

Edinburgh's Employment: The Role of Online Reviews in Modern Job Searching

How vital do you think online reviews are in today's job market? Online reviews for employment cut across two ways. They help the jobseeker know the kind of company they are working with, and the company knows their standing in the online realm. According to a recent study, more than 95% of people online read reviews before engaging a company or getting a service. Of the lot, 60% trust the reviews; the other 40% do not trust a company with only positive reviews online. In this article, we will delve into the role of online reviews in today's job search for both parties.



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Online Reviews for Job Seekers

- **Understand the Company's Workplace Environment:** The importance of online reviews is huge for job seekers. When searching for a job, most potential employees look at the reviews to understand the kind of environment they will be working in.
- **Create a Personalised Cover Letter:** When applying for a position in different companies, job seekers must always stand out. One way to do so is to create a personalised cover letter based on what you find in the reviews. If a company's culture aligns with the reviews, you must craft the letter in your favour.
- **Determine a Company as the Right Fit:** On sites like [GoWork](#), the reviews are mostly from the other employees, giving insights into the working conditions. If a

company has an unhealthy or toxic working culture, job seekers get to know in good time. As a job seeker with two job offers, reviews will help you know whether the employer is a good fit for you.

Online Reviews for Employers and Companies

- **Get the Right Applicant:** The kind of reviews a company has online will determine whether or not they get the right person for the job. If a potential applicant sees negative reviews, they might withdraw their application. This means the company loses out on quality experts.
- **Improve Services and Employee Treatment:** With the information received from online reviews, a company can know what and where to improve. For instance, if most people complain of having a rough time at work or experiencing discrimination, they can work on it and improve their culture. This ensures better services and enhanced employee treatment.
- **Enjoy Employee Retention:** When employees are well-treated, they will likely stay longer and be productive in their respective positions. They are more likely to leave positive reviews online, which helps the company attract the right employees, even in future.

What Can Companies Do About Negative Online Reviews?

Once you notice negative reviews on your online platforms, most companies are tempted to delete them. However, on watchdog sites such as GoWork, there are two things that you can do. The first thing is analysing and addressing the

internal issues, as depicted by the reviews. This ensures that your business runs effectively and maintains a good image online, thus impacting the entire reputation.

The second thing is addressing the content of the review on GoWork. These reviews allow you to respond so other potential employees, clients, and readers can get your perspective. During this time, you must aim to answer helpfully and encourage the reviewer to contact your support team for further clarification. It shows that you care and provide value to your employees and all the involved stakeholders.

Conclusion

Online reviews play a vital role in influencing job seekers. If you are an employer looking to attract and retain quality employees, you must pay attention to the kind of online reviews you have. This is because most employees and clients look at online reviews before applying or seeking a service online. The information available determines whether you get the best employees in the market or not. Everyone would want to work in a positive environment. Since the opposite is true, employers and companies must safeguard their online presence as they do the physical one.