

Jobs2Web Optimizes Jobs for Top Placement in Search Engines, Driving Candidates Directly to Corporate Career Sites

For a demo, please visit Booth E at the HR Technology Conference & Exhibition

CHICAGO, Ill. – Oct. 4 (SEND2PRESS NEWSWIRE) – HotGigs(R) Inc. (BOOTH E) announced HotGigs Jobs2Web(TM), a revolutionary job marketing tool that uses search engine optimization to drive Internet-based jobseekers to corporate career Websites. The launch, announced at the Human Resource Executive's 9th Annual HR Technology Conference & Exhibition, formally releases a product that's been successful in beta and pre-release.



"Professionals looking for work perform more than 10 million job-related searches on Google, Yahoo! and other major search engines every month," said Doug Berg, HotGigs founder and CEO.

"HotGigs Jobs2Web automatically positions employers' job content higher in the search engine rankings through our unique search engine optimization techniques," Berg added, "The result: Jobseekers find more interesting career opportunities and hiring companies find more high quality recruits. In early deployments, Jobs2Web is definitely boosting the flow of great candidates to client company sites."

Xerox Corporation, headquartered in Stamford, Connecticut, has deployed Jobs2Web for its career portal (www.xerox.com/careers). "As a global technology leader and a great employer, Xerox wants to ensure that our jobs site at www.xerox.com/careers (<http://www.xerox.com/careers>) is among the best," said David Williams, manager of professional recruiting services at Xerox. "We anticipate that Jobs2Web's services will help us further enhance our site and broaden our reach to even more top-quality candidates."

Using a daily feed from companies' ATS systems, Jobs2Web extracts and rewrites job listings, translating corporate lingo used in job listings into common language search terms, so online jobseekers can more easily find positions. These optimized job listings rank higher in major search engines and free job posting sites, such as Indeed.com*, SimplyHired*, and GoogleBase*. Candidates can then interact with a company's career Website and ATS system, maximizing a company's online recruiting strategy.

Key features of HotGigs Jobs2Web:

* Daily optimization of job listings that customizes skills, categories,

functions and locations for better searchability;

- * Automatic daily job submissions to top search engines and free jobsites, including Google, Yahoo!, MSN, Google Base, Indeed.com, SimplyHired, Craigslist, and Job Central;

- * Integration with existing ATS job import configurations; and

- * Company career site visitors can subscribe to a company's job notification database. Jobs2Web joins a family of products and services from HotGigs that enables and streamlines the staffing process.

About HotGigs Inc.

HotGigs Inc. delivers web-based staffing solutions that help companies manage their staffing supply chain. The company's HotGigs.com staffing exchange, a national public network of more than 10,000 staffing firms and 38,000 consultants, makes it easier for companies to fill full-time and contract positions.

HotGigs' unique Staffing Network Platform (SNP) provides companies with a centralized portal to automate sourcing of contract resources from a private network of preferred vendors. Its Jobs2Web product drives candidates directly to company career sites from top search engines, and helps companies build their own private candidate communities.

Headquartered in Minneapolis, MN, the company was founded in 2003.

For more information on HotGigs or Jobs2Web:
<http://www.hotgigs.com> and <http://www.jobs2web.com>

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