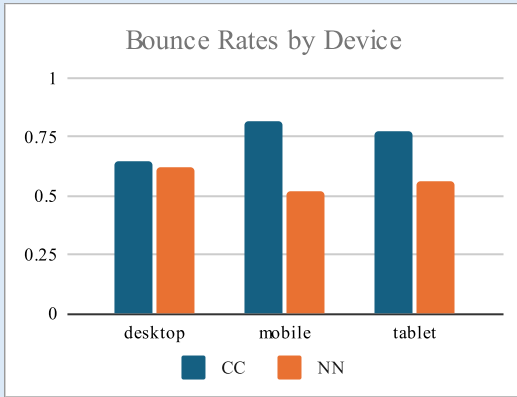# Executive Summary and Key Recommendations

Companies: Career Connect (CC) and Network Now (NN)
Start: 12/1/2024   **End:** 2/28/2025

Career Connect

Strengths: Desktop conversion, finance, healthcare, and manufacturing industries, higher overall job application rate
Weaknesses: Struggling mobile usage, high bounce rates, weak conversions, not connecting with younger users
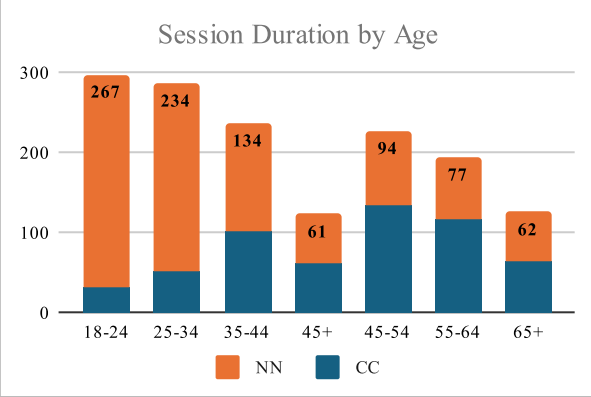
Priority 1: Improve the Mobile Experience

Bounce Rates by Device — CC, NN (desktop, mobile, tablet)

With a mobile bounce rate of 81.92%, CC needs to improve the mobile experience.
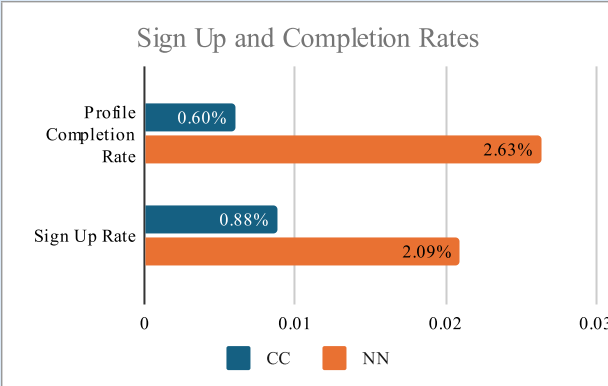
Key Action: Implement mobile optimized UX/UI

Priority 2: Provide Experiences for Younger Age Groups

Session Duration by Age — NN, CC
(18-24: 267, 25-34: 234, 35-44: 134, 45+: 61, 45-54: 94, 55-64: 77, 65+: 62)

The low session durations (sub minute) imply CC is not appealing to younger groups.

Key Action: Offer and funnel experiences tailored to early career

Priority 3: Sign Up and Profile Completion Funnel

Sign Up and Completion Rates — CC, NN
(Profile Completion Rate: 0.60% / 2.63%; Sign Up Rate: 0.88% / 2.09%)

Sign ups and Profile Compltions have very low conversion rates - 0.6% and 0.88%.

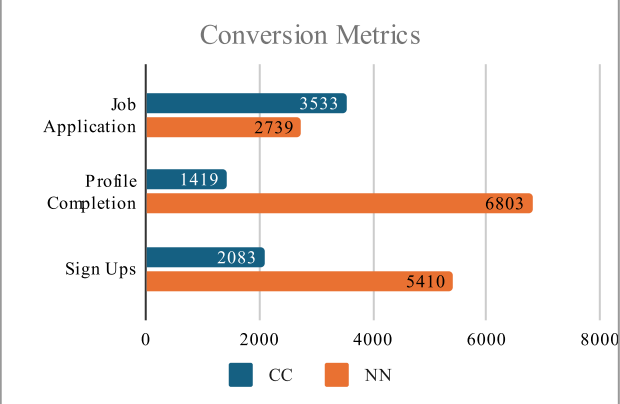**Key Action:** Simplify and incentivize the conversions; create a clear and personalized funnel

ROADMAP

Phase	Focus	Timeline
1	Mobile Experience	2-4 months
2	Optimize for Younger Groups	1-3 months
3	Simplify Key Conversions	1-2 months

Network Now

Strengths: Session duration and pages per session are higher, technology industry prevalence, lower bounce rate, higher conversions
Weaknesses: Low job application rate, weaker desktop usage, low performance in finance and healthcare industries, mobile conversion
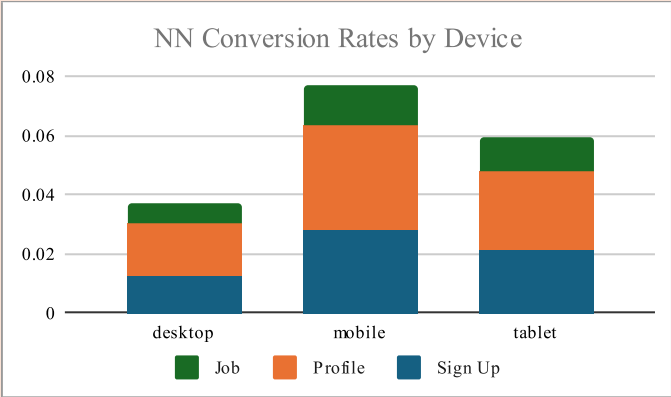
Priority 1: Improve Job Application Algorithm

Conversion Metrics — CC, NN
(Job Application: 3533 / 2739; Profile Completion: 1419 / 6803; Sign Ups: 2083 / 5410)

Despite higher sign ups and profiles completions, NN job applications lag behind greatly.

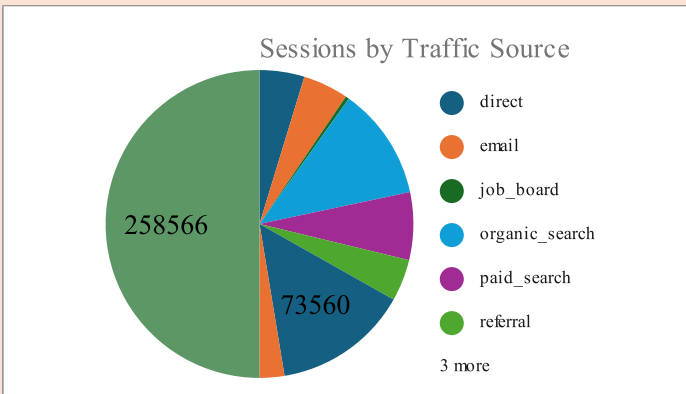**Key Action:** Improve the job matching and tracking algorithm

Priority 2: Expand on Desktop Navigation

NN Conversion Rates by Device — Job, Profile, Sign Up (desktop, mobile, tablet)

Desktop has the lowest conversion rates across all of the devices.

Key Action: Test CTAs and navigation flows -- implement best performing

Priority 3: Optimize Organic Searches and Social Efforts

Sessions by Traffic Source — direct, email, job_board, organic_search, paid_search, referral, 3 more (258566, 73560)

With high traffic from organic searches and social, NN has the opportunity to double-down.

Key Action: Invest in and expand SEO and social campaigning

ROADMAP

Phase	Focus	Timeline
1	Job Application Algorithm	4-6 months
2	Desktop Navigation	2-3 months
3	The Traffic Double-Down	1-3 months