

# HCR ManorCare

**Customer:** HCR ManorCare

- **Industry:** HealthCare
- **Location:** Headquartered in Toledo, OH
- **Employees:** Nearly 60,000
- **Open Job Postings:** US: 3,162 (3/2008)
- **Applicant Tracking System:** myStaffingPro
- **Jobs2Web Live Date:** 5/2007

## Client Adopts Jobs2Web

*“Jobs2Web exceeded our expectations in terms of applicant flow, search engine visibility. The Jobs2Web team has been responsive, creative and non-stop in their efforts on our behalf. They provide search engine optimization expertise, internet sourcing technology and great customer service.”*

**Annette Foght**  
 Manager, National Recruiting  
 HCR ManorCare

## Business Challenge

With a critical shortage of healthcare professionals, particularly among nurses and therapists, HCR ManorCare found themselves in the midst of a war for talent. Results from their traditional sourcing methods, job boards and print, were no longer enough. Despite the millions of job-related searches monthly on Google, Yahoo! and other major search engines, HCR ManorCare jobs were invisible and they were seeking a solution to rectify this disadvantage.

## Jobs2Web Solution

HCR ManorCare engaged Jobs2Web to liberate their jobs and job categories for search within the major search engines, as well as within the job aggregation sites. The Jobs2Web program was live for HCR ManorCare within four weeks - fully functional, on-time and with little involvement required from HCR ManorCare.

## Business Benefits

Jobs2Web enabled HCR ManorCare to meet their recruiting goals. Time was invested in researching the HCR ManorCare brand. This ensured the delivery of a career site that replicated the look and feel of the company site. Candidate flow and hiring grows monthly as the ongoing search engine optimization strengthens. Additionally, Jobs2Web has helped HCR ManorCare develop their own proprietary talent pool, giving them opportunities for one to one communications with potential candidates.

## Results – Initial 6 Months

- 61 categories ranked in the first two pages of Google
- 87,962 visitors driven to HCR ManorCare jobs and job categories from search engines and aggregators
- 18,898 applies
- A 21% visitor:apply rate
- 3,254 email subscribers in talent community



jobs2web