

JIBE APPLY

RELEASE NOTES

Global Search, July 2015

Contents

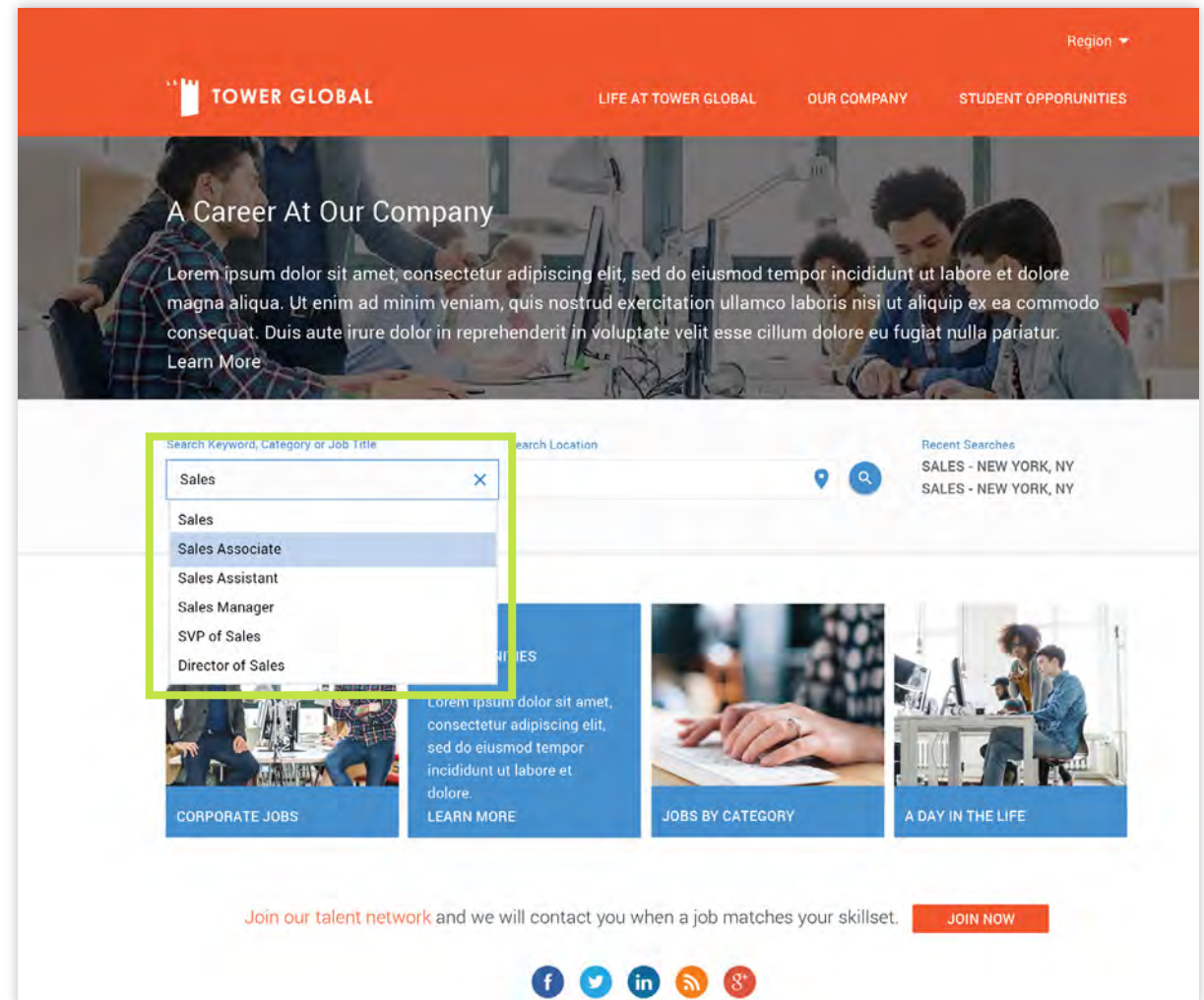
	New Features.....	3
	Enhancements.....	11
	Fixes.....	15

NEW FEATURES

A teal-tinted photograph of a laptop on a desk. The laptop is open, showing a dark screen and a keyboard. In the foreground, there is a white piece of paper and a black pen. The background is a blurred view of a body of water and a distant shoreline.

Keyword Typeahead

- As a job seeker types a keyword in the search field, suggested searches appear, populated from the unique list of titles and categories across all jobs.
- Suggesting job titles and categories provides job seekers the capability to better target their search results.



Recent Searches

- Gives the job seeker the ability to view and utilize recent job searches.
- Efficient way for returning job seekers to repeat regular job search queries without the need to retype search criteria.

The screenshot displays the Tower Global job search website. At the top, there is an orange navigation bar with the Tower Global logo and links for 'LIFE AT TOWER GLOBAL', 'OUR COMPANY', and 'STUDENT OPPORTUNITIES'. Below the navigation bar, the search interface includes a 'Search Keyword, Category or Job Title' field with the text 'Try Sales Associate' and a 'Search Location' field with the text 'Try New York'. To the right of these fields is a 'Recent Searches' section, which is highlighted with a green border. This section shows two entries: 'SALES - NEW YORK, NY' and 'SALES - NEW YORK, NY'. Below the search fields, there are three columns of filters: 'Categories' (Marketing (12), Marketing Nest (6), Sales (8), Product (3), Additional (3), Additional (3), Additional (3), Additional (3), MORE), 'Brands' (Tower Corp (3), T.G. Assoc (3), Tower USA (3), Tower Capital (3), T.G. Mgmt (3), Additional (3), Additional (3), Additional (3), Additional (3), MORE), and 'Cities' (New York, NY (3), Brooklyn, NY (3), Queens, NY (3), Jersey City, NJ (3), Hoboken, NJ (3), Additional (3), Additional (3), Additional (3), Additional (3), MORE). A 'HIDE FILTERS' button is located below the filters. The main results section shows '188 results for Sales Associate in New York'. Below this, there is a 'GET JOB ALERT' button and a 'Sort By Relevance' dropdown. The results are displayed in a table with columns for 'Job Title', 'Location', 'Category', 'Posted', and 'Apply Now'. The first two rows show 'Junior Sales Associate' positions in 'New York, NY' under the 'Sales' category, both posted 'Today'.

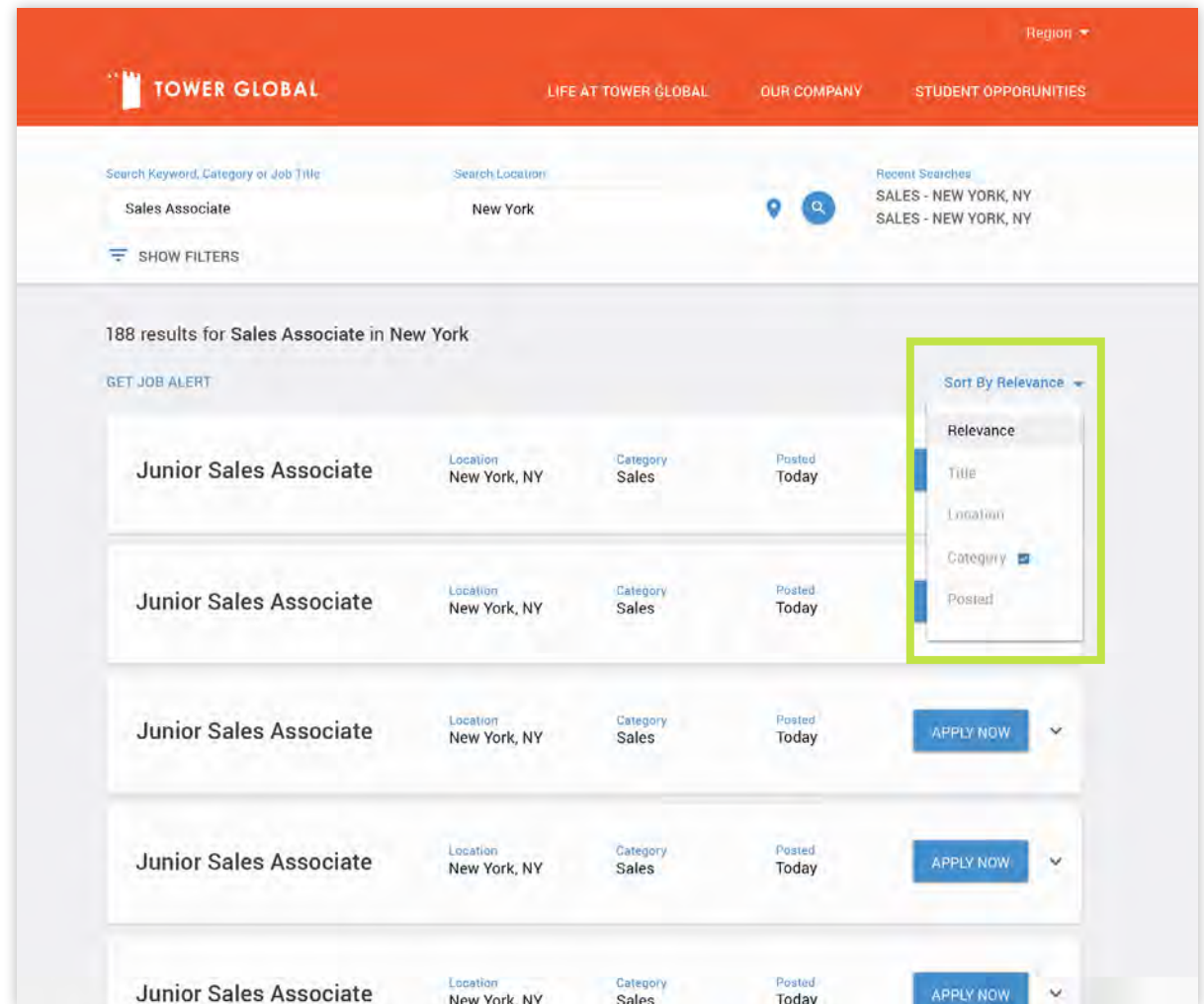
Job Previews

While conducting a search, job seekers can instantly access a snippet of the job details before either navigating to the full description or immediately beginning the Apply process (bypassing the description altogether).

The screenshot displays the Tower Global job search interface. At the top, the header includes the Tower Global logo, navigation links for "LIFE AT TOWER GLOBAL", "OUR COMPANY", and "STUDENT OPPORTUNITIES", and a "Region" dropdown menu. Below the header, there is a search bar with "Sales Associate" entered and "New York" selected for the location. A "SHOW FILTERS" button is visible. To the right, there are "Recent Searches" for "SALES - NEW YORK, NY". The main content area shows "188 results for Sales Associate in New York" and a "GET JOB ALERT" button. A "Sort By Relevance" dropdown is also present. The job listings are displayed in a table-like format. The first listing is for a "Junior Sales Associate" position in "New York, NY", categorized as "Sales", and posted "Today". An "APPLY NOW" button is next to it. The second listing is also for a "Junior Sales Associate" position in "New York, NY", categorized as "Sales", and posted "Today". An "APPLY NOW" button is next to it. Below the job title and location, there is a preview of the job description: "Pull merchandise throughout the store for client appointments, events and fill ins. Must be able to work a full time, flexible schedule. Pull merchandise throughout the store for client appointments, events and fill ins. Must be able to work a full time, flexible schedule. Pull merchandise throughout the store for client appointments, events and fill ins. Must be able to work a full time, flexible schedule. [READ MORE](#)". Below the description, the employer is listed as "BRAND Tower Capital" and the job ID is "#120392". The third listing is also for a "Junior Sales Associate" position in "New York, NY", categorized as "Sales", and posted "Today". An "APPLY NOW" button is next to it.

Results Sorting

- A new feature that adds the capability to sort the results to match the job seeker's preferences and prevent them from having to manually sort through pages of multiple results.
- The default sort is based on the relevancy of the search terms, and we have added the ability to sort based on Job Title and Posting Date through pages of multiple results.



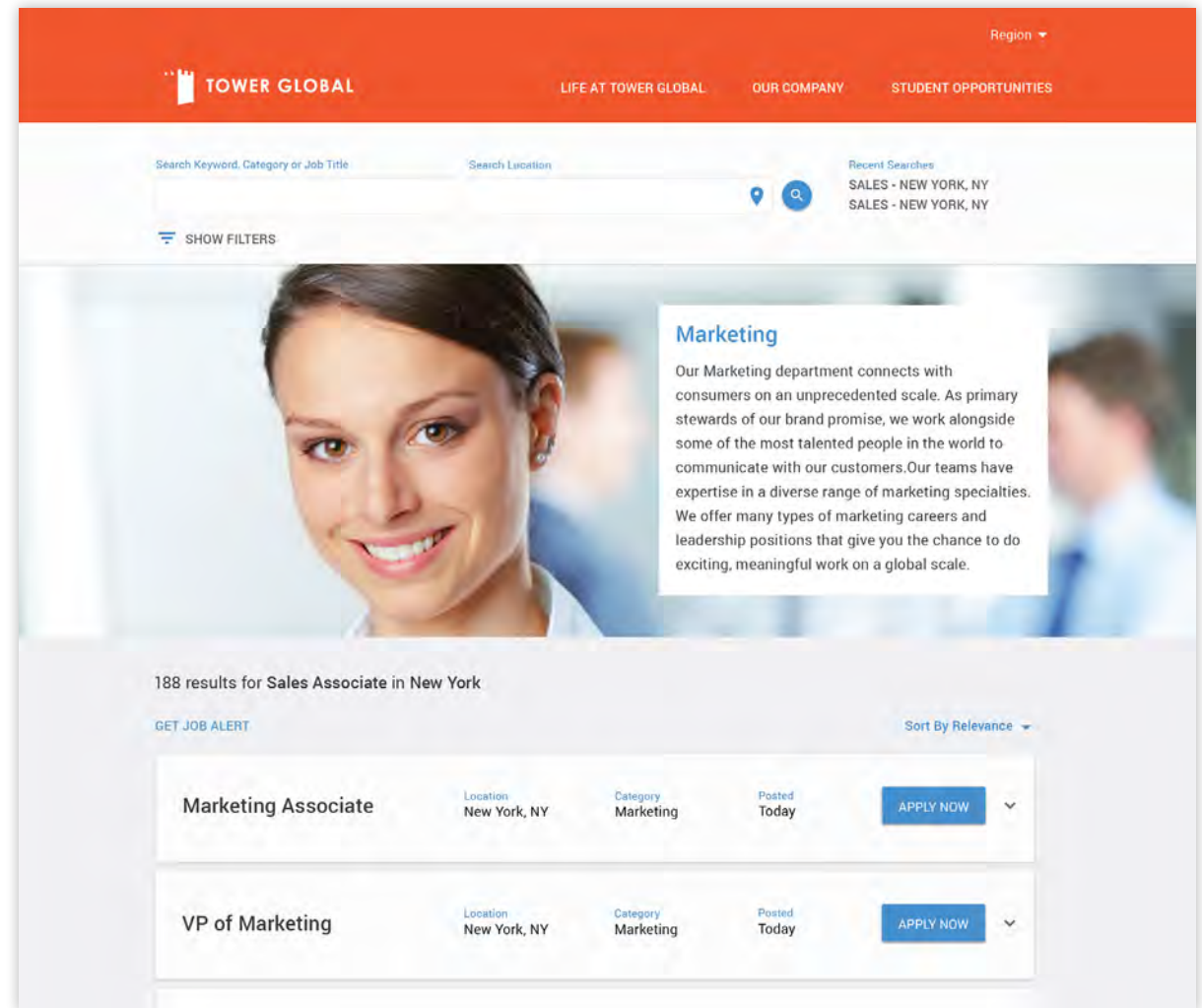
Job Alerts

- A new, optional feature that allows job seekers to setup email alerts based on custom job searches enabling them to keep tabs on when new, similar positions arise
 - › After a job search based on “Keyword” and “Location” is performed, the job seeker has the option to sign up for an alert by adding an email address.
 - › Anytime new, relevant postings are available for this search, an email is sent to the job seeker with information on the new opportunities.

The screenshot displays the Tower Global job search interface. At the top, there is an orange header with the 'TOWER GLOBAL' logo and navigation links: 'LIFE AT TOWER GLOBAL', 'OUR COMPANY', and 'STUDENT OPPORTUNITIES'. A 'Region' dropdown menu is also present. Below the header, the search area includes a 'Search Keyword, Category or Job Title' field with 'Sales Associate' entered, and a 'Search Location' field with 'New York' entered. A 'SHOW FILTERS' button is located below the search fields. To the right, a 'Recent Searches' section lists 'SALES - NEW YORK, NY' twice. The main results area shows '188 results for Sales Associate in New York'. A green box highlights the 'GET JOB ALERT' button. Below this, a modal dialog appears with the text '188 results for Sales Associate in New York' and a green box around the 'Enter email address' input field. The 'OK' and 'Cancel' buttons are visible. In the final state, the email address 'KevinJames@gmail.com' is entered in the input field.

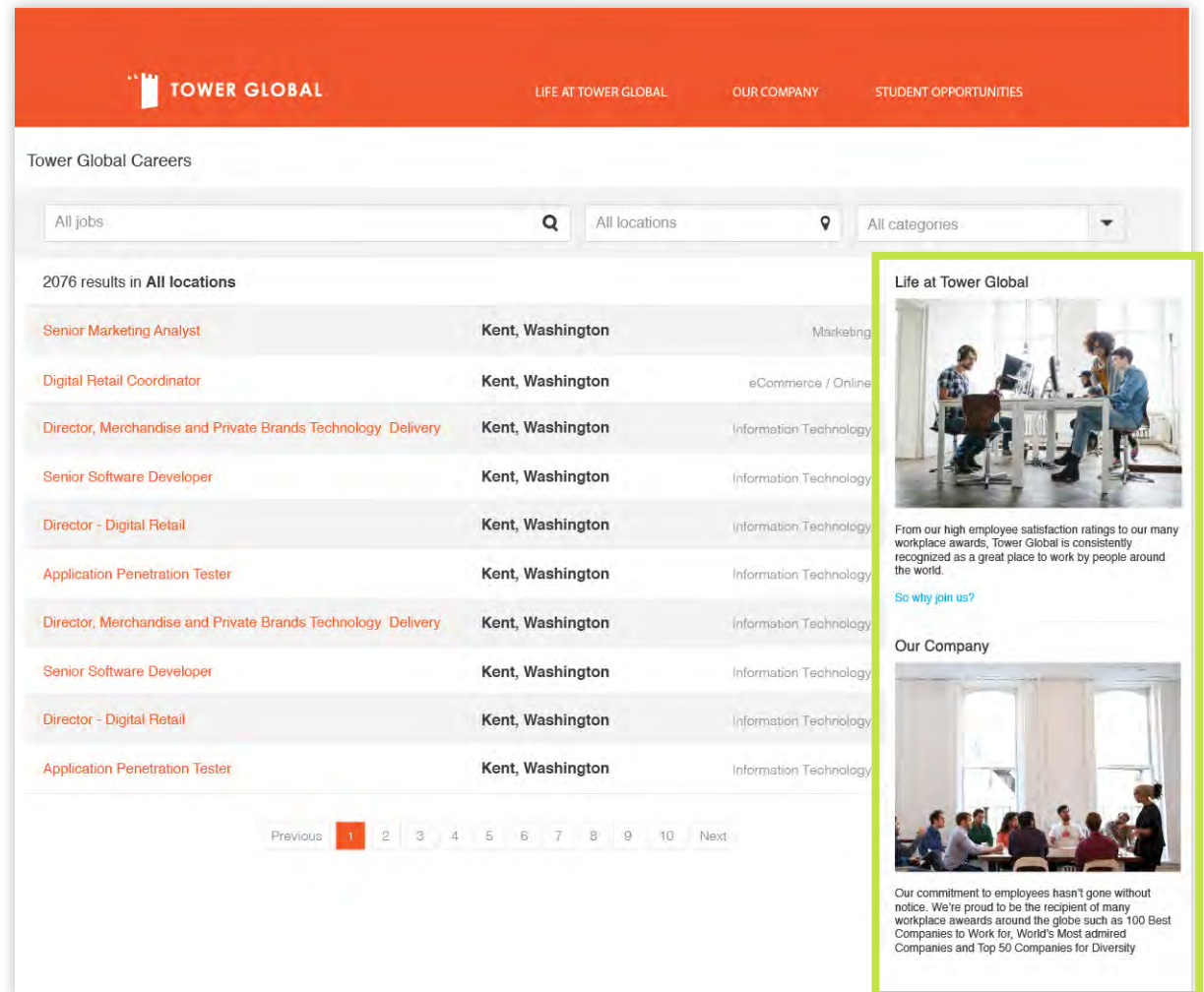
Landing Pages

- Jibe Apply provides a “turnkey solution” for SEO-optimized Landing Pages that result in better page rankings by utilizing
 - › Clear, readable, Search Engine-friendly URLs
 - › Relevant, branded content
- Landing pages can be dynamically linked-to based on combinations of brand, category, city, state, or country in the URL path.
- Landing pages populate a filtered list job results based on this URL path.



Landing Pages

- Previously branded content was embedded in other areas of the product such as right-rails and side panels which are outdated and do not conform to current best practices for optimal user experience
 - › User testing has shown that side panels are ignored by job seekers who are driven toward completing primary goal of viewing job results.
 - › Or worse, content in side panels paired with job results can distract job seekers and lead to lowered conversion rates for desired job applicants.
 - › Branded content is better served in landing pages where content is linked and exposed to search engines for optimum SEO exposure.

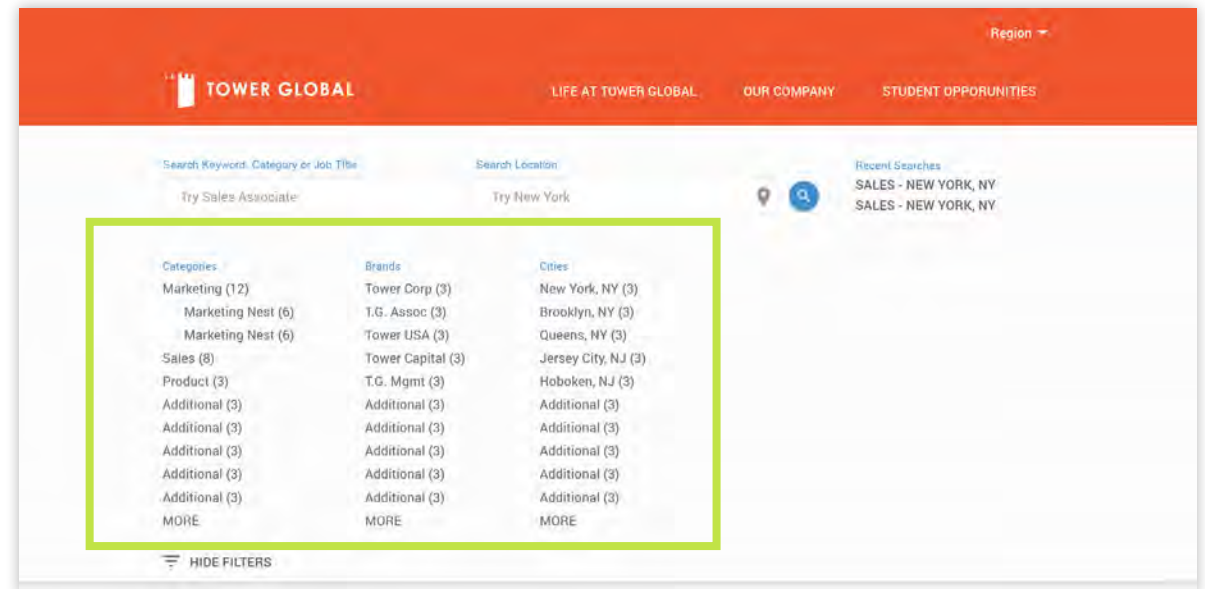


A green-tinted photograph of a desk setup. In the foreground, a white ceramic mug sits on a circular coaster. Behind it, a white computer keyboard is visible. In the background, a white Apple iMac monitor is partially visible, showing the Apple logo. To the right, a dark-colored jacket or sweater is draped over the desk. The word "ENHANCEMENTS" is overlaid in white, bold, sans-serif capital letters across the center of the image.

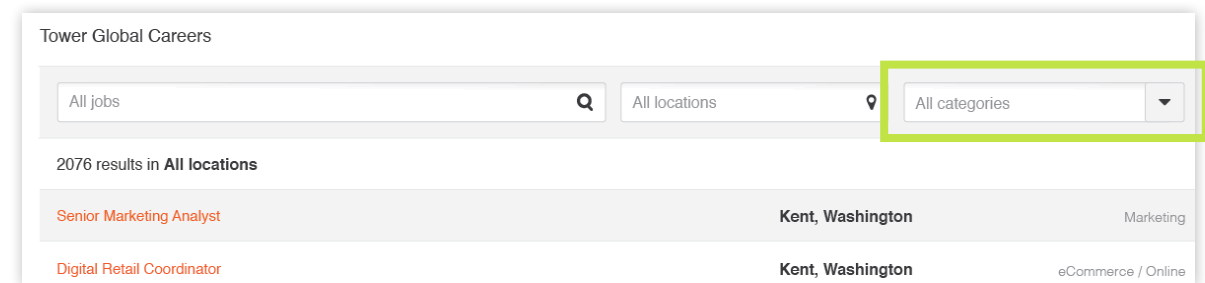
ENHANCEMENTS

Results Filtering

- Enables job seekers to hone their search results using a set of faceted filters specifically relevant to the initial keyword and location search.



- Previously, job seekers could only filter on a single parameter (Job Category), but they can now filter on multiple parameters (Category, Brand, Location)



Multi-Lingual Job Results

- In addition to having a job listed in multiple languages, the capability is now available to have multiple dialects (e.g. French vs. Canadian French)
- To assist clients that do not have translations provided for every job in every language, a prompt is provided to job seekers to indicate relevant job results that may not be translated into the language that they are using to view the site.

The screenshot displays the Tower Global job search interface. At the top, the header includes the Tower Global logo and navigation links: "LIFE AT TOWER GLOBAL", "OUR COMPANY", and "STUDENT OPPORTUNITIES". Below the header, the search bar shows "Sales Associate" as the keyword and "New York" as the location. A "SHOW FILTERS" button is visible. The search results section indicates "188 results for Sales Associate in New York". A table lists five job results, all titled "Junior Sales Associate", located in "New York, NY", categorized as "Sales", and posted "Today". Each result has an "APPLY NOW" button. At the bottom, a blue banner prompts the user to "Switch region to view additional jobs in other languages", with two buttons: "U.S. (Español) 4 PUESTOS DE TRABAJO" and "U.S. (Français) 4 Emplois".

Search on Location Boundary

- When a search is performed on a specific city, results will be returned that are precise to that location.
- Previously, location searches were based on a radius from the center of the city, resulting in a set that was confusing; often excluding relevant results and including undesired results.

Multi-Location Jobs

- Jibe clients can post a single job to multiple locations.
- Previously, a new job record would have to be created for each location a job was in, leading to duplicate jobs being presented to the job seeker.

A photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored sweater and a watch. In the foreground, there is a notebook with handwritten notes and a black pen. The entire image has a warm, reddish-orange tint.

FIXES

Improved Description Rendering

Jibe Apply has been refactored to ensure that Job Descriptions are rendered on the server side in order to make pages easier for search engines to index and improve page load times.