

A new trend in service provision

The MatchWork Digital Job Solution represents a major advance in the support and resources available to online job boards, whatever their current level of capability. The launch of this new platform marks a new trend in service provision as MatchWork pioneers a reversal of the outsourcing trends of recent years - empowering client partners with modular solutions and a very wide variety of options which give them greater control and flexibility, significantly enhanced sales opportunities and a winning formula in a highly competitive market.

The MatchWork Job Board Module - In Brief

Leading Edge Technology

The Job Board Module is the central module in MatchWork's domain of offerings that deliver leading-edge technology to job board providers.

This advanced modular system provides the flexibility to adapt to different user needs with functionally independent modules that can be incrementally and seamlessly integrated into branded solutions designed to build value, gain competitive advantage and generate significant additional revenue.

The Job Board Module delivers the advanced exposure possibilities for advertisers through the many high-level functionalities, functionalities addressing the jobseeker. It provides jobseekers a rewarding and user-friendly process for searching and evaluating the employment opportunities being advertised, providing all the necessary elements to create a dynamic, user-friendly base for a market-leading job board that attracts and retains more jobseekers. The wide range of optional modules and features enables clear differentiation from competitors, with a very high degree of user choice and control. The highlights include: -

- Market-leading enterprise search technology, based on Microsoft FAST
- Job search and search refinement through intuitive navigation tools
- Search result listing and job ad presentation tools
- Intuitive and highly user-friendly 'Job Seeker Universe'
- Tools to ease and automate job seeking tasks
- Web 2.0 focused features that exploit the benefits of social networks and community-generated content
- Extensive and flexible reporting tools
- A micro-CRM that provides a direct marketing channel to jobseekers and advertisers
- Built-in SEO best practices

These features are fully described in the MatchWork Job Board Module Service Description.

Maximise the Market Opportunity

MatchWork's Job Board Module provides a range of flexible features that enable users to launch branded websites in the design and form that best fit the market opportunities.

There is a basic set of services for creating an efficient, market-leading job site with the option to add new, advanced features if and when the need occurs. The features are designed to satisfy



the needs of job board owners but also take the needs and preferences of jobseekers and advertisers into account.

- Configured profile pages
- Job list pages
- Job ad presentation pages
- Contextualised information display
- Geographical display
- Travel planner
- Social network integration
- Overviews of other jobs from the same advertiser
- Link to company profile
- Contextual editorial text

MatchWork has implemented the Job Board Module with a wide choice of available navigators such as 'employment type' and 'city', supports 'distance' as a search parameter and can be enhanced by adding upgrades from other modules.

Relevance and Ranking breeds success

MatchWork's advanced technology is focused on relevance and weights the search criteria intelligently to determine the most relevant jobs in response to a query and yield the best and most accurate results in every job seeking context.

Our world-leading enterprise ranking algorithm is based on extensive experience in advanced search profiles on the specific content involved.

Ranking, with reference to searching information, is the placement order of search results in a list based on the relevance of the result. Relevance is a measure of how closely related a search result is to the search query. The closer a search result is to a search query, the higher its placement on the results list.

Additional key features include using saved searches, 'Job Agents' using saved keywords, customised electronic job application with application reporting in M-BOS, dynamic job listing feature, appealing display features, contextual display, Search Engine Optimization and Back Office support.

Profit from a very wide range of options

The Job Board Module contains a wide range of options – all of which can enhance your site in revenue-generating and profitable ways. The Job Seeker Universe is a very effective tool to improve the experience and loyalty of the jobseeker and demonstrates to advertisers the long term relationships with jobseekers that the job board makes possible.

The user-friendly Geo-display, Distance and Travel Planner (optional) offers convenience and improved quality of service and will attract jobseekers focused on location-based search queries.

The Social Network Integration option links to the two most popular networks (for the time being, LinkedIn and Facebook), in ways that utilise the advantages of these networks.

Other options include RSS and Blog Integration a range of activity reports and a marketing mail feature that can be used as a revenue-generating tool if banner ads are included.