

# Jobs Search Report 2022



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# → About The Data

There were **7,432,754** impressions and **434,692** clicks related to job searches recorded by our Google Search Console in Uganda in 2022.

This is **267%** and **302%** increase in impressions and clicks respectively.

Google Search Console is a tool that helps companies measure a site's Search traffic and performance, fix issues, and optimise their Google Search results.

An impression means that a user has seen (or potentially seen) a link to your site in Search, Discover, or News. Simply, the **views** from the search queries with specific keywords.

A click is the user actually clicking to go the link destination such as landing page or company page.

Search (organic and paid) are a good source of traffic for websites. Search engines such as Google enable companies to get insights on trends.

BrighterMonday Uganda's marketing & data analytics team used a collective sample of 1.7 million impressions for the most searched keywords for jobs, locations, skill sets, hiring companies and platforms users turned frequently in 2022.



# → The 2022 Job Search Insights

# Job Search Trends 2022






We **sampled 1.7 million + impressions** from over **7.4 million job related search** queries using the **Google Search Console** tool to map out the most prominent trends for 2022 in Uganda.

The data compares the performance from a year ago between **01 Jan to 15 December**.

## Q Top job searches by sector

-  Transportation & logistics
-  NGO sector
-  Banking, finance & accounting sector
-  Public sector (Central & Local govt)
-  Engineering sector

## Q Fastest growing job search Categories

- Entry Level  **+5,472%**
- Remote Jobs  **+1,936%**
- Vacationist Jobs  **+1,380%**
- Data Entry Jobs  **+496%**
- Internships  **+485%**

## Q Most searched job location

-  Jobs in Kampala
-  Jobs in Jinja
-  Jobs in Gulu
-  Jobs in Mbale

## Q Most searched companies for jobs



## Q Most searched platforms for jobs



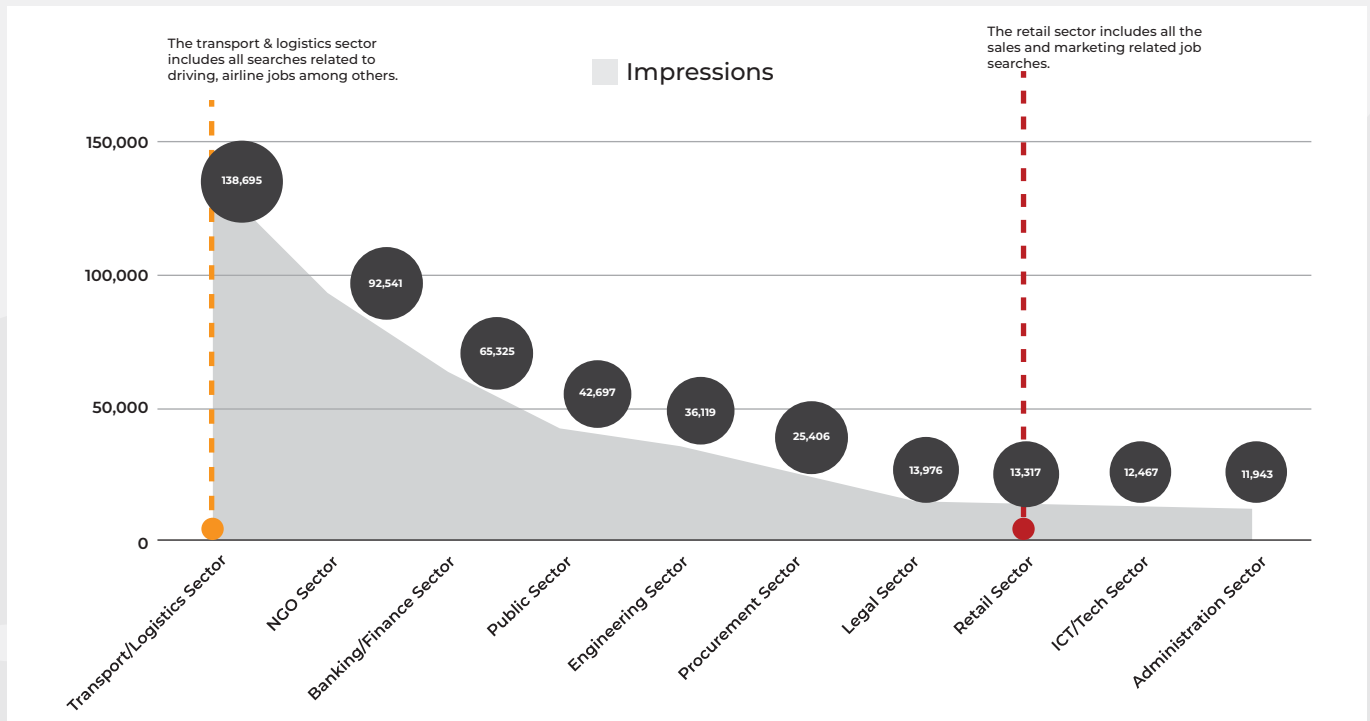
Average

**72%**

using mobile for job search

# Most job searches: Sectors

This data represents the most frequent search queries and keywords by industry sector for example, driving jobs in Uganda, NGO jobs near me etc.



## Fastest growing job search queries

This data represents the search queries that have grown the most over the last year with matching keywords such as remote jobs in Uganda.

### S6 Vacationist Jobs



The search for S.6 vacationist roles grew as soon as they finished their papers. Grew by **1,300%+** in **2022**.

- Impressions: **1,925**
- Clicks: **30**
- CTR: **1.56%**
- Keywords: **N/A**

### Entry Level Jobs



No experience jobs and entry-level job related searches exploded by over **5,000%** in **2022**.

- Impressions: **6,965**
- Clicks: **99**
- CTR: **1.42%**
- Keywords: **3**

### Internships



The education sector was re-opened after almost 2 years as a result of the pandemic hence strong growth for internships by over **485%** in **2022**.

- Impressions: **4,658**
- Clicks: **285**
- CTR: **6.12%**
- Keywords: **5**

### Data Entry Jobs



Data entry jobs remain popular because of their intersection with entry-level roles. They grew by over **496%** in **2022**.

- Impressions: **5,735**
- Clicks: **264**
- CTR: **4.60%**
- Keywords: **5**

### Remote Jobs



Remote jobs remained a popular search query growing over **1,900%** in **2022**.

- Impressions: **3,605**
- Clicks: **192**
- CTR: **5.33%**
- Keywords: **3**

# Most searched job related "hunting" skills

This data represents the most frequent search queries and keywords normally associated with the job search.



## Aptitude test

Impressions from related searches

16,867

Impressions grew by

↑ **18%**  
year on year!



## CV Writing

Impressions from related searches

4,743

Impressions grew by

↑ **313%**  
year on year!

## Most searched job locations

This data represents the most frequent search queries and keywords for jobs in the respective locations.

### **Gulu**

Gulu experienced the **highest growth in clicks of over 830%** year on year.

### **Kampala**

**89%** of the job location related searches had "Kampala" as a keyword

### **Mbale**

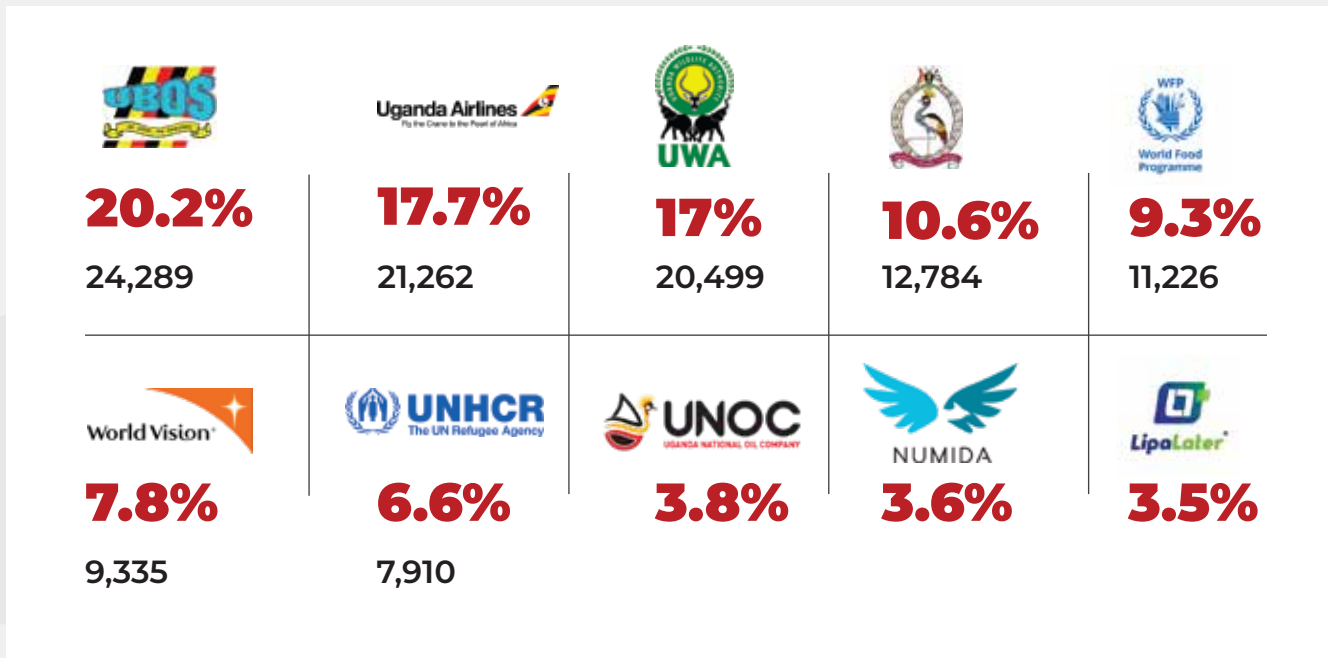
Mbale **registered less growth** in impressions and clicks compared to the top 3 locations.

### **Jinja**

Jinja is the second most popular job location search term and has a **higher CTR**.

# Top companies in job searches

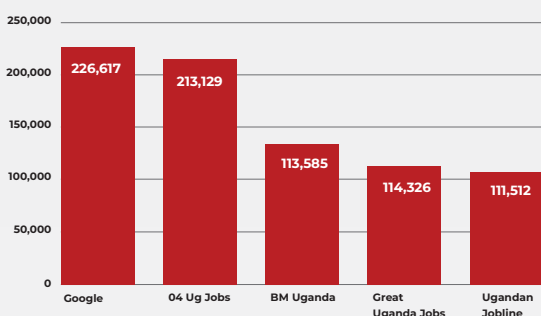
This data represents the most frequent search queries and keywords about open vacancies or announced opportunities at companies.



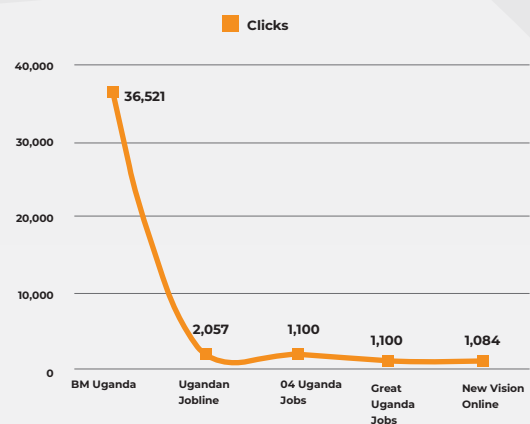
## Most searched platforms for jobs

This data represents the most frequent search queries and keywords for the various platforms that host online jobs, internships and other opportunities.

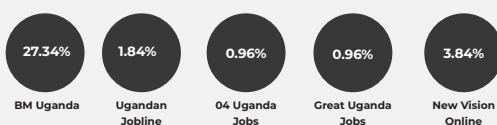
### Impressions - The top five platforms



### Clicks - The top five platforms



### Click Through Rate (CTR)





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