



**Simple ways
to the top of a job search**

提升招聘廣告『曝光率』

© 2009 Career Times Online Limited.
All rights reserved.

No part of this publication may be copied, reproduced or distributed in any form or by any means, without prior permission of Career Times Online Limited. While we endeavour to keep the information contained in this publication up-to-date and accurate, we make no representations or warranties of any kind, expressed or implied, about the completeness and reliability, with respect to the information or related graphics contained in this publication.

© 2009 Career Times Online Limited。
版權所有，不得翻印。

本刊物的內容，包括所有文字、圖像、數據及其他資料，均受到版權保障，除非預先得到Career Times Online Limited授權，否則嚴禁複製、改編或分發。Career Times Online Limited盡力確保本刊物的資料內容正確，唯對於本刊物載列的內容的完整性及準確性，不作任何擔保或保證。Career Times Online Limited對於因資訊內容或其使用而引致的任何損失或損毀，一概不負任何責任。

Simple ways to the top of a job search

Over the past 13 years, *Career Times* has been at the forefront of both print and online recruitment advertising and marketing. We have found that certain recruitment advertisements were able to exert a strong pull on prospective candidates while some others simply failed to appeal.

Advertising a job vacancy on an online job board does not guarantee satisfactory results. Successful online recruitment relies primarily on the "visibility" of a job posting. While the majority of recruiters realise that jobseekers usually search for the latest job postings, they tend to overlook two very simple but determining factors that could make their job postings stand out from the rest.

Career Times' data reveals that jobseekers exhibit certain behaviours. Aside from searching for the most recent job vacancies, they also look for job postings that fulfil two criteria—keyword and category.

Keyword optimisation

Walking in the jobseekers' shoes

First thing first, employers must get to grip with the subtle differences between the supply and the demand in the recruitment advertising process. On the supply side, a recruiter remains active, sending out messages to attract people with the desired calibre, competence and attributes. Conversely, jobseekers are on the demand side and they are confined to a passive role, seeking to fit their skills, knowledge and aspirations into job vacancies that may or may not be right for them.

Our statistics show that 50% of job searches were conducted via "keyword search" and the rest via "category search", for instance, on specific industries or job functions.

In our experience, most recruiters that advertise a job vacancy compose a job description only to explain the job, failing to take full advantage of an online advertising vehicle. In view of this, a "you approach" to recruitment advertising is advised. In other words, advertise what jobseekers want to know and prompt them to take action. So, recruiters should answer the following questions before placing an advertisement:

- What exactly are your prospective candidates looking for?
- How will they respond to your advertising messages?

提升招聘廣告『曝光率』

過去13年，《Career Times》一直穩守招聘廣告及推廣的前線。我們發現，好些招聘廣告能夠產生強大的吸引力，往往可以在短暫的時間內成功招募大量人才；有的則剛好相反，求職函件零星落索。

在招聘網站刊登職位空缺廣告，不一定會得到令人滿意的結果。網上招聘的成功與否，主要取決於招聘廣告的『曝光率』。大多數的僱主都意識到，求職者通常會以招聘廣告刊登的時間先後進行搜尋，最新刊載的職位空缺理所當然地佔較高的『曝光率』。不過，他們往往忽視了兩個可以讓他們的招聘廣告在云云競爭對手之中脫穎而出的關鍵因素。

《Career Times》最新數據顯示，求職者在招聘網站搜尋職位空缺的時候大都依循一定的模式。他們除了尋找最新近的職位空缺，還會同時以『關鍵字』和『類別』作出搜尋。

優化關鍵字

從求職者的角度出發

首先，僱主必須在刊登招聘廣告的過程中，認清個別職位空缺的供應和需求相方之間的一些微妙差別。在供應方面，僱主必然地處於主動，以招聘廣告上的文字及影像作招徠，吸引求職者。相反，在需求方面，求職者限於其被動的角色，以『關鍵字』和『類別』搜尋，跟他們的技能、知識和意願作出配對，希望在簡短的搜尋過程中找到適合他們的職位空缺。

我們的統計顯示，五成的搜尋結果，皆通過『關鍵字』搜尋而得出；其餘的則為『類別』搜尋的結果。

根據我們的經驗，大多數僱主在刊登職位空缺廣告的時候，偏重於詳述公司對該職位的入職要求，未能理解及充分利用網上招聘廣告的力量。有鑑於此，我們會鼓勵僱主在刊登招聘廣告的時候，以求職者的角度為出發點。換句話說，即針對求職者對某些職位的工作性質和入職要求等的了解，撰寫招聘廣告，促使他們採取行動。因此，僱主在刊登招聘廣告之前，應該回答以下問題：

- 你希望吸引的求職者究竟須要知道哪些資料？
- 他們將會如何回應您的招聘廣告信息？

Ditch that old job title and be creative

Change is constant in the business landscape and it creates jobs that may require an amalgamation of different skills sets. Although some HR executives are not given the flexibility to modify or create market relevant job titles due to stringent corporate control, they must be able to adept at the pace of change and flex their creative muscle when hiring people, particularly when regular job titles do not reflect the real job nature any more.

A certain level of creativity in the job titles can help attract prospective job candidates but recruiters need to start off with the very fundamentals—the true nature of the jobs being advertised.

For example, can an employer substitute a "relationship specialist" for a "sales executive"? People looking for sales jobs naturally conduct a job search by the keyword "sales". An advertised position of "relationship specialist" will get a slim chance of being noticed. However, there is a way of accommodating creativity.

In cases like this, we would recommend recruiters to hyphenate relevant and eye-catching keywords. For example:

Relationship specialist – a senior sales executive position

Dilemmas?

- Irrelevant job titles confuse jobseekers and generate poor search results
- Strong adherence to corporate guidelines

Solutions!

- Advertise vacancies with job titles that reflect the responsibilities and ranks
- Hyphenate the job nature or keywords that are most relevant to the job for better search results

錯配職銜

變幻恆常的商業環境，不斷創造就業機會及嶄新職位，對於不同技能的需求殷切。好些人力資源管理人員因著嚴格的企業管理限制，沒有得到授權去修訂定固有的工作職銜與招聘市場大趨勢接軌。然而，他們卻必須善於變通，在刊登招聘廣告的過程中採取靈活及高效的策略，好讓一些似乎已經過時的職銜反映實際的職能及特定的工作性質。

與眾不同的職銜當然可以吸引求職者的注意，不過僱主在作出任何創作或修改之前，必須清楚理解一個基本原則 — 職銜必定能夠符合高度的實際性，與相關職位的入職要求、職級及工作性質配合。

比方說，一個relationship specialist跟一個senior sales executive的工作性質可不盡相同。搜尋銷售工作的求職者自然會以『sales』進行關鍵字搜尋，而搜尋結果亦大抵不會包括『relationship specialist』。然而，具創意的職銜不一定是絕對不可行的。

在好些情況之下，我們會建議僱主在比較『另類』的職銜後面加入相關而又能夠引起搜尋銷售工作的求職者注意的關鍵字。例如：

疑難？

- 不相關的職銜讓求職者產生混淆，導致不理想的搜尋結果
- 人力資源部門必須遵守公司既定的招聘方針，沿用特定的職銜

解決方案！

- 職銜必須反映工作性質、範圍和職級
- 輔以關鍵字，提升搜尋結果

Category search

Although the *Career Times* search engine allows jobseekers to match keywords against those in the job description field, it is always wise for recruiters to complement job titles with an appealing message. The reason is clear—jobseekers scan through a list of job titles before clicking on the "right" ones for further details.

If a recruiter is trying to lure jobseekers away from one job function to another, or encourage a career shift to another industry, it may be wise to hyphenate the jobseekers' current job titles or functions. The below may be ideal for companies looking to hiring a customer service executive to fill a sales position:

Sales executive – a position for experienced customer service executive

It is also important to space out key words for better visibility. Compare the below job titles:

1. Designer (HTML/FLASH/JAVASCRIPT)
2. Designer (HTML / Flash / JavaScript)

Both jobs will come up in an online job search for "designer", but if certain jobseekers perform a search for specific attributes such as skills/experience in HTML, Flash and JavaScript, the second one is apparently more eye-catching and more importantly, searchable and will appear on top of the search list while the first may never see the light of day.

Most of our jobseekers use English when performing an online job search. Recruiters may consider supplementing Chinese job titles with English ones for better results. But do keep in mind that the translation, whether it is from Chinese to English or vice versa, should serve the jobseekers' purposes, and not the other way round.

Dilemmas?

- "Unsearchable" keywords
- Searching for people with alternative industry skills and experience
- Chinese job titles don't come up in job search

Solutions!

- Leave a space between keywords
- Hyphenate the job nature and/or an attractive and concise message
- Supplement Chinese job titles with English ones

分類搜索要訣

《Career Times》的搜尋器可以讓求職者通過關鍵字搜尋功能，與職位詳情作出配對。然而，我們會建議僱主在職銜一欄附帶一個簡潔卻能夠引起求職者注意的訊息。原因其實十分簡單——求職者在搜尋職位空缺的時候，一般會用關鍵字搜尋功能，製作出一個職銜列表，才再點擊內進閱覽詳細資料。

假若僱主希望吸引求職者轉投另一個工種，或者鼓勵他們轉行，大可以好像以下例子一樣，在職銜後面附加求職者目前的職銜或者工作性質，表明公司銳意聘請customer service executive填補sales executive的職位：

僱主亦可以在關鍵字之間加上space，讓求職者更容易搜尋合適的職位空缺。比較下面兩個職位：

這兩個職位皆招聘designer，但是如果求職者在執行搜尋時選擇搜尋特定的技能和經驗，例如HTML，Flash和JavaScript等，第二個職位顯然更引人注目，亦更容易搜尋，大有可能會出現在搜索列表的較高位置，而第一個職位就可能永遠不見天日。

此外，大部分的求職者使用英語執行網上職位空缺搜尋。欲刊登中文招聘廣告的僱主，可以考慮在中文職銜後面附加英文，以增強招聘廣告的『曝光率』，達致更理想的搜尋效果。不過要記住，無論中文或英文的職銜，都要以吸引及提高求職者的興趣為依歸。

疑難？

- 無法搜索的關鍵字
- 招聘從事其他行業的求職者
- 中文職銜不在關鍵字搜尋範圍之內

解決方案！

- 在關鍵字之間加space
- 在職銜後加上工作性質和/或有吸引力和簡潔的信息
- 中英職銜互補

Top 100 keywords used by jobseekers 求職者最常用的100個關鍵字

1	Clerk	26	Purchasing	51	Draftsman	76	SAP
2	China	27	Admin	52	Printing	77	Footwear
3	Manager	28	Quantity Surveyor	53	Technician	78	Customer Service
4	Marketing	29	Director	54	Editor	79	Settlement
5	Assistant	30	Account	55	Warehouse	80	Training
6	Merchandiser	31	Security	56	Personal Assistant	81	General Manager
7	Shipping	32	Audit	57	FMCG	82	Fabric
8	Engineer	33	Sweater	58	QA	83	Merchandising Manager
9	Officer	34	Receptionist	59	Retail	84	Garment
10	Secretary	35	Fashion	60	University	85	Management Trainee
11	Macau	36	Project Manager	61	Toys	86	Administration
12	Sales	37	Watch	62	Club	87	Temp
13	Part Time	38	Chef	63	Procurement	88	Operation
14	Safety	39	Quality	64	Environmental	89	Coordinator
15	Hotel	40	Jewellery	65	Teller	90	Graphic Designer
16	Japanese	41	Credit	66	Toy	91	Dealer
17	Project	42	Food	67	Buyer	92	Wine
18	Trainee	43	Insurance	68	Sales Manager	93	Associate
19	Designer	44	Logistics	69	Fashion Designer	94	Library
20	Driver	45	Accountant	70	Textile	95	Statistics
21	HR	46	Event	71	Property	96	Sourcing
22	Bank	47	Shipping Clerk	72	AutoCAD	97	QC
23	Analyst	48	Compliance	73	Office Assistant	98	Laboratory
24	Research	49	Executive	74	Part-Time	99	Senior Merchandiser
25	Design	50	Regional	75	Oracle	100	Data

If you have any questions over keyword search and category search, please contact us at 2156 2666 and we will assign a recruitment consultant to assist you.

如果您對關鍵字和分類搜尋有任何疑問，請致電 2156 2666與我們聯絡，我們的招聘顧問會為您排解疑難，提供全面性的服務。

About CTHR

CTHR is an extension of the career and recruitment portal CareerTimes.com.hk, with a keener focus on serving the information and professional development needs of the human resources profession. CTHR was built with a view to help companies to enhance their organisational performance, corporate efficiency and competitiveness via effective human resources management. Practitioners in the field will find a wealth of useful information on CTHR, which includes daily news feed, salary indices, surveys, case studies, analyses of employment law issues and an array of exclusive interviews.

For details, visit us at www.CTHR.com.hk or contact us at 2156 2666.

關於CTHR

CTHR是求職及招聘網站CareerTimes.com.hk專為人力資源管理專業人士建立的全方位資訊平台。CTHR搜羅多元化的行業資料，貼身照顧人力資源管理人員的專業發展需要，內容涵蓋每日新聞、薪酬指數、調查報告、法律分析，以及一系列獨家採訪。

如欲進一步了解CTHR的服務範圍，請登入 www.CTHR.com.hk或致電2156 2666與我們聯絡。



Published every Friday

Career Times

Career Times, an English-language recruitment weekly for business executives, has been published by Hong Kong Economic Times Limited every Friday since 1997. With an average weekly circulation of 210,000 copies, it is currently the market leader in quality job postings especially in the Banking & Finance, Engineering, Information Technology, Merchandising and Sales sectors.

CareerTimes.com.hk

CareerTimes.com.hk, the online version of *Career Times* was launched in 1999 as an alternative recruitment and information portal for jobseekers and human resources professionals, with a strong and active registered member population of 460,000, thousands of corporate openings and 622,000 daily page views. It offers full editorial contents in sync with *Career Times*, including recruitment related information, self-improvement, industry insights, exclusive interviews and many more.

CTHR.com.hk

CTHR.com.hk was created in 2009 with a keen focus on serving the information and professional development needs of the human resources profession. It contains a wealth of useful information including daily news feeds, salary indices, surveys, case studies, in-depth analyses of employment law issues and a colourful array of exclusive interviews.

Career Times

《Career Times》於1997年創刊，是一份專為行政人員而設的高質素英文招聘報刊，每周刊登數以千計的職位空缺資料，由香港經濟日報(集團)有限公司印行，逢星期五出版，內容涵蓋招聘行情、自我增值、行業前瞻，專業論壇及獨家專訪等，每周平均發行量達210,000份。

CareerTimes.com.hk

CareerTimes.com.hk是《Career Times》於1999年開展的網上資訊及招聘平台，為求職者及人力資源專業人士提供全面的招聘資訊，會員人數超過460,000名，每天瀏覽平均達622,000頁次，每星期刊登超過千份職位空缺。除了轉載所有於《Career Times》刊登的專題報導，更每天更新職位空缺資料，求職者可以就工作性質、行業類別、專業資格、薪酬、職階、年資、合約性質及關鍵字搜尋合適的好工。

CTHR.com.hk

CTHR.com.hk建於2009年，專門提供最新的市場及專業發展資訊，內容精闢豐富，其中包括每日新聞，薪酬指數，調查研究，個案分析，勞資法律，博客專欄，個人及專業發展資料庫，以及一系列獨家採訪等，全方位照顧人力資源管理專業及相關人士。