

The Huffington Post Has Advice for Job Seekers. That's Good News for Employers

Glassdoor Team | February 8, 2017



In an article posted this week on *The Huffington Post*, career coach Sherri Thomas has some valuable tips for job seekers: "In my opinion, Glassdoor is the best place to start your job search." Why is Sherri so confident in saying this? Because Glassdoor "has tons of new jobs added every day, and allows you to search by job title, key responsibilities, company or location."

And good advice for job seekers presents a huge opportunity for employers.

Filling an open position at your company can be a daunting prospect. Beyond the basic question of "Will this candidate be able to perform the responsibilities of the job?", you need to look at intangibles—the behaviors and traits that are almost impossible to gauge from a resume. We're talking about qualities such as temperament, values and integrity. Will this person be a good fit for your organization's culture? Will they be a 'team player'? What are their expectations for the role?

To be sure, this is why you have an interview process—in an effort to pry out this information. But interviewing is time-consuming and, ultimately, expensive. Post your open positions on certain job sites and you could be flooded with resumes from potential candidates who are so thoroughly unqualified it makes you wonder if they even bothered to read the job description! Weeding through all those pointless resumes wastes your valuable time and money; research shows that it costs the average U.S. company \$4,000 to hire each new worker.

How can you avoid this mess? By ensuring that job seekers have all the information on your company *before* they apply to your open positions. Job hunters with unfiltered insight into what life is really like at your company are more likely to self-select and apply for only those positions where they are a good match. And Glassdoor is the only place where employee reviews sit side-by-side with employer perspectives for a complete, 360-degree view of what it's like to work at your company. That's how Glassdoor can deliver twice the applicant quality at a fraction of the cost.*

Glassdoor was founded on the belief that there's a better way of connecting candidates and companies, in an efficient, mutually beneficial way. Sherri Thomas's advice proves that this vision is correct. Not only does providing job hunters with valuable insight into potential employers arm them with the insight they need to make an informed decision, but it also helps employers locate the talent that will be the best fit for their organization. This reduces both time-to-hire and cost-to-hire, and dramatically improves employee productivity and retention rates. The result? You can flex your recruiting muscles more efficiently, saving your time, money... and sanity!

So, how can you take Sherri's tips and leverage them at your company? By engaging with candidates today on Glassdoor. If you haven't already done so, [claim your Free Employer Account](#) and start responding to reviews—65% of Glassdoor users agree their perception of a company improves after seeing an employer respond to a review!** And for maximum reach, post your open jobs on Glassdoor; there are a variety of package options to suit every company's unique needs.

As [Reviews.com](#) says, "Glassdoor gives you both the info you need to find job opportunities and the context to see if it's a good fit for you too." Glassdoor has all the jobs, and informed candidates who are looking for a job they love. Now it's up to you to go and get them!

* As measured by application-to-hire ratio compared to other job sites based on a study of 2015 hiring data for 30 million applications.

** Glassdoor.com U.S. Site Survey, August 2016

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