

5 Reasons Online Recruiting Works Better Than Offline

By: [Eric Shanman](#)

In today's world, just about anything can be done online. People hold business meetings, sell their products, make phone calls, and do all kinds of things over the internet. This is simply the trend of today's world. So, as you prepare to recruit for a newly open job or position, you definitely should not overlook the benefits of online recruiting. In fact, this article will provide you with five reasons why online recruiting works better than offline recruiting.

The first reason is that online recruiting is simply quicker. If you post a "Help Wanted" type ad on Craigslist or another online job board, you will find that your inbox will be full of applicants' resumes and cover letters within the hour. Compare this to recruiting in the traditional sense - such as at [job fairs](#) or in a traditional newspaper or magazine. With the old method, you will have to wait a day or so for the ad to appear and you will have to waste time meeting with applicants who are unqualified or otherwise unfit for the position. Also, your ad will only be available to subscribers of that particular newspaper. With online recruiting, your ad will be available 24 hours a day, seven days a week to anyone who happens to use the internet.

Additionally, when you post a job ad online, you will be able to efficiently sort through the unqualified candidates. For example, you can simply choose to delete emails that do not send all the information you may have asked for, such as resumes, or emails that come from undesirable job seekers.

A third reason for using online recruiting is that you can send a few emails back and forth between potential [job applicants](#) before ever meeting them in person. This is a great way to weed through applicants you are interested in without having to set up pointless interviews that waste your time and the applicant's time.

Fourthly, when you post an ad online, you can use up just as much space as you want. With newspapers or magazines, there is typically a character limit that allows you only a few words to explain the position and the [qualifications](#) necessary for it. This can lead to tons of phone calls or emails that are from potential employers who did not understand the job completely or who are unqualified for it. With online recruiting, you can take all the space you need to explain the position completely and target only those employees who have experience or who are well qualified for the job.

A fifth reason for recruiting online is that you will have the benefit of judging an applicant's ability to communicate effectively and professionally through email. If an emailed cover letter is full of typos or spelling and grammatical errors, you will immediately know that this candidate does not have a grasp on proper skills that are often necessary in a [work environment](#).

Other reasons for recruiting online include knowing that you are getting applicants who are tech savvy and up to date, being able to target applicants from all over the world - not just in your hometown, the ability to save money since most online sites offer free or low cost job posting, not having to reveal your address or company name and thus being overrun with phone calls or drop ins, and having your ad run for a much longer period of time and having the freedom to take it off whenever you fill the position. For these reasons, it is simply the wisest course of action to get with the program and start recruiting online.

About the Author:

Eric operates OnlineRecruitingNews.com a site managed by an alliance of [top job sites](#) serving specific industries, professions or regions. Our monthly newsletter brings you news, information and research in [online recruiting](#).