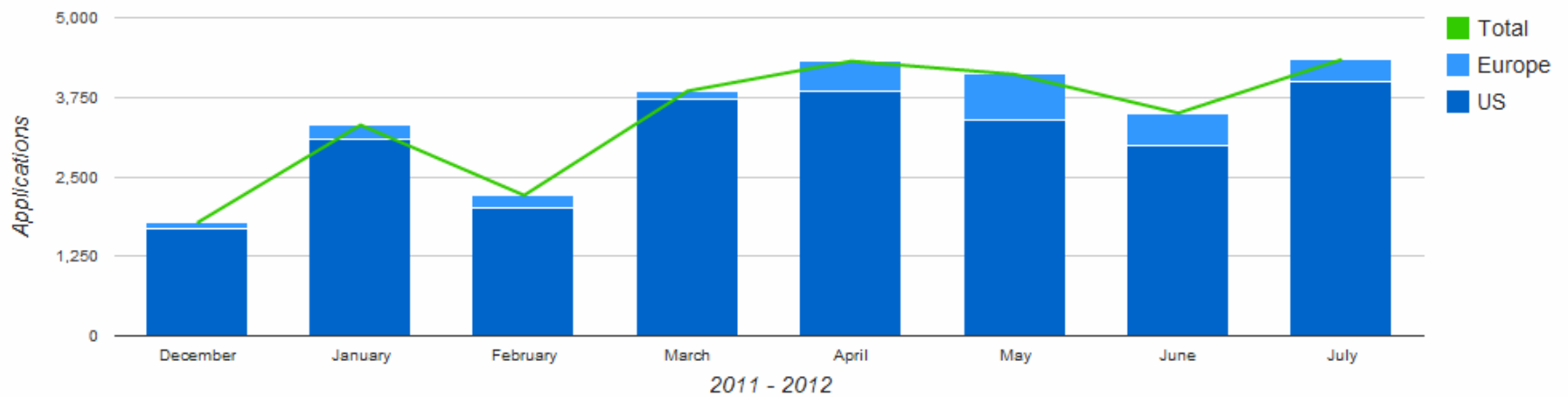- Doctorate Degree
- None

26.2%

71%

Education

Distribution of highest level education of candidates.

Candidate Applications per Month

Timeline of how many applications were submitted per major recruiting region.

Legend:
- Total
- Europe
- US

Applications axis: 0, 1,250, 2,500, 3,750, 5,000

Months: December, January, February, March, April, May, June, July

2011 - 2012

Experience

Compare candidate years of Work Experience and years of Industry Experience.

- Work Experience
- Industry Experience

Applicants

Years of Experience: 0, 5, 10, 15, 20
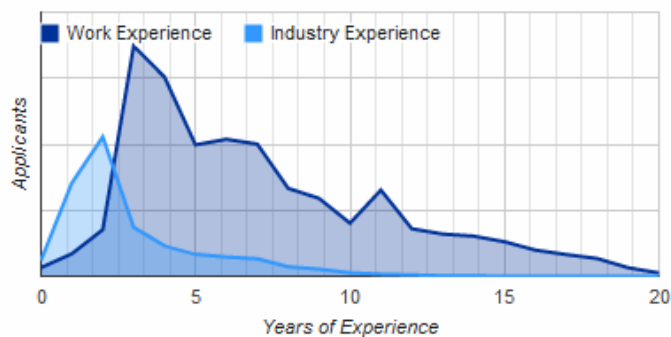
Competencies

Top competencies for candidates with average years of experience in that competency.

- Sales: General Sales
- Information Technology: Programming
- Engineering: General Engineering
- Management: General Management
- Call Center or Help Desk or Customer Service

Years of Competency Experience

Axis: 0, 2, 4, 6, 8