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JobSniper Rated #1 Job Meta–Search Engine

By JobSniper.com Staff

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FOR IMMEDIATE RELEASE — Tucson, AZ - September 20, 2004

JobSniper.com has been rated the Internet's number one meta– job search engine by an independent human resources and web technology development and services organization for the second time in as many months.

*Insala Research–June 2004

What is a Meta–Job Search Tool

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What is a Meta–Job Search Tool

A Meta– Job Search tool allows a jobseeker to enter their job search criteria into a single interface and run one search that goes through many websites at one time and returns jobs found in one centralized search. This saves the individual from having to visit many different sites to find jobs opportunities.

The Test

The research team's goal was to study the most popular meta– job search tools to determine if they offer the job seeker value in sourcing jobs on the Internet.

Overall, JobSniper returned approximately the same number of job matches (946) as the search through each job board directly (744). JobSniper actually returned a larger number because two of the career sites tested returned results very narrow geographic results when queried directly.

JobSniper Rated #1 Job Meta–Search Engine

Of the jobs JobSniper found, 39% of the jobs found through JobSniper were accurate matches. Incredibly, JobSniper achieved a slightly higher accuracy rating than the job boards themselves which yielded 38% of the jobs to be accurate matches.

Bottom line, running the same searches through the majority of the job boards directly did not produce any better job matches.

Job seekers can confidently run one quick search through JobSniper and be assured it will return the same job matches or better than if they visited each job board and ran the same search.

About Jobsniper.com

JobSniper.com is a sophisticated set of career–related tools designed to focus a jobseeker's career search and job search efforts on the most productive online resources. Our Meta–Search Technology,

Search Agents, and Career–Related Information make it possible for jobseekers to find the resources best suited to their job search and employment needs. Simply stated, JobSniper is the best tool for managing careers and the job–hunting process.

JobSniper was developed and is managed by a highly skilled team of career industry professionals, whose mission is to develop and deploy web–enabled applications that allow recruiters and employers to optimize the job search and client–acquisition process.

JobSniper has been providing technology and information services for the human capital industry for nearly a decade. Our experience and insight into the unique needs of the jobseeker, recruiter and employer is unparalleled in the industry. JobSniper services jobseekers, recruiters and employers the US, Canada, and the United Kingdom. For more information about JobSniper, please visit us at www.jobsniper.com.

About Insala

Insala LLC is a human resources, web technology development and services organization. Insala provides niche career management–related technology and services to corporations and organizations, outplacement and career management firms, governments, universities, recruiting firms, and ultimately, employees.

Insala is a highly responsive, multi–national company heavily engaged in the sale, implementation, and continual development of career management, web–native, technological applications, and solutions.

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JobSniper.com to provide Professional Career Evaluation and Career Tools for

BizjournalsHire.com

By Job Sniper Staff

FOR IMMEDIATE RELEASE -- Tucson, AZ - JobSniper.com, the Internet's number one rated jobs meta-search engine*, and BizjournalsHire.com, the new media division at American City Business Journals, today announced the deployment of JobSniper's free professional career evaluation and job search tools at BizjournalsHire.com's recently revamped network of career sites. *Insala Research-June 2004

With the launch of the redesigned and refocused BizJournalsHire.com career portal, JobSniper.com, through a partner agreement with Chandler Hill Partners, the nation's leading career search specialists, will provide a free detailed and in-depth, professional online career evaluation to all bizjournalshire.com users.

Those completing the free online career evaluation will also be given free access to additional career resources such as job hunting skills tests, search agents, sample resumes, sample cover letters , career site reviews and much more.

"Providing timely, relevant and valuable employment information is just an extension of our business information services," said Michael Montoya, Vice President of Product and Business Development at BizjournalsHire.com "Our focus has always been to deliver the kinds of information that enable opportunity; we've simply applied those same principles to our career services."

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About Chandler Hill Partners

Chandler Hill Partners is the nation's leading career search specialists. With more than 40 locations nationwide, Chandler Hill Partners has earned a reputation for integrity, innovation, dedication to quality and commitment to results. Chandler Hill Partners provides a wide range of services for both

jobseekers and employers.

Today, the success of Chandler Hill Partners comes from the experience, people, technology, and consistent methodologies available to the organizations and the individuals who trust us with their employment needs. Our sole determination is helping individuals and organizations achieve their employment goals.

For more information on Chandler Hill Partners, please visit the Chandler Hill Partners' corporate web portal at <http://www.chandlerhill.com>.

About ACBJ

American City Business Journals is the nation's largest publisher of metropolitan business newspapers, serving 40 of the country's most vibrant markets. The company employs more than 550 business journalists to provide exclusive, in–depth coverage of their business communities to approximately 3.2 million readers.

The loyalty of these readers testifies to ACBJ's commitment to top–quality journalism, unsurpassed service for advertisers and readers and active business community involvement. ACBJ also operates The NETWORK of City Business Journals, a national advertising representative firm, and Biz Books, marketer of hundreds of business book titles. In addition to its business newspapers, ACBJ operates Street & Smith's Sports Group, which publishes three motor sports periodicals, SportsBusiness Journal and five sports annuals. ACBJ is a unit of Advance Publications Inc., which also operates Conde Nast Magazines, The New Yorker, Newhouse Newspapers and cable television operations.

About bizjournalsHire.com

Bizjournals with bizjournalsHire.com make up the new media division at American City Business Journals, the nation's largest publisher of metropolitan business newspapers. It operates the Web sites for each of the company's 42 print business journals. The national bizjournals site features local business news from around the nation, updated throughout the day, top business stories from American City's print editions, industry–specific news from more than 40 industries, advice columns, and a full menu of tools to help professionals and operators manage their businesses more successfully. E–mail offerings include daily local business updates from any bizjournals market, as well as weekly updates of industry news from throughout the country. The site also features online local jobs boards, local online event and business directories, as well as strategic partnership opportunities.

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JobSniper.com to provide Professional Career Evaluation and Career Tools for BizjournalsHire.com
Meta Tags

META Tags Explained and How To Use Them For Ranking

The Meta Tag Myth

How to Promote your Website easily!

Clickbank Search Engine
Meta Manager
Clickbank Automation System
Hitting the Search Engines
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