

Indeed Product Highlight

# Job Seeker

Make getting a job simpler,  
faster, and more human

**Maggie Hulce**

EVP and General Manager, Job Seeker  
Indeed



We help  
people  
get  
jobs.™

**Job Seeker First  
is our keystone value**



**Job Seeker First**



**Pay for Performance**

# We want to help job seekers find better work so they can live better lives

**76%**

“Better work results in  
having a better life”

**66%**

“There is a better job  
out there for me”

Source: Indeed Survey, 2023, US, CA, UK, FR, DE, NL, AU, IN, IT, n=22,564

Our Vision

**Every worker's  
trusted career  
companion**



indeed



# Job seekers are clear about what they want

## Explore

Understand my options for jobs and companies

## Apply

Find jobs that fit my skills and preferences

## Interview

Connect with a real person and be seen for what I can do

# Job seekers encounter many pain points

Explore

~50%

of US jobs are still missing salary<sup>1</sup>

Apply

~50%

are looking for for 2+ different types of jobs<sup>2</sup>

Interview

~80%

have applied and never heard back<sup>3</sup>

Source: <sup>1</sup> Indeed data, US; <sup>2</sup> Indeed survey, 2022, n=708; <sup>3</sup> Harris Poll on behalf of Indeed, 2023, n=2,053

# Our three-part strategy

**01**

## **Broad Reach**

All the jobs in one place, along with authentic company reviews, career guides and salary info

**02**

## **Best Matching**

**03**

## **Faster Connections**



# We are a leading job site by traffic in 20+ countries

## #1

Canada  
United States  
Mexico  
United Kingdom  
France  
Ireland  
Belgium  
Netherlands  
Sweden  
Italy  
South Africa  
Japan  
Singapore



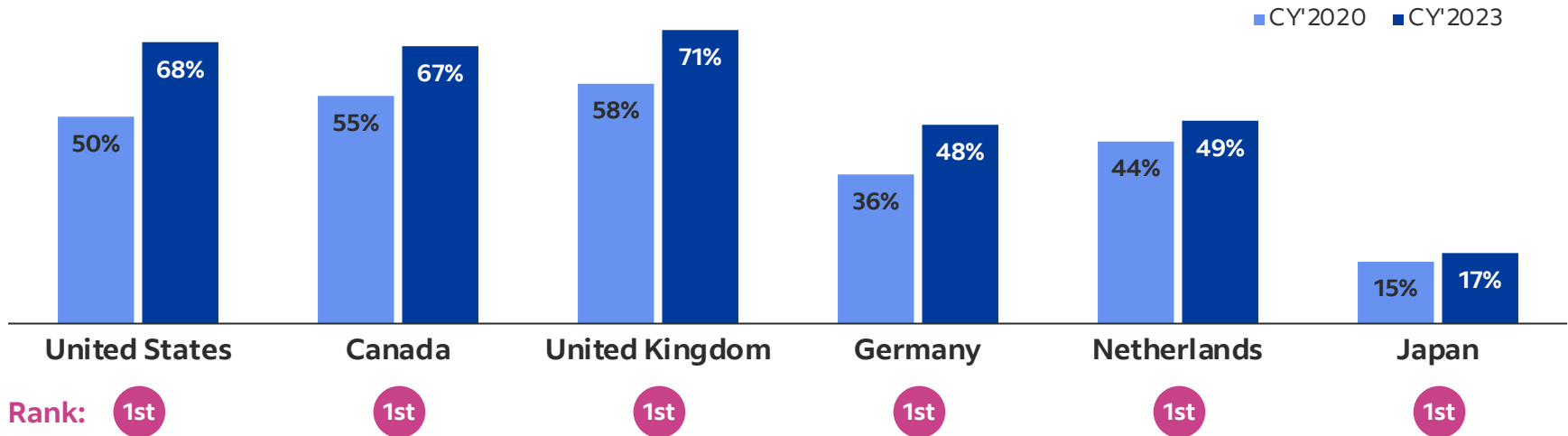
## #2

Brazil  
Poland  
Austria  
Spain  
Germany  
Switzerland  
Hong Kong  
Vietnam  
Australia

Source: #1 job site rank measured by traffic as determined by SimilarWeb, Comscore or Médiamétrie depending on the market, October 2023.  
#2 job site rank measured by traffic as determined by SimilarWeb, Comscore or Médiamétrie depending on the market, October 2023.

# Indeed is top of mind for job seekers in our key markets

Global Indeed Labor Force Unaided Consideration



Source: Based on Indeed Brand Awareness Surveys, 2020 & 2023.

**Unaided Consideration (UAC)** = The percentage of people who would consider using Indeed when searching for a new job.

UAC Questions in survey = "Imagine that you're in the process of searching for a new job. If you could only use one job site or online source, which would you use?" + "What other job sites or online resources would you consider using?" Responses are open-ended

# And this holds for all major Industries

US Unaided Consideration Rates by Industry, CY 2023



Labor Force

68%



Healthcare

78%



Finance and Banking

67%

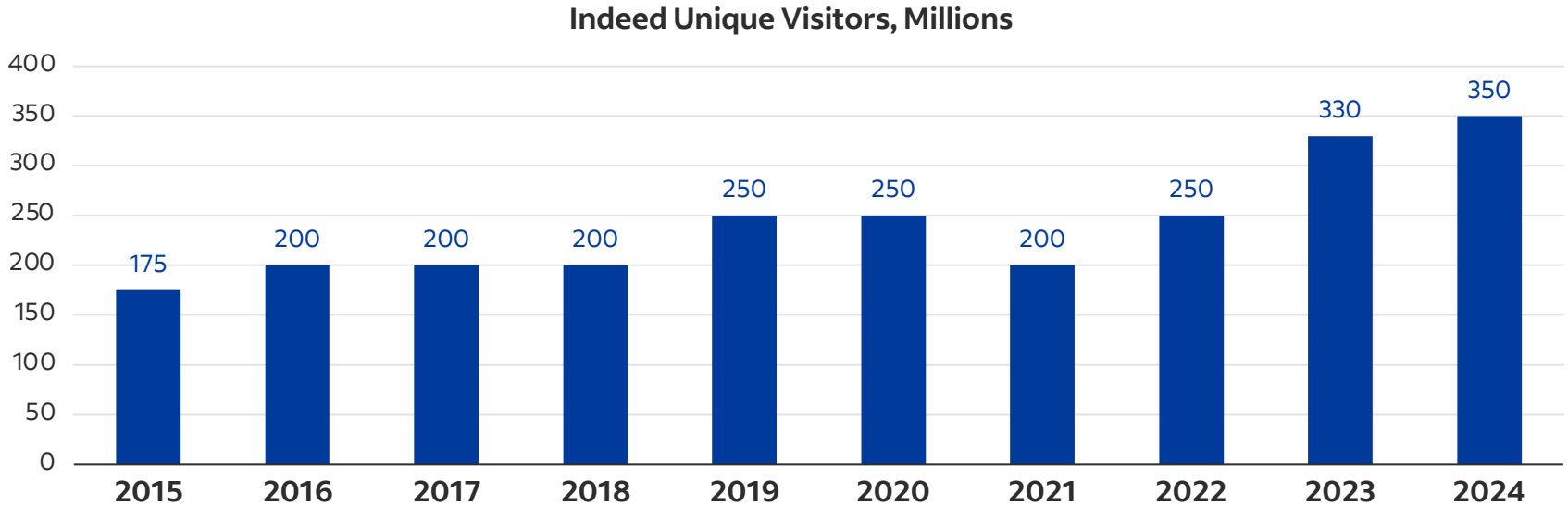


Technology

64%

Source: Based on Indeed Brand Awareness Survey, 2023

# We've **doubled** our monthly Unique Visitors over the last 10 years

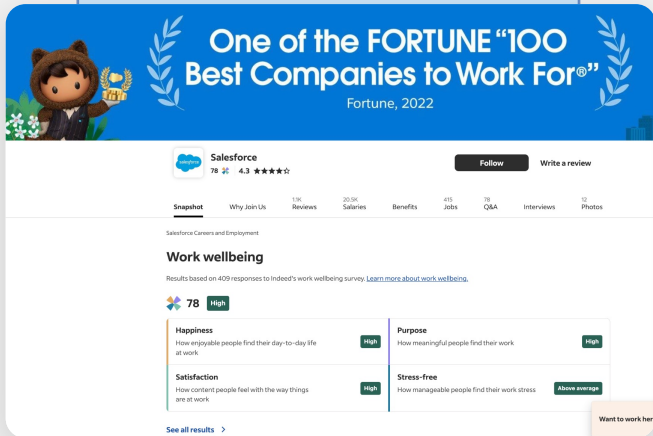


Source: 2015 - 2023: Indeed Internal Data, average monthly Unique Visitors October - March 2014-2023, respectively; 2024: Indeed Internal Data, average monthly Unique Visitors June - December 2023. Please see disclaimer for definition of Unique Visitors.

# While most visitors come to Indeed to explore jobs, our depth in company and salary insights drives additional engagement

~1B  
company ratings

~1B  
salary insights



One of the FORTUNE "100 Best Companies to Work For®" Fortune, 2022

Salesforce 78 4.3 ★★★★★

Snapshot Why Join Us 13K Reviews 20.5K Salaries 455 Benefits 78 Jobs 78 Q&A Interviews 12 Photos

Salesforce Careers and Employment

Work wellbeing

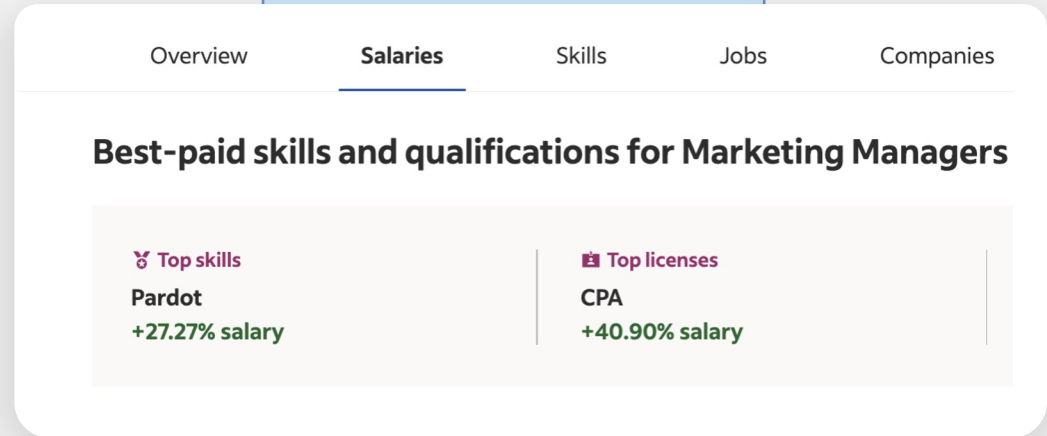
Results based on 409 responses to Indeed's work wellbeing survey. [Learn more about work wellbeing.](#)

78 High

<b>Happiness</b> How enjoyable people find their day-to-day life at work. <b>High</b>	<b>Purpose</b> How meaningful people find their work. <b>High</b>
<b>Satisfaction</b> How content people feel with the way things are at work. <b>High</b>	<b>Stress-free</b> How manageable people find their work stress. <b>Above average</b>

See all results >

Want to work here



Overview **Salaries** Skills Jobs Companies

## Best-paid skills and qualifications for Marketing Managers

<b>🏆 Top skills</b> <b>Pardot</b> <b>+27.27% salary</b>	<b>📄 Top licenses</b> <b>CPA</b> <b>+40.90% salary</b>
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Source: Indeed data (worldwide)

## Beyond exploring jobs and company insights, job seekers start applications on Indeed

**+20%**

Number of job seekers who started an application on Indeed 2023 vs. 2022<sup>1</sup>

Source: <sup>1</sup> Indeed data (worldwide); <sup>2</sup> Top occupations in order of started applications on Indeed, 2023

## Top 10 Occupations<sup>2</sup>

- 01 Sales and Retail
- 02 Food and Beverage
- 03 Operations and Management
- 04 Supply Chain and Logistics
- 05 Healthcare
- 06 Technology
- 07 Transportation
- 08 Manufacturing and Utilities
- 09 Finance and Accounting
- 10 Community and Human Services

Job seekers share skills and preferences through profiles that help us tailor their experience on Indeed

525M+

Global job seeker profiles

Source: Indeed data (worldwide), job seeker accounts that have a unique, verified email address



**Miranda Moon** MM

**Resume**

**Indeed Resume**  
Updated Aug 6, 2023  
Not searchable

Get a resume that keeps employers calling  
[Improve your resume](#) →

**Improve your job matches**

**Qualifications**  
Tune the qualifications we'll use to match you

**Job preferences**  
Save specific details like minimum desired pay

**Hide jobs with these details**  
Manage the qualifications or preferences used

**Skills tests**  
Take assessments to showcase your top skills

**Ready to work**  
Let employers know that you're available to start

**Qualifications**  
We use these details to show you jobs that match your unique skills and experience.

**Education**  
Bachelor's degree  
MBA

**Skills**  
Analytics  
Branding  
Budgeting  
Care plans  
Coffee experience  
Customer Segmentation  
Economic Development  
Management  
Marketing  
Performance Management  
Pricing  
Process Improvement  
Profit & Loss  
Program Development

Job seekers are increasingly allowing employers to view their profiles and reach out on Indeed

Job seekers who receive an outreach are

**2X more likely**

to connect with an employer than those that apply on their own

Source: Indeed data (worldwide)



indeed



Miranda Moon



✉ mirandamoon@indeedmail.com

☎ (555) 555-0123



📍 Seattle, WA 98122

👁 Employers can find you



Resume



Miranda\_M\_resume.pdf

Added Jan 21, 2021



1-4-16



# Our three-part strategy

01

## Broad Reach

All the jobs in one place, along with authentic company reviews, career guides and salary info

02

## Best Matching

Personalized job and career recommendations based on understanding of your skills and preferences

03

## Faster Connections

**Excellent personalized matching** requires understanding, collecting and validating skills and preferences from both sides

Understand skills and attributes

Collect from job seekers and jobs

Validate and suggest skills

Personalize matches

Use feedback loop

## Our industry-leading understanding of occupations powers our AI/ML models for better matching

We understand 10K unique attributes (skills, licenses, settings, schedules, benefits, pay) across ~900 occupations

■ Occupation

■ Shift

■ Job Type

■ Skill

■ Credential

■ Benefit

### [RN \(Registered Nurse\)](#) - [Night Shift](#)

We have an immediate [full-time](#) opening for a Registered Nurse (RN) on Night Shift. Attendance Bonus Offered- \$75.00 per pay period! Must have the flexibility to work [every other weekend](#) and [holidays](#). Positions are 12 hour shifts.

You'll be responsible for:

[Nursing care](#) delivery, such as [IV therapy](#), treatments, [med administration](#), and other clinical needs according to physician's orders and patient plan of care. Performs [comprehensive assessments](#) within the scope of the nursing practice and respond to patient change in conditions. Oversees the activities of the nursing assistants.

You'll need to have:

Current Ohio [RN license](#), strong documentation skills, experience with [Point Click Care \(PCC\)](#) is a plus, instructor-led [CPR certification](#) or willing to obtain upon hire, solid work history with excellent attendance and punctuality, and ability to respect all members of the healthcare team.

Hillandale offers an impressive collection

[Holiday pay](#), [Shift Pick-Up bonus pay](#), [Night Shift differential pay](#), [Employee Referral bonus pay](#), Extra Differential on Friday and Saturday nights

## Occupation-specific understanding delivers customized job seeker experiences

Registered Nurse | Seattle | Search

Filters: Date posted, Remote, Within 35 miles, Pay, Job type, Specialty, License, Shift and schedule, Work setting, Location, Company, Posted by, Experience level, Education

### Work Setting

- Hospital (1,134)
- Clinic (505)
- Acute care (438)
- In-person (430)
- Outpatient (360)
- Inpatient (308)

### Specialty

- Medical-Surgical (838)
- Critical and Intensive Care (726)
- Surgery(595)
- Home Health (555)
- Cardiology (535)
- Pediatrics (406)

### License

- RN License (3,755)
- LPN (336)
- CNA (82)
- LVN (31)
- Certified Nurse Practitioner (17)
- APRN (4)

### Shift

- On call (242)
- Evening shift (231)
- 3x12 (184)
- PRN (174)
- Per diem (157)
- No weekends (128)

## Job seekers share qualifications and preferences not only while updating their profile, but also during the job search process

Across both qualifications and preferences, we collected **2B** unique data points in 2023

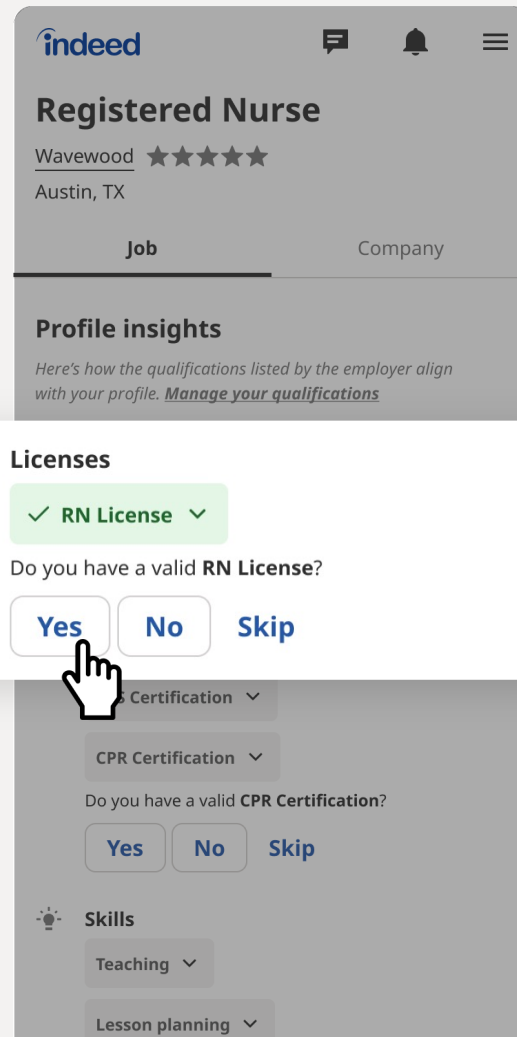
Source: Indeed data (worldwide). Qualifications can include skills, certifications, licenses, degrees, fields of study, and other facts that describe the job seeker's capabilities and experiences. Preferences are sentiment data about job details, like job title, company, pay, location, remote type, job type (employment type), work schedule, and industry.

The image shows a mobile app interface for an Indeed job profile. The profile is for a 'Registered Nurse' at 'Wavewood' in 'Austin, TX'. The profile has a 5-star rating. Below the profile information, there is a 'Profile insights' section. A modal window is open over the 'Licenses' section, which contains a dropdown menu for 'RN License' and a question 'Do you have a valid RN License?' with three buttons: 'Yes', 'No', and 'Skip'. Below this, there are sections for 'BLS Certification', 'CPR Certification', and 'Skills', each with a dropdown menu and a question about having a valid certification or skill.

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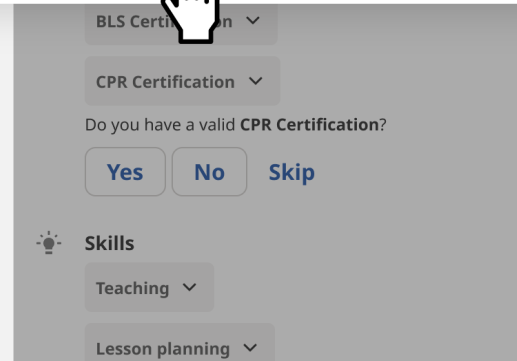
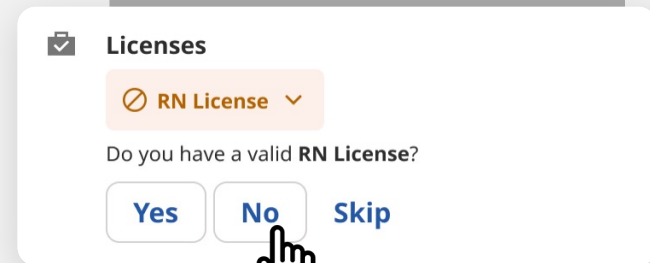
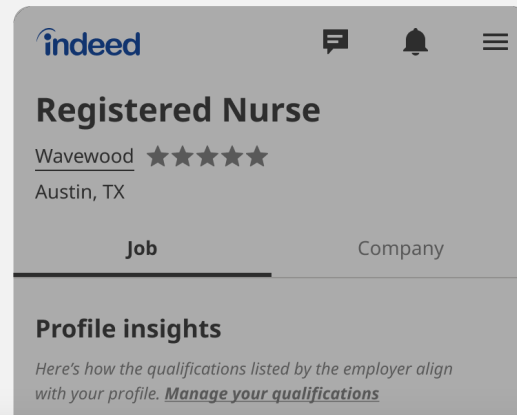
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# Pay information on jobs is a priority for job seekers

Jobs with pay get 30% more started applications per impression<sup>1</sup>. We have pay from the employer for ~50% of US jobs.

Source: <sup>1</sup>Indeed data, US

## Senior Salesforce Project Manager

Cat software service

Dallas, TX 75204 (Deep Ellum area)

🚶 Deep Ellum Station

\$150,000 - \$155,000 a year ♥

Full-time ♥

No weekends

➤ Easily apply

- This role requires a seasoned professional with a proven track record in Salesforce project management, specializing in the communications cloud, and having...

Active 6 days ago



We help validate skills to demonstrate job seekers' capabilities to employers

1B+ assessments taken on 900+ types of skills

## Indeed Assessments

### Assessments

Your completed assessments:

- Business math**  
Proficient  
[View full score report](#)  
March 2020  
Show to employers: Yes
- Retail customer service**  
Proficient  
[View full score report](#)  
August 2022  
Show to employers: Yes
- Management & leadership skills: Impact & influence**  
Proficient  
[View full score report](#)  
August 2022  
Show to employers: Yes

## Years in skill


### Add skill

Skill name \*





Years of experience  
Round to the nearest year. Example: 2

## Skill connect

### What are some of your skills?

 PER SCHOLAS

We've added new skills  
Confirm the Per Scholas recommended skills.

- Linux 
- Network administration 
- Threat management 
- Cyber incident response 

AI-driven personalized job recommendations now drive 60% of sponsored started applications and help job seekers find relevant jobs faster

### Homepage Feed

The screenshot shows the Indeed homepage feed. At the top, there's the Indeed logo, a search bar with the text "Search", and a location filter set to "Austin, TX". Below this is the "Job feed" section, which includes the text "Jobs based on your activity on Indeed". The first job listing is for a "Customer Support Representative" at "Arbor Home" in "Austin, TX • Remote". The salary is listed as "\$33,773 - \$54,000 a year". A green badge indicates "You have matching qualifications ✓". There are buttons for "Easily apply" and "Hiring multiple candidates". The listing is dated "10 days ago".

### Invite to Apply

The screenshot shows an email invitation to apply for a "Customer Support Representative in Austin, TX" from Indeed. The email body says: "Hi Ellen, We saw your profile on Indeed and thought you would be a great match for the [Customer Service Coordinator I](#) opportunity. **This job was posted today.** Please submit a quick application if you have any interest." There are two buttons: "I'm interested" (in blue) and "Not interested" (in white with a blue border). Below the buttons, it says: "Review the job details in this email or read the [full job description](#) on Indeed." The job details section at the bottom shows the job title "Customer Service Coordinator I" at "Walmart" in "Austin, TX 78704".

Source: Indeed data (worldwide)



New Generative AI  
job exploration showing a  
**17% increase in  
started applications**



### Conversation Starters

Help me find a job based on my skills and experience...

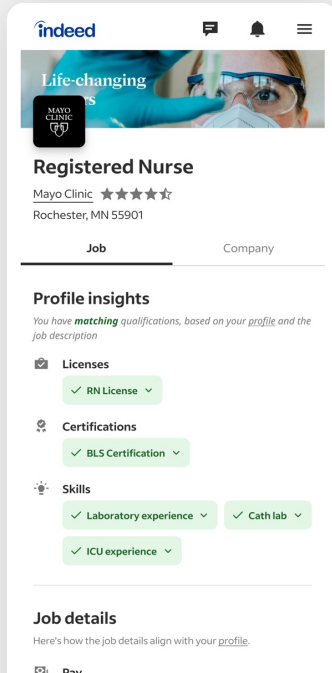
Help me make a career change...

Help me figure out what career to pursue...

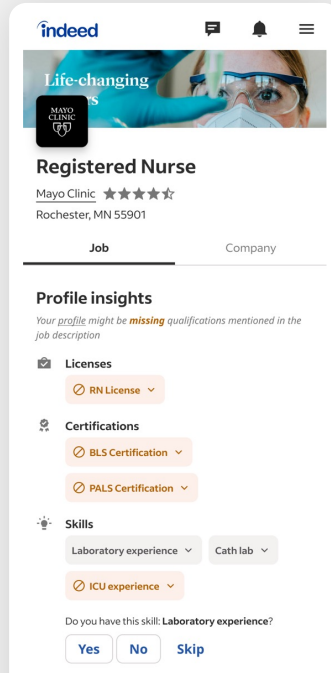
Help me find jobs based on my copy & pasted resume...

# We use the information we have collected to steer job seekers to jobs where they are more likely to get hired

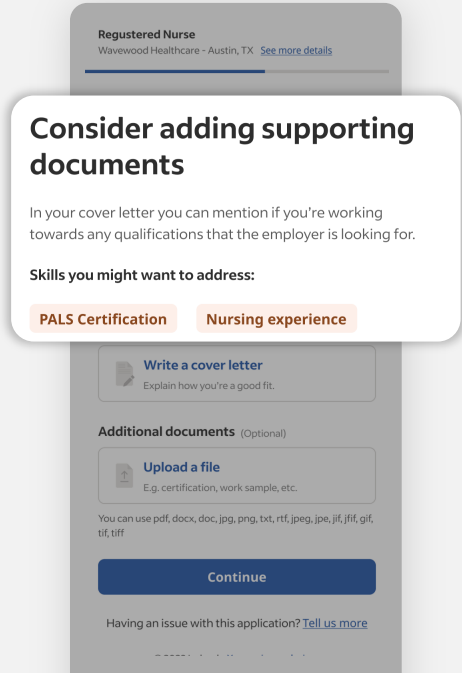
## Qualified



## Unqualified



## Recommendations to improve quality





**We use all this data about job seekers to feed our AI models and improve our match recommendations**

# Our three-part strategy

01

## Broad Reach

All the jobs in one place, along with authentic company reviews, career guides and salary info

02

## Best Matching

Personalized job and career recommendations based on understanding of your skills and preferences

03

## Faster Connections

Tools to help you showcase your skills, apply, interview and ultimately get hired faster on Indeed

# Four critical elements to enabling faster connections on Indeed



Mobile App



Indeed Apply



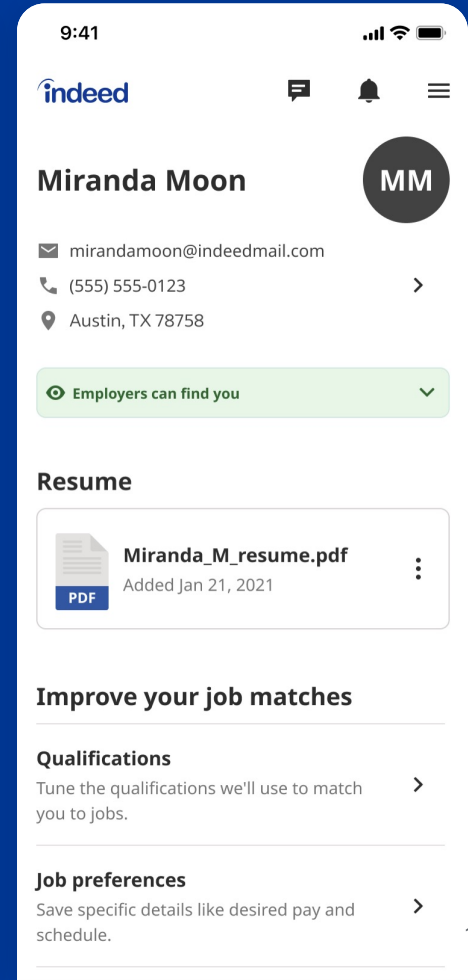
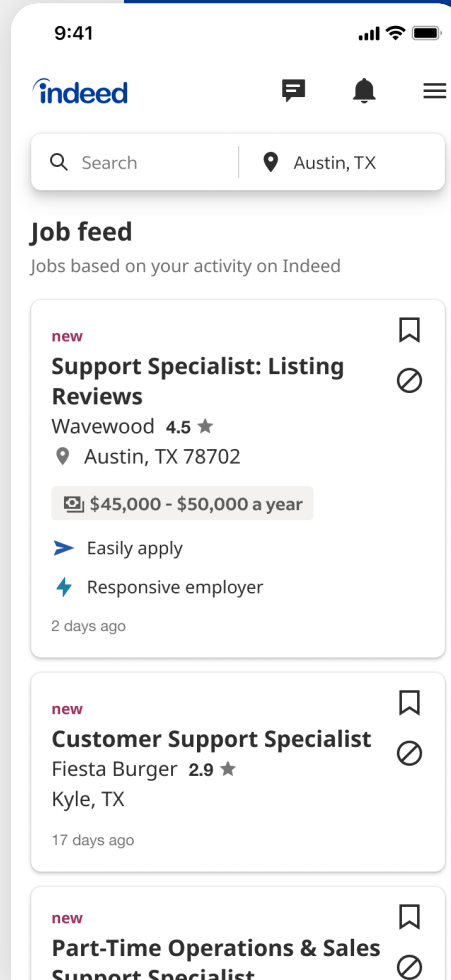
Indeed Messaging



Indeed Interview

## The mobile app is our best surface for engagement

- Better personalization (always logged in)
- Support workers throughout their career
- Lower our job seeker acquisition costs





# Indeed Apply enables mobile-optimized applications

75%

of applications are submitted on Indeed via mobile devices

## Matched Jobs

### Software Engineer

Wavewood 4.3 ★

Apply now

14 days ago

### Full Stack Software Engineer

Acme 3.7 ★

Apply now

## Which translates to a simpler, faster experience

Barista job on  
career site



8 minutes

Barista job with  
Indeed Apply



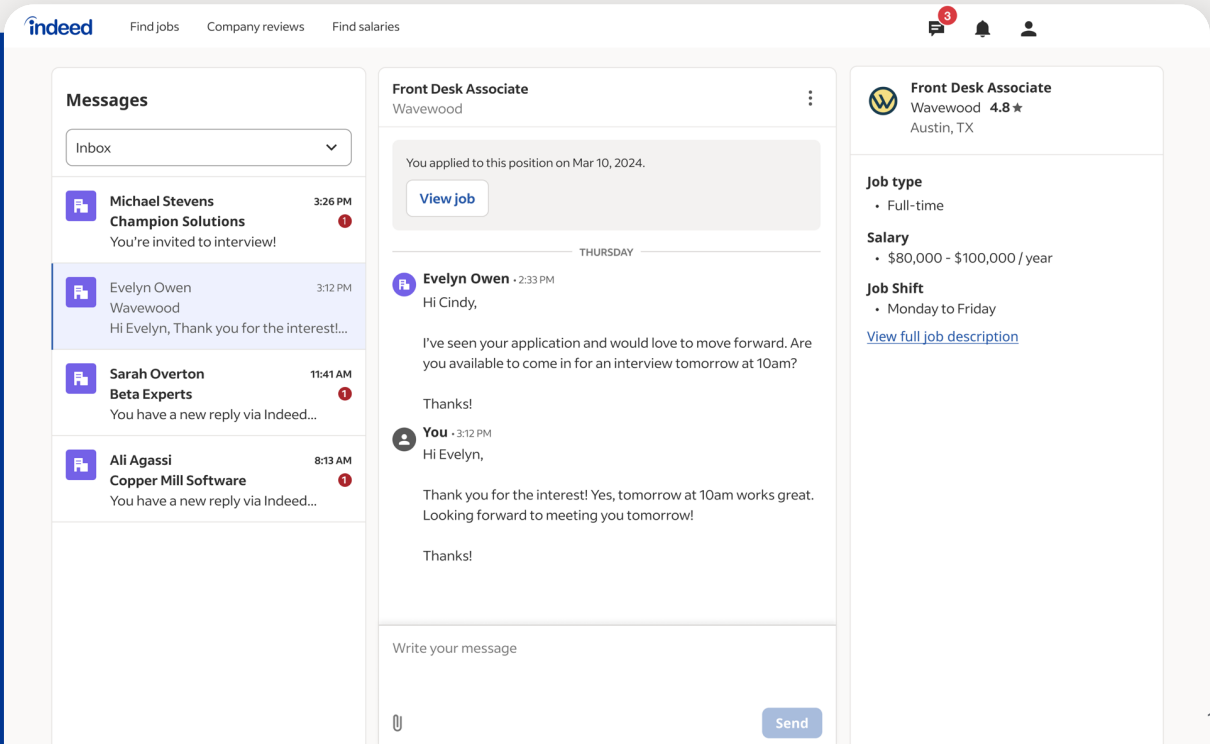
20 seconds

**24X**  
*faster*

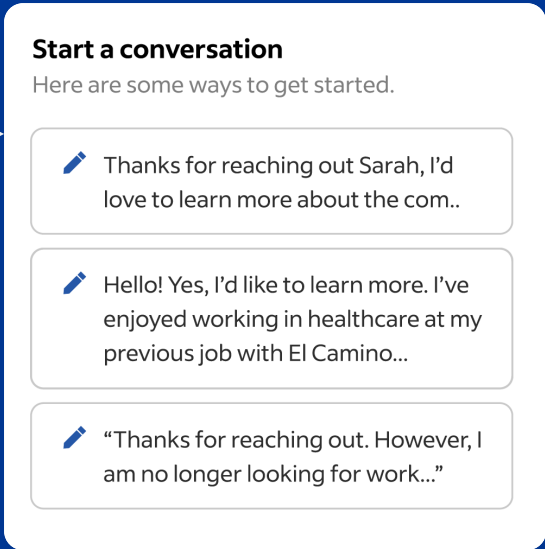
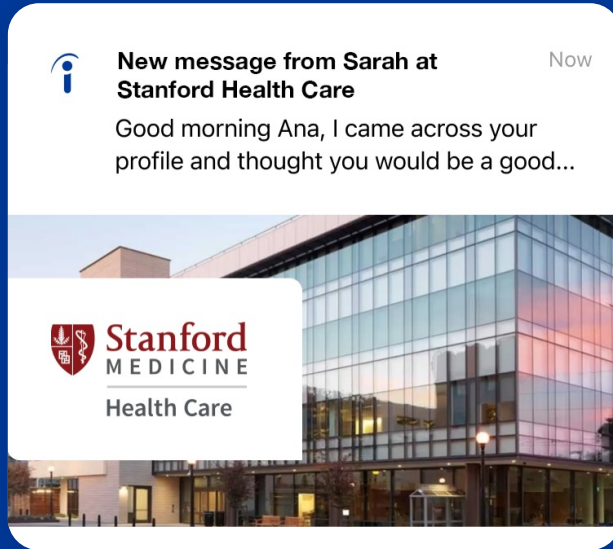
# Messaging is usually the first human connection post-apply

**25% increase**  
in job seekers who sent a message on Indeed YoY

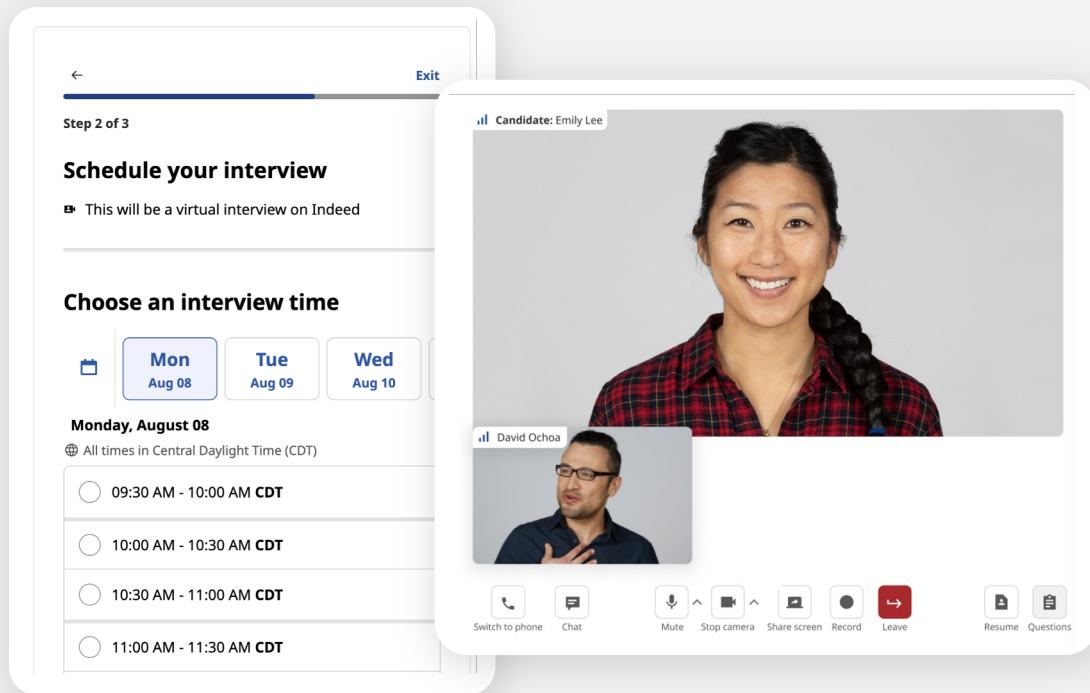
Source: Indeed data (worldwide), YoY 2023 vs 2022



# AI prompts in messaging help both job seekers and employers connect faster



## Indeed Interview enables faster time to interview



Average time to interview:

**4 days**

Source: Indeed data (worldwide)

**Allowing job seekers to immediately schedule interviews makes time to interview even faster**

**Community Associate**

Wavewood 3.1 ★

Austin, TX

 \$50 an hour ✓

 Full-time



**Directly schedule interview**

➤ Apply with your Indeed resume

⚡ Responsive employer

# Our three-part strategy

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All the jobs in one place, along with authentic company reviews, career guides and salary info

**02**

## **Best Matching**

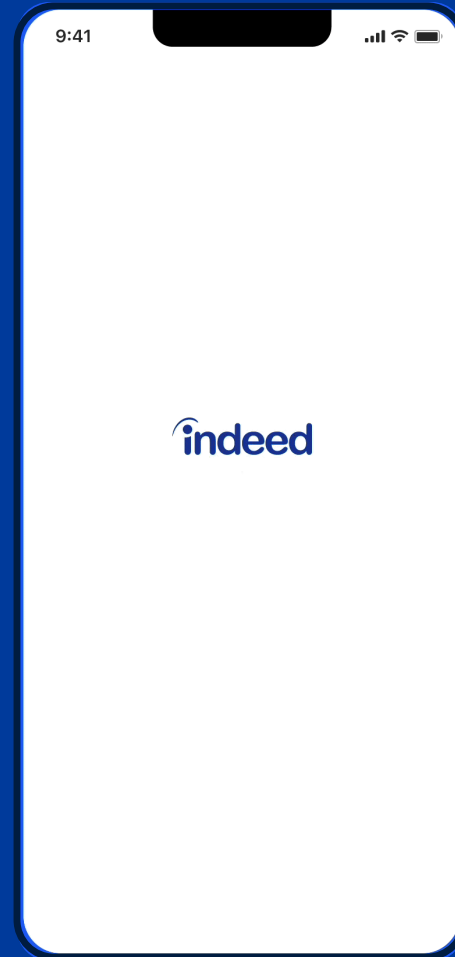
Personalized job and career recommendations based on understanding of your skills and preferences

**03**

## **Faster Connections**

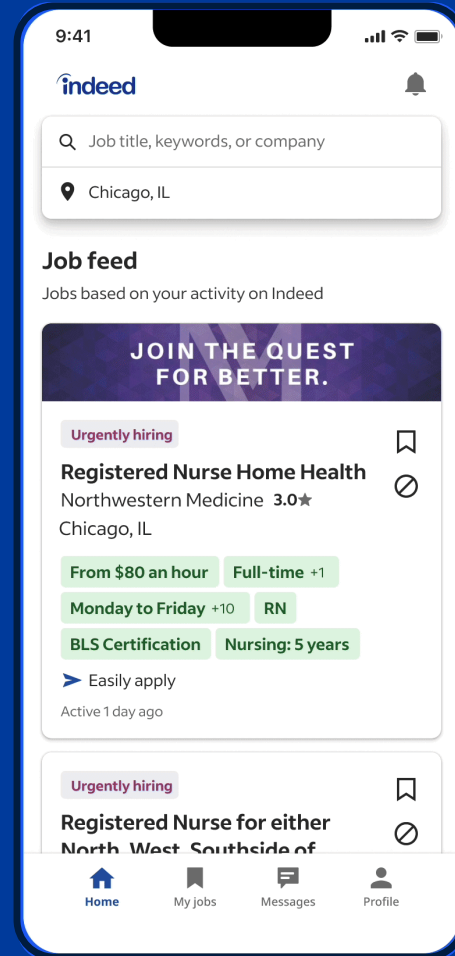
Tools to help you showcase your skills, apply, interview and ultimately get hired faster on Indeed

# Getting a job on Indeed **today**

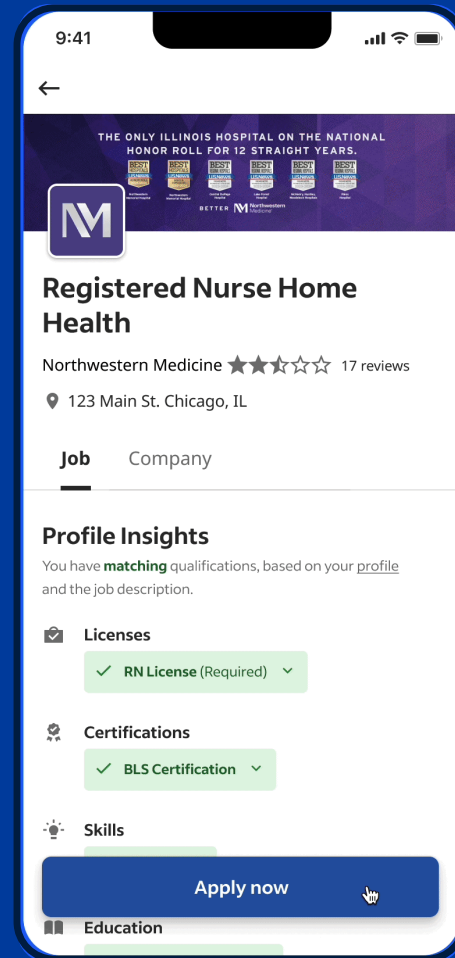




# Getting a job on Indeed today



# Getting a job on Indeed **today**



# Getting a job on Indeed **today**

9:41 Signal strength Wi-Fi Battery

**Registered Nurse Home Health** Cancel  
Northwestern Medicine - Chicago, IL [Details](#)

## Please review your application

**Contact information** Edit

Full name  
**Taylor Greene**

Phone number  
**+1 (773) 234-5678**

Email  
**taylorgreene2342@indeedmail.com**  
To mitigate fraud, Indeed *may* mask your email address. If masked, the employer will see an address like **taylorgreene2342@indeedmail.com**. Some employers, however *may* still be able to unmask and see your actual email address.

**Resume** Edit

**Taylor Greene**  
Chicago, IL  
[taylorgreene2342@indeedmail.com](mailto:taylorgreene2342@indeedmail.com)  
[+1\(773\) 234-5678](tel:+1(773)234-5678)

Work Experience

# Getting a job on Indeed **today**

BLS Certification  
ACLS Certification

Employer questions Edit

How many years of nursing do you have?  
**9**


Do you have a valid BLS Certification?  
**Yes**

Are you authorized to work in the United States?  
**Yes**

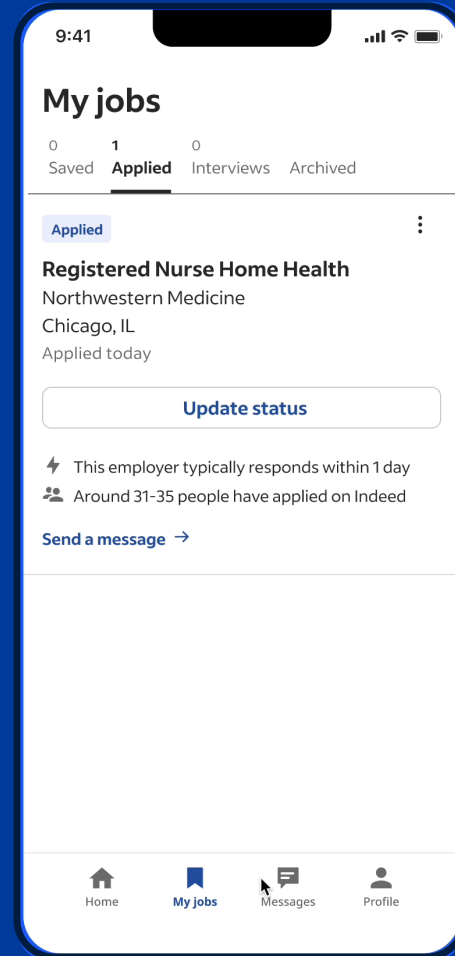
**Get email updates for the latest  
Customer Service jobs in Seattle,  
WA**

By creating a job alert, you agree to our [Terms](#). You can change your consent settings at any time by unsubscribing or as detailed in our terms.

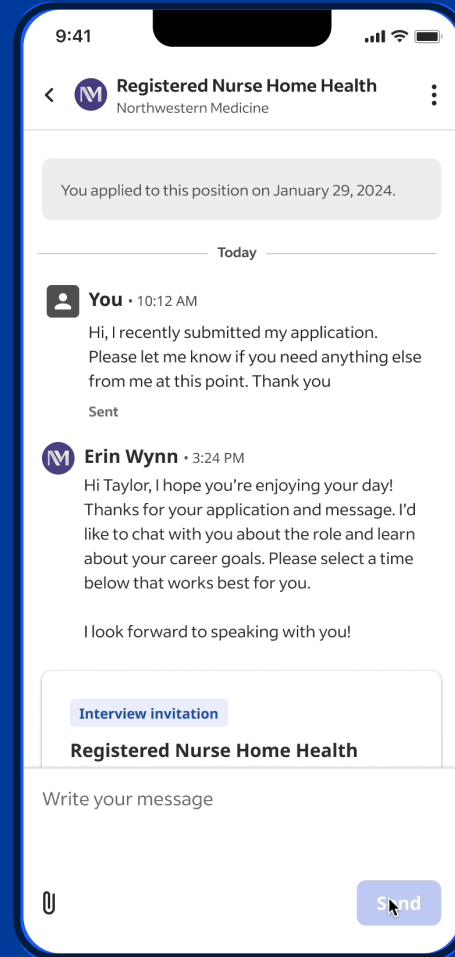
By pressing apply: 1) you agree to our [Terms, Cookie & Privacy Policies](#); 2) you consent to your application being transmitted to the Employer (Indeed does not guarantee receipt), & processed & analyzed in accordance with its & Indeed's terms & privacy policies; & 3) you acknowledge that when you apply to jobs outside your country it may involve you sending your personal data to countries with lower levels of data protection.

**Submit your application** 

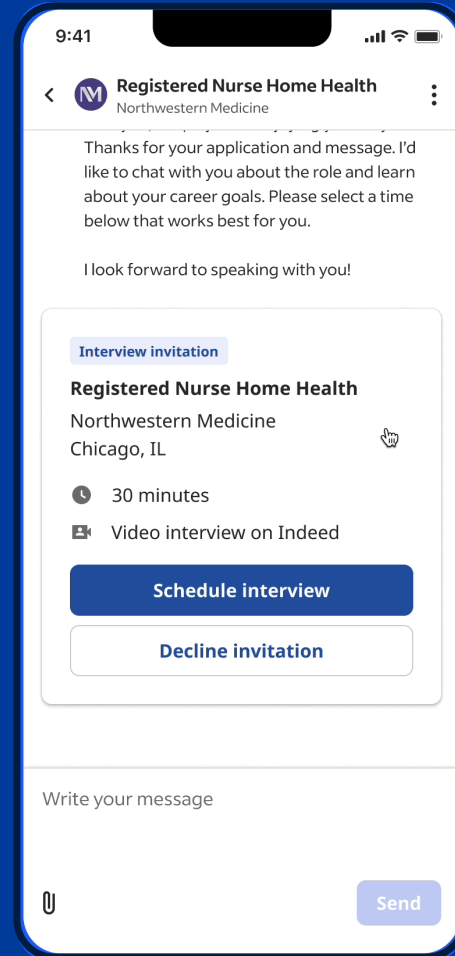
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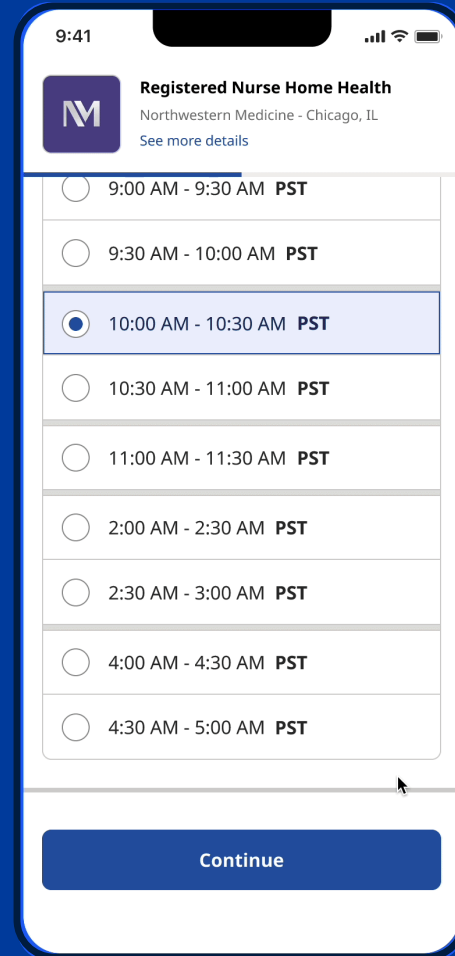
# Getting a job on Indeed **today**



# Getting a job on Indeed **today**

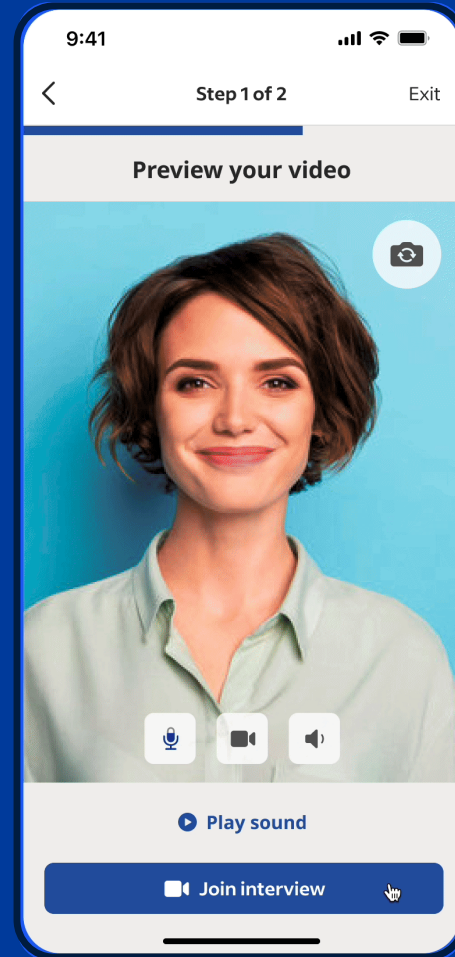


# Getting a job on Indeed **today**

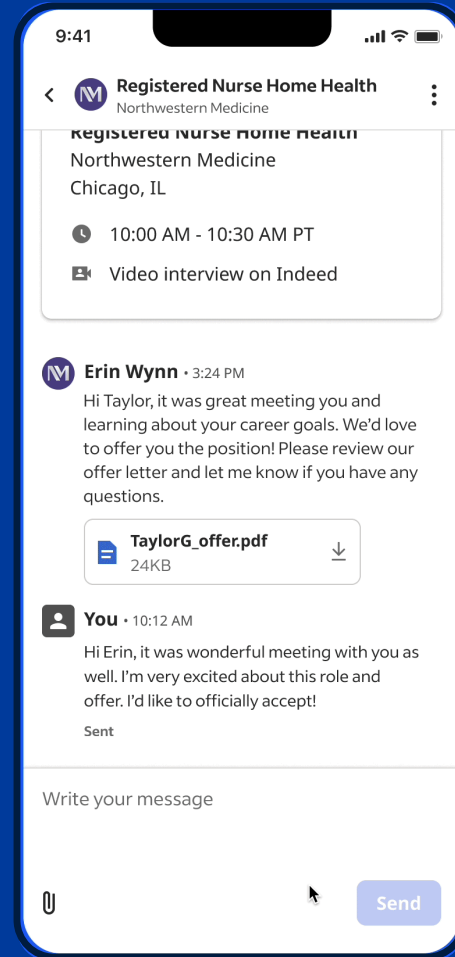




# Getting a job on Indeed **today**



# Getting a job on Indeed **today**



# Hear from millions of job seekers who have found a job on Indeed

**Job success stories like yours matter**

Your job search may be over, but there are thousands of people still looking. Inspire them to keep going by sharing your story.

[Share your story](#)

623  
Job stories today

19,800,662  
Total job stories

[Explore more stories](#)

Austin, TX

↑ ↓

**“** *Indeed helped me find a job within 2 weeks of signing up. The process, from applying to interviewing to being hired, was quick and easy.*

**Alicja**  
Guest Services Supervisor

New Glasgow  
Feb 11, 2024

gotajob.indeed.com

By 2030, we will help  
**100M people get hired**

# Key takeaways

- **01** We want workers everywhere to think of Indeed as their **trusted career companion**, connecting them to better work
- **02** Our focus on **broad reach, best matching, and faster connections** aims to solve core pain points in the job search process
- **03** With the use of AI and ML, we're creating **personalized experiences** based on our deep understanding of job seeker skills and preferences
- **04** We will help **100M people get hired by 2030**