

Editorial content: Transforming job sites into trusted career resources

- Good editorial content develops trust and credibility
- Helps enhance SEO and thus generate site traffic
- But content creation and delivery methods can differ

By **Matt Krumrie**

Is editorial content a necessity for a successful recruitment marketplace?

The major job sites around the world think so. Indeed, ZipRecruiter, StepStone, HeadHunter, InfoJobs Brazil and many other market leaders include editorial — blogs, surveys, career advice, wage analysis, and more — as a core component of their offering for job-seekers and employers.

It's easy to see why: if the content is good, it helps build credibility, enhance SEO, and ultimately drive traffic.

"It's rare to find a U.S.-based site that doesn't have some form of content or editorial strategy," **Mark Parent**, CEO and co-founder of Richmond, VA-based [Job Hub Central](#), told the AIM Group.

Parent launched Job Hub Central in May, a company that helps brands, job boards, and ATS drive applications via Google Jobs. He is also the CEO of Ment Digital, a company that works with job boards and on-demand platforms to help build and execute data-driven marketing strategies. Before those roles, he spent nearly six years at hourly gig site SnagAJob.

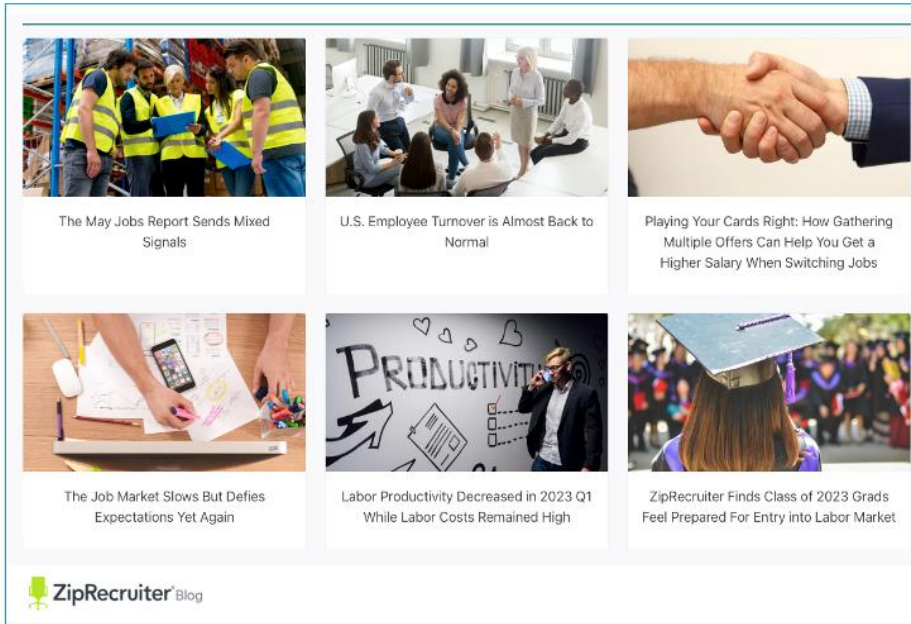
Online job content was pioneered by U.S.-based sites

Editorial career content online was pioneered by the dinosaurs of U.S. recruitment, particularly Monster and CareerBuilder. These job boards cooperated with newspapers to make sure their content was available in print as well as online. Gradually, audiences began to associate job editorials with job sites.

Today, the content delivered by recruitment sites is diverse as it is creative. Career advice editorials (still very common) are morphing into high-end analytics focused on wage analysis, skill demand, and macroeconomic analysis of the labor market. This evolution is enabling sites to become more than just content creators — they're becoming informal regulators and overseers of the labor market in general.

Once this trust is established, it becomes an invaluable asset in bringing in candidates and employers.

Some job sites are taking an even more aggressive approach and become news resources for the industry.



Source: ZipRecruiter operates an expansive blog and research content hub. Source: ZipRecruiter.com

[WhatJobs.com](https://www.whatjobs.com), a U.K.-based job search engine, features a news section covering topical developments affecting businesses across the globe. The company delivers curated news content produced by its four-person editorial team.

“We believe that providing high-quality, relevant editorial content is a powerful tool to build credibility and trust,” WhatJobs CEO **Alex Paterson** told the AIM Group. “By offering valuable insights, career advice, and industry news, WhatJobs isn’t just a job board — it’s a supportive partner in a person’s career journey.”

Paterson told us the editorial strategy at WhatJobs is a cornerstone of the company’s brand identity.

Indeed, the recruitment giant owned by Japan-based Recruit Holdings, has probably invested the most capital in its content strategy of any recruitment marketplace business. A significant part of this was [Hiring Lab](https://www.hiringlab.com), an analytics hub it called a “research institute” that was launched in 2014 and today covers seven major economies.

Hiring Lab’s research is primarily targeted at employers and research organizations, but its findings are often cited across media and news

reports. It positions Indeed as more than just a recruitment site, giving it knowledge authority across an industry.

But, of course, there is more to editorials than just providing an interesting read.

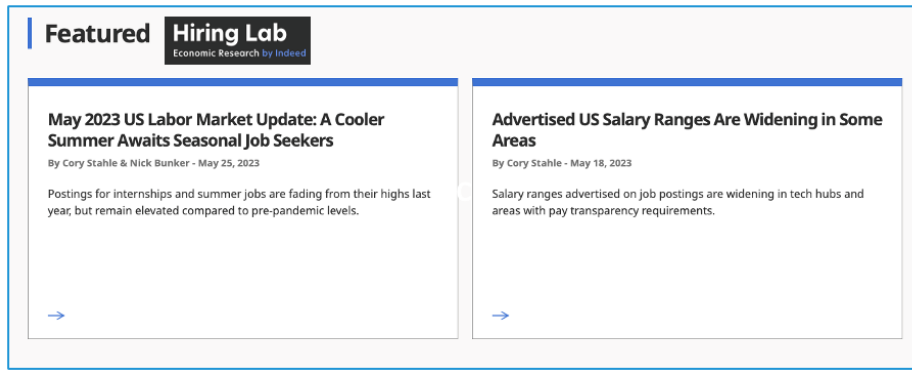
SEO: Hacking the keyword algorithms

As with almost any digital business, SEO is a crucial factor in driving traffic to job boards. And the easiest way to do drive traffic from search (aside from simply paying for it) is to create in-demand content.

“Over time, Google knows that your job board is not just a giant repository of jobs, but that you are also a trusted source on a particular subject,” Paterson told us. “That’s a huge factor for a lot of job boards and why they develop content. The ability to generate traffic via SEO can become a huge driver of revenue.”

Paterson agrees.

“Our content, targeting relevant job-market related topics and keywords, makes us more discoverable for job-seekers and employers alike, improving our reach significantly,” he told us.



Source: Indeed has placed massive resources into its research content arm. Source: HiringLab.org

It’s quite impressive how far even a basic starter job board business can go with an intensive and effective SEO content strategy. However, not all job businesses take the trodden SEO-heavy path.

Curated content direct to email

[ExecThread](#), a curated marketplace of crowdsourced career opportunities for executives, takes a different approach to content.

The company’s CEO, **Joe Meyer**, has intentionally avoided jumping into the traditional content-development side. His site does not have a blog or an editorial section, a rarity among most significant job sites. Meyer believes the senior-level jobs listed on ExecThread that can’t be found on other job boards are a strong enough value proposition in itself to attract candidates.

But Meyer does do content — just in curated, personal form. The ExecThread CEO writes all the content for a newsletter sent to the site’s 700,000+ registered users three times a week.

The preamble, as he calls it, is about 250-400 words focused on timely topics. Recent preambles talked about the importance and meaning of Memorial Day, and then led readers to links of exec-level job opportunities at organizations that support the military, and the defense and space sector. Another article recognized Asian American, Native Hawaiian, and Pacific Islander Heritage Month and then led readers to executive-level job opportunities at organizations that support the Asian American community as well as all career opportunities based in Hawaii, the Philippines, and in New Zealand.

For the past eight years, Meyer has personally

written more than 1,000 preambles, three times a week — never missing a deadline.

The ExecThread newsletter has a nearly 70% open rate and a 50% click-through rate — successful metrics by most standards. (According to the [2022 Campaign Monitor Email Marketing Benchmark report](#), the average email open rate was 21.5% across all industries in 2021.)

This approach has not been without criticism. An article in March on why professionals shouldn’t lie on their resume was received with some harsh email replies pushing back on his point of view.

But Meyer has not been deterred.

“I believe if you generate content, you need to have an opinion; and if some people disagree with that opinion, then they have a right to express why,” he told the AIM Group. “It’s called freedom of speech, and anyone who writes content should expect to be criticized at times and not take it personally.”

Meyer’s approach is working. Readers view him as authentic, and they enjoy hearing from the CEO of a company on a regular basis.

“For us, it’s less about SEO and more about engagement and trust,” Meyer told us. “We’ve intentionally avoided jumping into the content space because we want to do things differently than the other job boards out there. We’re focused on our value proposition.”

It all depends on the business type

There’s no single successful editorial template that can be applied to all job sites. Applicable

content, and method of delivery, depends on the business type and the targeted career segment.

“If it is a job site run by a single specific employer, editorial content is less important,” **Ken Shafer**, owner of U.S.-based marketing consultancy Coneflower Digital, told the AIM Group. “If someone is searching ‘jobs at company X,’ that employer’s career site should have a decent chance of having enough brand authority to take the top spot for that query. However, if the site is an aggregator, then that site will likely need something to help it establish some kind of authority in a particular job vertical.”

Shafer is also co-founder and CPO at Job Hub Central, which he launched with former SnagAJob colleague Parent.

Editorial content would be one way to help build authority for a site that needs to get a footprint.

“I think sometimes sites try to create goals around converting editorial traffic directly to job applications,” Shafer told us. “There are certainly opportunities to optimize toward goals like that. I just don’t know how realistic that is based on the user’s intent when reaching your content.”

Shafer discussed two scenarios:

1. If job-seeker A is looking for interview questions and answers, they’re probably not

in the headspace to apply to another job right then. “And that’s okay,” Shafer said. “It doesn’t have to be that 1-to-1 conversion.”

2. The flip-side to this would be content directed at people in the beginning or middle of the application process. For example, “How much does a bartender make?” This would be an opportunity for a site to create content and likely show the visitor some bartender jobs in their area.

“I believe there is always great value in brand visibility and awareness, even though it can be difficult to measure,” said Shafer. “It doesn’t have to lead directly to applications. There might be some other conversion point that puts the job-seeker, or employer, into your nurture funnel, which then yields applications at a later date. My recommendation is not to get hung up on the same metrics for every editorial subject.”

The biggest takeaway? There are no real downsides to editorial content for job boards. Of course, it requires capital and resources (unless you’re Meyer and do it all by yourself), particularly if done on a large scale, but the returns potentially deliver much higher value.

Editorial might not generate immediate applications or employer clients, but it can build a loyal audience that creates traffic and eventually get users into the service funnel.