

## I. Terminology and Functionality Questions

### What did Yahoo! HotJobs recently release?

In mid-February we released the R.E.A.L. Playbook, Search Ranking Enhancements and the Listings Toolbar. In this release we have focused on delivering unique insights into our-job seeker behavior to improve engagement with job listings and increase performance for our recruiting customers.

### What is the R.E.A.L. Playbook?

Based on industry best practices and a year of in-house research and testing, we have created the R.E.A.L. Playbook that provides guidelines for our recruiters to post, edit and manage their jobs. R.E.A.L. stands for Relevance, Engagement, Availability, and Location, and springs from Yahoo!'s innovation in search technology over the past decade. By following these best practices, recruiters can improve performance.

#### What is meant by Relevance for the job seeker?

Matching text in your job title & description to keywords that candidates search.

#### What is meant by job seeker Engagement?

Measuring how well candidates respond to your job.

#### What is meant by Availability for job seekers?

Ensuring that the positions displayed are still unfilled.

#### What is meant by Location for job seekers?

Making sure the jobs shown are in a location of interest to the candidate.

### What are Search Ranking Enhancements?

With this release, R.E.A.L principles will have a greater influence on the job-listing rankings in the search results page. While following the R.E.A.L. principles should help your job postings perform better anywhere users are searching, Yahoo! HotJobs has optimized its search technology on these principles. Customers should follow the best practices from the R.E.A.L Playbook to benefit from this release.

### What is Listings Toolbar?

The new Listings Toolbar offers job seekers an easy way to personalize their user experience. The Listings Toolbar enables job seekers to save jobs, hide companies from

their searches, refer jobs to friends and report inappropriate jobs to Yahoo! HotJobs. We believe that these options also will encourage customers and users to view Yahoo! HotJobs as a trusted partner.

### What is Hide Company?

Hide Company is a new feature in the Listings Toolbar that lets signed-in users exclude a company's listings from their search results. Users can hide up to 10 companies each, and can easily unhide any company they've hidden. By allowing users to personalize their search results, Hide Company improves listings targeting and search relevance.

## II. Relevance and Engagement Questions

### If I follow the recommendations of the R.E.A.L Playbook, what are the chances that my listings will be more engaging?

Yahoo! HotJobs has noticed from our research and testing that there is a positive correlation between job quality and job performance. The R.E.A.L Playbook has been developed based on feedback from job seekers on what they like about jobs. We also looked at the best-performing jobs on our site to see what they have in common and used this information to develop the best practices guide.

### If my job titles are more engaging, does it mean that my listings will always get more applies?

Yahoo! HotJobs has noticed from research and testing that if the quality of the job title is good, then more job seekers will read the job description. Hence, improving the title and making the job description consistent with the title will improve the chances of getting more applies.

### If my job listings are engaging, will they always appear in the top spots of search results?

If your jobs are engaging, there is a better chance that they will appear higher in search results for relevant queries. There is no guarantee, however, that your jobs will always appear in the top spots of search results.

**How does Yahoo! HotJobs decide which listings are more engaging to job seekers?**

Yahoo! HotJobs has a proprietary algorithm that calculates the engagement level of jobs based on several indicators of job seeker likeability.

**I am a Wrapper client. I wrap jobs every 24 hours. Will this shorter frequency impact the engagement of my job listings?**

No. The engagement history will not be affected, as long as it's the same job every day.

**Should I include contact information in the job description?**

No. It is recommended not to put any contact information in the job description. If you are using HotJobs Apply, then candidate resumes will automatically be sent to your contact e-mail address and be available under the Candidates Tab in the Yahoo! Recruitment Center. If you are not using HotJobs Apply, then fill in the structured fields called "Contact Information". By filling in these fields, your jobs will get a "Click to Apply" button, under which your contact details will be present.

**Will I get under-qualified candidates if my job description is too long?**

Not necessarily. But from usability research studies, we have noted that job seekers like job descriptions that are short and to-the-point. Most qualified candidates spend more time reading the job description if it is not too long. Because of this, it is recommended to keep job descriptions between 150 to 250 words.

**III. Location Questions**

**What location should I include in the location field if I have a job for a particular sales territory, but the office is located somewhere else?**

In such cases, put the sales headquarter location within the location field. Within the job description, you can include the details about specific locations.

**I do not offer relocation assistance for my job openings, yet I still get a lot of applicants from other locations. What should I do?**

In the benefits section of the job description, write "Relocation assistance not offered" or "Local candidates only".

**IV. Performance Questions**

**How do I know whether or not my listings are performing well?**

The Yahoo! Recruitment Center has performance reports on each listing. You can look at the number of searches, views and applies related to all of your listings.

**How can I learn more about improving my job-listing performance?**

Yahoo! HotJobs will be setting up a series of Best Practices webinars to help customers improve their job listings performance. You can visit our Recruiter Resource Center ([www.hotjobsresources.com](http://www.hotjobsresources.com)) to find out the next live webinar date or download our previously recorded webinar tutorial.

**If I am not getting enough views for my listings, how often should I update job titles?**

Make job titles as relevant as possible by following the recommendations of the R.E.A.L Playbook. Consider waiting 3 days before making changes to the job title.

**If I am not getting enough applies for my listings, how often should I update their job descriptions?**

Ensure that both job title and job description are consistent and follow the playbook guidelines. Consider waiting 3 days before making changes to the job description.

**If I click on my own job listings, will I get better performance?**

No. This action could result in poor performance.

**If I follow the recommendations of the R.E.A.L. Playbook, how long should I wait to see the performance of my listings improve?**

After following the recommendations, consider waiting 3 days before making any changes to your listings.

**If I follow the recommendations of the R.E.A.L. Playbook and still don't get adequate job performance, what should I do?**

In such cases, please contact your Yahoo! HotJobs Account Representative.

**Where do I find the job performance metrics?**

You can find the job performance metrics of individual jobs on the Yahoo! Recruitment Center's "Jobs" and "Tools" tabs. On the "Jobs" tab, click on "Detailed View" or "View the Job Detail Page." On the "Tools" tab, click on "Reports" to generate the type of job performance report you need.

**How often are these job performance metrics updated?**

On Yahoo! Recruitment Center Reports, the performance metrics are updated every 24 hours at 00:00 GMT.

**I am a staffing company. I post jobs for different clients. If I don't update any job information other than the short or long description, then will the job performance of a client's previous job be carried over to the client's next job?**

Yes. In this case, the job performance metrics of your previous job will get carried over to the new job. It is recommended that in such cases, you take down the previous job and post the new job. (Unique Listings)

**How will Hide Company impact my performance?**

Recruiters are not losing anything with Hide Company. Job seekers who hide a company's listings were not going to click on them anyway. They are the frustrated users who are leaving Yahoo! HotJobs because they could not get the search results they wanted. Hide Company provides an alternative of immediately improving search relevance

rather than having them driven to other sites. If a customer is still concerned about the usage of Hide Company on their listings, we will be providing detailed reporting on who is getting hidden and at what frequency after we launch. Reporting will be available on a monthly basis.

**Does Hide Company work for confidential listings?**

No, Hide Company will not work for "confidential" companies since their identity is private.

**V. Listings Management Questions**

**How often should I refresh the job listings for better performance?**

If you are seeing a decline in applies, consider refreshing the job listing once every 7 to 14 days.

**If I refresh my jobs every 7 days, will that improve the engagement of my listings?**

No. Refresh action will convey the job availability to job seekers. This does not impact the engagement of the job.

**If I take down a job and repost it frequently, will that improve the engagement of the listing?**

No. If you take down a job and repost it as a new job, then your old job's engagement history will not carry over to the new job. However, this does not directly improve the engagement. (Unique Listings)

**If I repost a job, will it change the dates?**

If you delete the existing job and post a new job, it will change the date of the job. Alternatively, if you copy the existing job, it will change the date for the copied job.

**Does the date of a job make the listing appear higher in search results?**

No. Date of job does not play a role in determining where your job shows up on the search-results page. Date conveys the availability of your job to job seekers.

**If I still have an unexpired daily refresh account, will refreshing my jobs every day improve their engagement?**

No. The main factors for a listing's search-results ranking are relevance, engagement, availability and location. The date is used only to display job availability to job seekers. Hence, refreshing jobs daily will not affect their engagement.

**I have continuous hiring needs. If I post jobs and don't take any action, will engagement of my job listings be affected?**

If your hiring needs are continuous throughout the year, consider copying and reposting jobs every 30 days. Job seekers may not like to apply to very old jobs.

**VI. Miscellaneous Questions**

**I am a Self-Service customer. What recommendations should I follow?**

We only allow Self-Service customers to edit the job description after the initial job posting. For help with your next posting, please contact Customer Care.

**I am a customer that posts jobs using the newspaper channel. What recommendations should I follow?**

Newspaper customers using Job Post can only edit the job description after the initial job posting. For help with your next posting, please contact Customer Care.

**Where is Report Abuse link present?**

Report Abuse link is provided on the job-detail page for every job listing.

**What are the reasons for which a job could be reported?**

The reasons are "Mis-categorized", "Misleading", "Over-posting/Spam" and "Other Guidelines Violation". Job seekers must pick a reason before they can report an abuse.

**Where do I find the definitions for these Report Abuse reasons?**

You can find a definitions link above the list of reasons. Upon clicking this link, you can find

the definitions for these reasons within the HotJobs Help section.

**Will every job that has been reported be reviewed by Yahoo! HotJobs?**

Yes.

**What happens when a listing is reported?**

Yahoo! HotJobs will review each job that is reported. We will take the action we deem appropriate if the reported job violates our listings guidelines.

**I want to know more about Direct Apply credits with wrapping. Can you provide me more information?**

Please contact your HotJobs Account Representative. He/she will be able to assist you with this.

**Where do I find the candidate responses for questionnaire?**

You can find the candidate responses for questionnaire under the "Candidates Tab" in the Yahoo! Recruitment Center.

Click on Candidates Tab → Candidate Name → Questionnaire link on top.

Alternatively, you can click on Jobs Tab → Click on Job → Questionnaire link on top.