

Jobs2Web Sees Explosion of Job Seekers Using New Web Tools To Find Jobs Online; Reveals Recent Job Search Statistics

-Economic Turbulence Drives Rising Job-Related Searches; Candidates Turning to New Web Resources to Find Next Opportunity-

MINNEAPOLIS (December 2, 2008) — Jobs2Web Inc., a Web 2.0 interactive recruiting solutions provider, today announced the results of its October 2008 Job Search Statistics Report. The Jobs2Web Job Search Statistics Report examines job-related Web search traffic, as well as when job candidates look for new jobs. The report draws its findings from Google's keyword search tool, as well as Jobs2Web's client network, which consists of over 60 major companies that reported close to 500,000 career site visitors during October.

According to Google, the search term "jobs" ranked sixth in the top ten search terms, above cars, games and porn. On average, more than 151 million searches were conducted on this search term during October (up from 124 million per month average on the major search engine).

Jobs2Web identified that most job-related searches are performed in the middle of the work day (1:00 p.m. CST was the peak time of day for visitors), which means many people perform job searches around the lunch hour with search activity remaining strong through the work day and into the evening hours. Wednesday is the peak traffic day for job-related searches; however, search activity starts strong on Mondays and is sustained throughout the work week, with a slight drop on Fridays.

Consistent with the size of the respective state, in October 2008, the top states in which job searches were performed were New York (over 1 million job searches), California and Texas (over 673,000 job searches in October). Other top state searches included Georgia, Ohio, and Michigan where job searches on Google increased over 20% during October.

Top job categories that saw dramatic increases in searches during October included clerical jobs with an 83% increase followed by customer service jobs, executive jobs, attorney jobs and technology jobs, all with 50% increases over an average month's traffic.

Doug Berg, Jobs2Web's Chief Innovation Officer, commented, "According to Google's keyword search tool, searching for job related content is one of the top ten things people do on Google. Our findings are consistent with trends being driven by the current economic conditions." He continued, "Ironically, despite massive increase in job seeker activity on the major search engines, candidates rarely find employers' jobs directly on

Google and similar search engines, because career sites and jobs aren't optimized - and are therefore hidden - from the search engines and job seekers, who only see paid job board listings online. As a result, nearly 80% of all jobs are hidden from the average job seeker."

"Beyond the massive increase in search engine use, today's candidates are also utilizing social networks like FaceBook and LinkedIn, along with other Web 2.0 methods to find jobs and career information. That's why companies are turning to Jobs2Web to enhance their online recruiting strategies, which results in decreased recruiting costs and improved talent pipelines, which helps them to utilize these new interactive technologies as a key part of their recruiting strategy," said Berg.

Commencing with the October 2008 report, Jobs2Web Job Search Statistics are published monthly and can be requested by emailing kkanis@jobs2web.com

About Jobs2Web

Jobs2Web is a leading provider of interactive recruiting solutions. The company develops and implements the innovative technologies and services that enable employers to leverage their investments in their own career sites to attract, capture and communicate with the exploding base of interactive job seekers. Through Jobs2Web's solutions, employers can improve recruiter effectiveness and provide measurable results, translating into increased quality of hires, reduced time to fill and a ready pipeline of passive candidates.

Founded in 2003, Jobs2Web is headquartered in Minneapolis, Minn. Jobs2Web's executive team includes several of the world's foremost sourcing and recruiting experts. More information can be accessed at www.jobs2web.com

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