



Customer: Broward County Sheriff's Office

- **Industry:** Public Safety
- **Location:** Headquartered in Broward County, FL
- **Employees:** 6,300
- **Open Job Postings:**
US: 9 (average)
- **Applicant Tracking System:**
SIGMA
- **Jobs2Web Live Date:** 4/2007

"Having quality recruiting sources is crucial in acquiring the caliber of talent necessary to continue upholding the level of public service that the Broward Sheriff's Office provides the citizens of Broward County."

Marjorie Weddle

Intern Program Coordinator
Broward County Sheriff's Office

Business Challenge

Broward County Sheriff's Office, in a severe talent battle, identified that it was missing a significant source of talent - those using search engines to research and pursue new career opportunities. Despite millions of job-related searches monthly on Google, Yahoo, and other major search engines, Broward County Sheriff's Office jobs were invisible and they were seeking a solution to rectify this disadvantage.

Jobs2Web Solution

Broward County Sheriff's Office engaged Jobs2Web to liberate their jobs and job categories for search within the major search engines, as well as within the major job aggregation sites. The Jobs2Web program was live for Broward County Sheriff's Office within four weeks - fully functional and on-time.

Business Benefits

Jobs2Web enabled Broward County Sheriff's Office to meet recruiting goals, becoming the number one source of hires from any internet source of talent within just five months. Candidate flow and hiring grows monthly as the ongoing search engine optimization strengthens.

Results - Initial 6 Months

- 7,417 visitors driven to Broward County Sheriff's Office jobs and job categories
- 828 applies
- A 11% visitor: apply rate
- Capture of an additional 334 "deferred candidates" using email opt-in

Client Adopts Jobs2Web

"Our partnership with Jobs2Web has exceeded our expectations in terms of applicant flow, search engine visibility, and in attracting candidates to our agency. The Jobs2Web team has been responsive, creative and non-stop in their efforts on our behalf. They combine great customer service with search engine optimization expertise and internet sourcing technology."

Kathy Cipot

Director of Recruitment