

The Job Search Websites are Broken and They are not Doing What They Promise

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This article discusses A. Harrison Barnes belief about the job search services. "The system is broken: other job sites are not doing what they promise." So what is wrong with the job search web sites and can they be fixed?

This truth became clearer as the screen to a well-know job search website popped up with a message saying, "There are no jobs posted today." A. Harrison Barnes, CEO, must have seen something no one else saw. His company's website, on the same day, at Lawcrossing.com popped up to tell users: Total Legal Jobs 87,532 and New Legal Jobs in Last 7 Days 11,867. That news soothes the soul.

What did A. Harrison Barnes, CEO of Lawcrossing.com see when he looked at the business plan that seemed to be broken for job search websites?

- He found that there the jobs posted drew masses of job seekers who were all vying for the same position. There could be 100 to 1000 applicants for one job posted on the public job search websites.
- He discovered that employers who wanted to post jobs on these job search websites had to pay anywhere from \$100 to \$500.
- With a little research he discovered that 85% of legal jobs were not being publicized and only about 5% of all legal job openings were being filled through job search websites.

The creative lawyer about to turn internet savvy saw what he could do to make it work and to allow job seekers to come to one central place to find all the jobs available on any given day. It was simple, A. Harrison Barnes would just build a super computer that would gather all the jobs available, everywhere in the legal industry and post them daily for members to log in and begin their searches for jobs.

2 million dollars and several years later, A. Harrison Barnes had built the magnificent machine that would search for job openings day and night and never grow tired of its mission. He would now share it with job seekers everywhere and soon his job search website became the largest in the U.S.

How is Lawcrossing.com different from other job search services?

- Lawcrossing.com serves its members, who are the job seekers. Other online services are serving the employers who post jobs to their job search websites for a fee. Barnes thought that was backwards so he switched it around and his company works for its members.
- The business plan makes the job search website different. The plan is to allow employers to post jobs free and charge job seekers a small fee of \$39.95 to use the database monthly to search listed jobs.
- LawCrossing.com finds every job and posts it to the job search website continually. The job list is fresh and changing everyday.
- In Barnes' business plan the paying members are the ones who can exclusively access the job listing. One job posting does not create a mob of applicants. Members have a better chance statistically of getting the interview and winning the job. It is working!