

Websites Analysis

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Introduction

The current market situation does not help much to the real possibilities of employment in Canada. The competition is greater and poses a real challenge to get any job opportunity for increasing number of job candidates applying for the same job.

The job portals allow the person to choose deals using very useful filters, like the province, sector of activity, the qualifications required or estimated salary. The same pattern is used for business where you might start a search without publicly launching a bid by choosing the characteristics of your ideal employment.

One of the key components of these websites job search is the ability to "climb" the resume, update it and make it permanently available to companies and organizations. "The contributions of human resources are more likely to flow from the business strategy that can be the dominant by market and financial considerations." (Legge, 2005)

Monster.ca

Monster.ca/Canadian is the international job portal. The analysis of our web portal is essential not only to measure the impact of the work done, but also to identify new areas of interest.

The success of the monster.ca is determined by the number of users doing exactly what was planned for each action, the higher conversion rate and the greater chance of achievement. Likewise, the return of new users and the transformation into the brand committed users, have a

direct relationship with the reputation and branding partners to both professionals and the brand representing a corporate portal.

Monster.ca provides good usability and best customer service. Monster.ca is by far the most convenient service to complete the candidate profile. It is one of the best and clearest customer offers. It has a very simple system to find all the business details and a form to make inquiries and complaints and free telephone customer service (Monster.ca). However, not all reviews are positive. Information on contracting companies is improved. The job application process is unclear and after completing the curriculum relevant, sometimes the operation must be repeated on the website of the business.

The website is easy to load, user-friendly and visibly attractive. The website has a vast number of visitors each day. The fundamental analysis focused on the segmentation of visits to the web page can be sufficient to determine issues related to the content being offered. However, if you dig a little deeper in relation to the objectives envisaged, we will realize that the current requirements require much more attributes thorough analysis.

Monster.ca is the best solution for a person who lives in Canada and is looking for a job. The job portal has a powerful search engine and many tools that will make the employment search much easier. Monster.ca has launched the job portal with many new features as well.

