

Niche Job Sites the way forward



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Press Release Author: [Ianson Internet Marketing](#)

Industry: [Media](#)

Press Release Summary: The growth in the number of specialist niche job boards in the UK continues to accelerate with new players entering the market every week. As the cost of designing and constructing a fully functional jobsite has reduced over the past few years there has been an equally sharp rise in the number of entrepreneurs and recruitment agencies entering the market. Unfortunately few of these new sites become commercially viable and the majority join the massive pool of free job boards now available.

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A leading SEO and Internet Marketing consultant employed by **Ianson Internet Marketing** the leading specialists in promoting jobsites and recruitment websites on the search engines and through all electronic media was quoted as saying *"It is such a pity that such great ideas and expertise are going to waste, often excellent jobsites are failing to*

reach their full potential due to a lack of appreciation of the need to consider effective search engine placement and internet marketing before building a site. It is so much more cost effective to build the site with SEO in mind, however it is never too late, although it is sometimes cheaper to rebuild the site and start again."

Ianson Internet Marketing (www.iansonlimited.com) have partnered with leading website design company **Zero One Design** to offer their clients a comprehensive service from day one that will ensure the commercial viability of a jobsite. Clients such as www.peoplemax.com, www.allrailjobs.com, www.brampton-recruitment-4-graduate-jobs.co.uk/ and www.salesrecruitmentjobsite.com are just a few of the jobsites already benefiting from rapidly increasing online exposure and large volumes of high quality visitors coming to their sites and applying for their vacancies. This increased competition can only improve the online experience for jobseekers.

Web Site: <http://www.internet-marketing-ianson.com>

Contact Details: For further information contact

Sonia@iansonlimited.com
www.iansonlimited.com
39 Ivy Lane
Finedon
Northamptonshire
NN9 5NE
01933 681313