



How AI is Reshaping Job Search



of job seekers use AI during their job search

Source: HR Magazine

Then vs. Now

Traditional Job Search

Nursing jobs in NYC



- Job seekers searched keywords
- Clicked the first few links based on search results
- Visited multiple sites to compare employers

AI Driven Job Search

What are the best hospitals for nursing jobs within 20 miles of NYC?

I found some options and here's how they compare...

- Job seekers ask AI direct questions
- AI summarizes information from many sources
- AI compares employers and recommends options

When AI summaries appear, click-through rates drop by **34.5%**

Source: AI360seo



What AI Looks At



Career site content



Blogs and earned media



Review sites



Messaging across the web

What This Means for Employers

Visibility alone isn't enough in an AI-driven job search. To be recommended, employer brand content must be clear, well-structured, and easy for AI to understand, because AI ultimately decides which employers get surfaced, compared, and suggested to job seekers.