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Fresho.com Adapts As The Online Recruiting Market Heats Up

To help employers and job seekers find each other easier, Fresho.com becomes a job search engine with the functionality of a job board.

New York, NY ([PRWEB](#)) November 24, 2008 -- Due to the current economic woes, employment sites are experiencing an increase in the number of visitors and job searches. To cope with the increasing demand for new job openings, Fresho has changed its business concept from a simple job board site to a job aggregator and job search engine.

Besides crawling the Internet for jobs, Fresho also accepts direct listings from job boards, applicant tracking systems, job ad distribution systems and direct employers in XML format, at no charge. Such companies as TalentZoo.com, [Jobs2Web.com](#), [AllHealthCareJobs.com](#), PharmaDiversity.com, MEPjobs.com and [AccountingJobsToday.com](#) are among the first to enjoy the benefits of listing their job ads in Fresho.

All partners receive the benefit of free listings in Fresho's generic search results. However, companies that need additional exposure of their job ads can advertise their openings on a CPC basis. In this way, advertisers have more control over their campaigns, as budgets can be set according to need and ROI can be followed easily through the provided tracking tool.

This move from Fresho responds to the market trends that show the increasing user preference for job aggregators instead of the traditional big employment sites. A recent study from [Hitwise](#) showed a constant drop in users for the three top job boards, while job aggregators like SimplyHired and Indeed are experiencing continuous growth. While recruiters take advantage of the elastic CPC advertising opportunities of an aggregator, niche and regional job boards can enjoy the additional free flow of traffic that being listed with an aggregator provides.

About Fresho.com

Fresho lists job openings from a wide range of job boards, from AllHealthcareJobs.com to AccountingJobsToday.com. Currently, Fresho has over 250,000 jobs listed, and this number is growing by the day. Job boards are welcome to [submit their job feeds](#) for free. Listing jobs in Fresho gives up to 50,000 visits per week to the job board, depending on the number of job openings listed.

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