

# PRESS RELEASE

## Top Employer Web Benchmark The Corporate Career Website Study

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RELEASE DATE: Immediately

### Top Employer Web Benchmark – Europe’s best corporate career websites

#### Shell’s career website awarded Top European Corporate Career Website

For the second time the Top Employer Web Benchmark analyses and ranks the corporate career websites of the most active and attractive employers all across Europe. Most of these companies have a clear idea on how to use the corporate career website most effectively for their own purposes – but which preferences and expectations do job seekers have? And which companies meet this challenge the best?

Stockholm, Sweden, January 2006 - The Top Employer Web Benchmark analyses and benchmarks 102 corporate career websites of Europe’s most active and attractive employers based on the target group’s expectations. In its second year, 4,339 top students and recent graduates from all across Europe stated their preferences and priorities – revealing Europe’s best corporate career websites. The winner is Shell, followed by ABB, UBS, Siemens, and Procter & Gamble. These companies successfully solved a challenging task by fulfilling one of the main requirements according to the top talents:



No 1 in Europe: Shell.

*“When building a career website, you should think as if you were an applicant!”*

(Female student, EDHEC Business School, France)

#### **FACT BOX** **Top Employer Web Benchmark – Europe 2006**

Respondents: 4,339 graduates, students and young professionals from 12 European countries; representing the top business schools, universities and technical institutions.  
Web Audit: 6 categories: Usability, Employer Branding, Talent Relationship Building, Application Management, Recruitment Process, and Assessment & Individual Feedback. 81 features were examined on each of the included websites.  
Companies included: 102 (selected recruiters active on the European recruitment market)  
Field period: September – December 2005

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### The European Top Employer Web Benchmark 2006

To find out what it takes to create a corporate career website that taps the full potential of targeted communication with top talents, Potentialpark Communications, a communication research firm ([www.potentialpark.com](http://www.potentialpark.com)), conducted a study among 4,339 students and recent graduates from all across Europe.

The participants defined the criteria for the best corporate career website and stated their importance. Based on the results, Potentialpark audited 102 corporate career websites of companies actively recruiting in Europe to find out which companies caters best to the job seekers' demands and preferences.

### The Top 30 corporate career websites 2006

The top 30 career websites in Europe are presented in the lead table below. The winner of this year's ranking is Shell, followed by ABB, UBS, Siemens, and Procter & Gamble. They all come from different industries which prove that understanding the target group's preferences and priorities is not depending on one particular background.

A look at the top 30 shows the fast development of corporate career websites. On the one hand, the examples of Ernst & Young, climbing 22 positions to rank 6, and Goldman Sachs, climbing 43 positions to rank 13, illustrate the great effect of re-launches. On the other hand, companies like Shell, ABB, Procter & Gamble, or UBS prove that continuous work on the career website is awarded by staying on top. "It is great to see that so many companies are re-launching their career websites", says Torgil Lenning. "All top 30 companies have done a tremendous job. If all companies did work this way the employment market would be much smoother."

Furthermore, the ranking reveals that the competition among the top career websites has become much tighter compared to last year. This is just another prove for the tremendous relevance of corporate career websites nowadays. After all, it has one main function:

*"From looking at the career websites I can clearly distinguish: - That is the company I would like to work for after graduation!"*

(Female student, University of Maastricht, Netherlands)

End.

2006	2005	Diff	Top 30	Score
1	11	10	Shell	239
2	1	-1	ABB	234
3	8	5	UBS	230
4	7	3	Siemens	226
5	4	-1	Procter & Gamble	224
6	28	22	Ernst & Young	223
7	-	-	AstraZeneca	223
8	6	-2	Unilever	222
9	2	-7	Bayer	219
10	15	5	PwC	218
11	31	20	IBM	215
12	5	-7	Lehman Brothers	215
13	56	43	Goldman Sachs	211
14	63	49	HSBC	210
15	29	14	JPMorgan	209
16	46	30	GlaxoSmithKline	207
17	27	10	Capgemini	205
18	9	-9	DaimlerChrysler	205
19	38	19	Merrill Lynch	202
20	-	-	Intel	201
21	-	-	RBS	200
22	3	-19	Infineon	199
23	-	-	Credit Suisse	199
24	-	-	Mercer Management	195
25	41	16	Bain & Company	192
26	19	-7	L'Oréal	191
27	-	-	Grant Thornton	191
28	-	-	BBC	190
29	17	-12	Roland Berger	189
30	43	13	KPMG	189

"The Top Employer Web Benchmark 2006"  
Top 30 ranked companies  
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