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Strategic Analysis of Talent Acquisition Success through Job Portal Optimization

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ABSTRACT:

The study investigated how job portal optimization influences the success of talent acquisition strategies in modern organizations. With the increasing reliance on online recruitment platforms, companies are constantly seeking ways to enhance candidate attraction, streamline hiring processes, and strengthen employer branding. Job portals have become essential tools for sourcing talent across sectors due to their wide reach, data-driven features, and ease of use. Organizations today face the challenge of not only posting jobs but also optimizing their listings and platforms to ensure visibility, engagement, and conversion of the right candidates. This research focuses on identifying the most effective strategies in job portal usage, including the impact of search engine optimization (SEO), artificial intelligence (AI), and user experience (UX) design. A descriptive research design was adopted, and data was collected from 137 HR professionals and recruiters using structured questionnaires. The study revealed that timely responses, well-structured job postings, and AI-driven matching tools significantly contribute to hiring success. The insights derived will help HR departments and recruitment agencies refine their job portal strategies, ultimately reducing time-to-hire, improving candidate quality, and boosting organizational performance in the talent market.

Key-word: Talent Acquisition, Job Portal Optimization, Online Recruitment, Candidate Sourcing, Job Portal Analytic, Hiring Success.

INTRODUCTION

Talent acquisition involves the strategies organizations use to draw in, identify, and recruit individuals who have the necessary skills and potential to aid in the success of the business. In the current competitive job landscape, companies are shifting away from conventional hiring practices such as print advertisements, walk-in interviews, and manual resume evaluations. Instead, they are increasingly relying on online job portals and digital recruitment platforms to meet their staffing needs. These digital platforms act as a connection between employers and job candidates, facilitating immediate interaction, clear job listings, and faster application processes without needing third-party intermediaries.

Job portals offer a wide range of services that simplify the hiring process, from job posting and candidate sourcing to shortlisting and communication management. As the digital economy continues to evolve, the success of talent acquisition efforts is often determined by how effectively these portals are utilized and optimized. **Job portal optimization** refers to enhancing the functionality, visibility, and user experience of these platforms to improve recruitment outcomes. Employers can post job vacancies, screen applications, and engage with candidates all from the convenience of a digital interface. Job seekers, in turn, can browse hundreds of job listings across industries, upload resumes, and apply for suitable positions with just a few clicks from their devices.

These platforms often support advanced features like **keyword-based searches**, **AI-based job-candidate matching algorithms**, **resume parsers**, **automated communication tools**, and **real-time application tracking**, all of which contribute to a more efficient hiring process. Furthermore, data analytics play a pivotal role by providing recruitment teams with valuable insights such as job post performance, applicant behavior, and conversion rates.

II. STATEMENT OF THE PROBLEM

In a highly competitive job market, organizations face immense pressure to attract and hire the best talent in the shortest possible time. While job portals have become a primary tool for sourcing candidates, many companies fail to realize the full potential of these platforms due to lack of optimization. Despite technological advancements such as AI-driven recommendations, SEO-enhanced visibility, and real-time application tracking, several challenges still persist:

Recruiters often receive a large number of irrelevant applications due to poorly structured job descriptions or lack of keyword optimization.

Job seekers may find it difficult to locate relevant openings due to subpar portal design, inadequate filtering options, or low mobile responsiveness.

The mismatch between employer branding on job portals and actual organizational culture can lead to higher candidate drop-off rates.

Delayed recruiter response times and poor communication through portals may discourage high-quality candidates.

III. SCOPE OF THE STUDY

This study focuses on understanding the strategic aspects of optimizing job portals and their direct impact on talent acquisition. It covers both employer and job seeker perspectives. The scope includes analyzing job portal features such as search filters, layout design, responsiveness, keyword optimization, and AI-driven matching systems. The study particularly applies to organizations operating in talent-driven industries, with special reference to the healthcare sector and Omega Healthcare. The research encompasses data from HR professionals, recruitment managers, and job seekers who interact with popular job portals in the Indian and global job markets.

IV. OBJECTIVES OF THE STUDY

- To examine the features of job portals that influence recruitment efficiency and effectiveness.
- To evaluate how elements such as SEO, UI/UX, and AI tools improve candidate engagement and employer visibility.
- To identify the key performance indicators (KPIs) that define successful hiring through job portals.
- To assess job seekers' and recruiters' experiences and expectations from optimized digital platforms.
- To provide actionable recommendations for HR professionals to enhance recruitment strategies.

RESEARCH METHODOLOGY

The study uses a descriptive research method to systematically collect and analyze data about the interview process at Omega Healthcare. It involves gathering first-hand information from candidates through surveys and observations. This method helps identify patterns, perceptions, and areas for improvement without altering any variables.

RESEARCH DESIGN

This study adopts a descriptive research design to examine the strategic impact of job portal optimization on talent acquisition success. Descriptive research helps to accurately describe the characteristics of a specific phenomenon and is suitable for identifying relationships between variables such as portal. The sampling technique used in this study is convenience sampling, selecting participants who were readily available and had recently undergone the interview process at Omega Healthcare.

RESEARCH TECHNIQUE

The research technique employed in this study is a *quantitative survey-based approach*, designed to gather primary data directly from individuals involved in the talent acquisition process. This technique was selected to ensure the collection of structured, objective, and measurable data, allowing for the analysis of trends, patterns, and relationships among various factors influencing job portal optimization and recruitment success..

DATA COLLECTION

Data collection is the systematic capture and evaluation of relevant variables to answer research questions, validate hypotheses, and assess results. It comprises assembling and gathering data in an organized manner, usually as part of an improvement program or similar endeavor.

Data in study are of two types:

- **Primary data** : It was collected through a structured questionnaire designed based on the study's objectives. It included relevant questions to gather firsthand information directly from respondents
- **Secondary data** : It was obtained from various published sources such as journals, books, and magazines. Additionally, online sources and internet-based research were also used to support the study

STATISTICAL TOOLS:

The data collected from the respondents in Coimbatore district are analyzed using the following statistical tools

- Percentage Analysis
- Chi-square Analysis
- ANOVA

ANALYSIS AND INTERPRETATION CHI-SQUARE TEST

A Strategic Analysis of Talent Acquisition Success through Job Portal Optimization AIM:

To Study the association between age and were the questions relevant to the role applied for.

NULL HYPOTHESIS (H_0): There is no significant association between age and were the questions relevant to the role applied for.

ALTERNATE HYPOTHESIS (H_1): There is a significant association between age and were the questions relevant to the role applied for.

Table showing the relationship age and were the questions relevant to the role applied for Processing Summary

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Department or Area of focus	137	100.0%	0	.0%	137	100.0%

Age * were the questions relevant to the role applied for Cross tabulation

		Department or Area of focus					Total
		Non clinical	KPO/BPO	Administrative	IT & Healthcare	Insurance Claims & Polices	
Gender	Male	13	16	24	26	3	82
	Female	12	14	14	13	2	55
Total		25	30	38	39	5	137

Chi Square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.099 ^a	4	.718
Likelihood Ratio	2.099	4	.718
Linear-by-Linear Association	1.661	1	.197
N of Valid Cases	137		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.01.

INTERPRETATION

The Pearson Chi-Square value is 2.099 with a significance level (p-value) of 0.718, indicating no statistically significant association between the variables tested. The high p-value (> 0.05) suggests the observed data fits the expected distribution well. The Likelihood Ratio test also confirms the result with the same value and p-value. The Linear-by-Linear Association ($p = 0.197$) shows no significant trend or linear relationship between the ordinal variables. The note on expected counts indicates a minor limitation, as 20% of cells have counts less than 5, which could slightly affect test reliability..

Hence, *the null hypothesis (H_0), which states there is no relationship between age and question relevance, is rejected, and the alternative hypothesis (H_1), stating that a relationship exists, is accepted.*

FINDINGS

The study aimed to analyze how job portal optimization impacts talent acquisition success within the healthcare sector. Based on the primary data collected from 130 HR professionals and recruitment specialists at Omega Healthcare and similar organizations, the following key findings were observed: A significant proportion of the respondents belonged to the age group of 26–35 years, suggesting that early to mid-career professionals are heavily engaged in recruitment processes. The majority of respondents were male, indicating a gender imbalance in the talent acquisition or HR tech departments. The demand for skilled professionals, especially in clinical and back-office support roles, continues to drive frequent hiring cycles. Most organizations predominantly use job portals such as Naukri, Indeed, and LinkedIn for sourcing candidates, with internal referrals and staffing agencies being secondary sources. Organizations that leveraged optimized job portals (with features like keyword filtering, AI-matching, and real-time notifications) reported a higher success rate in attracting quality candidates. Over 60% of respondents indicated satisfaction with the quality of applicants sourced through job portals, particularly when portals were enhanced with SEO, clear job descriptions, and mobile-friendly interfaces..

SUGGESTION

- Job portals should continue to invest in *AI-based matching algorithms* to improve the quality of candidate-job matches.
- Optimization for *mobile platforms* is essential, as a large number of users access portals via smartphones.
- HR teams should focus on *employer branding* by updating company profiles, adding employee testimonials, and highlighting workplace culture.
- *Real-time communication tools*, such as chatbots or instant messaging, should be implemented to improve candidate engagement.
- Job portals should offer *customized dashboards and analytics* for recruiters to measure performance and applicant behavior.

CONCLUSION

The study concludes that **job portal optimization plays a vital role in the success of talent acquisition strategies**, particularly in technology-driven and high-volume industries such as healthcare. Through strategic enhancements like AI tools, SEO techniques, and user-focused design, organizations can significantly improve the quality and efficiency of their recruitment processes.

The findings reveal that both recruiters and candidates benefit from well-optimized platforms—recruiters can attract and select the right candidates faster, while job seekers enjoy a smoother, more engaging experience. However, issues such as system speed, match accuracy, and real-time engagement still pose challenges.

With increasing competition for talent, especially in specialized sectors like healthcare, companies must leverage optimized digital recruitment platforms as a core part of their HR

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