

PRESS RELEASE

'Record online and mobile activity for oil and gas industry job site'

Tuesday, 24 July 2012: Oil and Gas Job Search releases its half year online activity report, showing growth and user behaviour since the launch of their new site in September 2011, and their mobile site in January 2012.

Traffic

Over the last 6 months www.oilandgasjobsearch.com has seen a huge 40% increase in web traffic and a 260% increase in mobile traffic to their site. May saw a record number of 500,000 candidate visits and reported more than 4,000,000 page impressions.

Comparison of traffic locations vs. 6 months ago:

- Europe 23% increase
- Australia 45% increase
- Middle East 65% increase
- North America 34% increase

Job postings are up 60%, affirming the fact that the oil and gas industry is on the up and in good shape.

Comparison of registered site user locations vs. 6 months ago:

- 24% increase in Europe
- 20% increase in Australia
- 34% increase in Middle East
- 41% increase in North America

Duncan Freer, Managing Director at Oil and Gas Job Search comments: 'Although the past few years have been something of a rollercoaster within the oil and gas industry. Our latest results indicate a significant upturn. At the start of the year, Oil and Gas Job Search had a record breaking number of visits in a month since launching 12 years ago. New figures show that vacancies posted in the first six months of 2012 were 50% higher than for the same period in 2011, while the number of applications made in May 2012 was 60% higher than in May 2011.'

Mobile

With more than 20% of site users now using their mobile devices to access the job site, and 3.5% of all visits arriving through a tablet device, combined mobile traffic is up 260%. This has resulted in a 140% increase in job applications via mobile devices.

Comparison of device usage vs. 6 months ago:

- 417% increase in visits from candidates using iPad
- 155% increase in visits from candidates using iPhones
- 390% increase in visits from candidates using Android

John Roberts, Marketing Director at Oil and Gas Job Search says: "These findings have powered the decision to build device optimised applications for the iOS and Android platforms. These will be the first ever job site apps within the oil and gas industry and are due to be launched within the next 4 weeks. We are looking forward to seeing the results of engaging with our audience via this new medium."

Social

Response from joint email and social media campaigns has been fantastic, driving traffic and increasing social media engagement levels by 40%. The results show over a 60% increase in job applications via social media channels.

Comparison of social media traffic sources vs. 6 months ago:

- 218% increase in Facebook traffic
- 810% increase in twitter traffic

John Roberts comments "The increase in traffic and job applications via social over the past 6 months has been astounding and I have decided to invest in new and innovative ways to interact with our site users on a social level. The rise in social media usage has nurtured a need to be more creative with our marketing strategy and I have made changes so that social has a larger role to play in our core marketing activities over the coming months."

< Ends >

About Oil and Gas Job Search

Oil and Gas Job Search is the world's premier job site dedicated to professionals who work in the oil and gas industry. With over 12 years of industry experience, Oil and Gas Job Search have evolved to be the premier job site dedicated to professionals in the worldwide oil and gas industry.

- 425,000+ searchable resumes
- 10,000+ new candidate registrations per month
- 1 million+ job searches per month
- 50,000+ job applications per month
- 380,000 visits per month
- 3.2 million page views per month

For further information, please contact:

Sarah Martin-Tyrrell, Marketing Executive

Tel: +44 (0) 161 975 6026 or sarah@oilandgasjobsearch.com