

Fairy Lake Jobs Expands, Launches Local News and Advertising Services

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Press release from: [IT-Challenger Consulting Group](#)



IT-Challenger Consulting Group – the vertical search technologies provider and integrator based in Newmarket, Ontario – launched today important improvements to its popular Fairy Lake Jobs Internet portal serving the communities of York Region, Ontario. Without limiting any of the search engine’s existing capabilities, the services that were introduced transform Fairy Lake Jobs into a full-fledged community information portal. The enhancements are aligned with the web site’s core mission of building stronger, more environmentally conscious communities, and helping reduce commuting in York Region.

A news section has been introduced, giving visitors a single point of access to current news releases of local interest published on the web sites of various institutions and organizations. The content of the news section is compiled using the same technology that maintains the Fairy Lake Jobs index of job postings. Fairy Lake Jobs now also accepts for free publishing news articles from local organizations, businesses, and residents.

In addition, a new “job seeker tips” section has been added, where employment market specialists from York Region provide valuable advise to local job seekers.

“Our objective behind introducing these new services is to make it easier for local residents to stay connected to their communities.”, explains Strac Ivanov, president of IT-Challenger Consulting Group. “Commuting creates major social and environmental problems in suburban communities like ours. We attack the root cause of these problems, by helping people avoid commuting. Fairy Lake Jobs not only makes it easier for employers to advertise jobs locally, it now also helps local residents establish stronger ties to their home communities.” Local residents and businesses seem to welcome the initiative: Every week, thousands of local job seekers and recruiters visit the web site, and the feedback that IT-Challenger has received since launching Fairy Lake Jobs late last year has been overwhelmingly positive.

A major change to Fairy Lake Jobs involves the introduction of new services for advertisers and employers, effectively marking the end of the ‘one-size-fits-all’ approach that the search engine had been incorporating since its launch. Without discontinuing the free services that it has been providing to employers since its inception, Fairy Lake Jobs now also features a new “ELITE” branded job postings option, allowing employers to enhance the effectiveness of their job postings, by having them highlighted and branded with their own logos and corporate profiles.

In addition, the newly introduced “SmartAdvertising program” features easy-to-use self-service tools, allowing businesses and organizations to rent advertising slots on the web site, set up and update image or text advertising messages, target specific audiences, and access instant metrics of the success of each campaign. Advertising messages are clearly marked as such, but they are mixed with the content of the web site to making sure that each advertising message is noticed. “Given the high percentage of visits to Fairy Lake Jobs that originate in York Region, our SmartAdvertising program offers local businesses a very attractive alternative to traditional advertising methods”, says Mr. Ivanov. “The advertising options that we provide are not only less expensive than most traditional methods: They also offer advertisers the level flexibility and intelligence that are simply not available with traditional methods.”

The latest changes have transformed Fairy Lake Jobs into a comprehensive community information portal that makes it easier for local residents, businesses, and organizations to share their knowledge and information about the local community and employment markets.

IT-Challenger Consulting Group is a provider of vertical Internet search technology solutions. IT-Challenger's core product – its intelligent information gathering software platform – collects and classifies into categories information from web-based resources relevant to selected topics and geographic areas. IT-Challenger is based in Newmarket, Ontario, Canada.

For more information, visit www.FairyLakeJobs.net or www.IT-Challenger.com , or contact IT-Challenger Consulting Group at pr@it-challenger.com

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