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## *White Paper*

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# The Best HR Tools to Research Salary

ContractRecruiter.com

Give us a call at (800) 797-6160

# INTRO

A key part of attracting candidates to any role is establishing a reasonable salary for that role. A position that pays under the area salary average needs to have something very worthwhile to tip the scales, whether it's great benefits, or something else. Conversely, a role that pays far above the average can be quite attractive for candidates, but less so for the company, and it can warn off a few savvy candidates who worry about why it pays so much. Does the company have trouble with retention or culture, and hopes their money will solve the problem?

Hiring managers and HR staff don't have some golden book with salary information to pull from. We have to research salary information just as much as people looking for jobs. The difference is, we often have access to tools to help perform that research. Tools such as the ones we've compiled below.

Remember that the people applying to a role will have an idea of the kind of salary they're looking for. Some of them will use tools, including some of what we've listed below, to figure out average salaries. Others will talk to friends in the industry, coworkers at their current job, or other HR reps to learn how to negotiate.

Some companies try to hire people at unusually low salary rates and make discussing salary against office policies. Pay secrecy policies are usually illegal, though. The fact is, people will talk about money, and it's important that you offer fair salary rates for your hires, new and old.

When you and your candidates are getting salary information from a similar set of tools, you both start on the same page. You can adjust the average salaries from there. How might a salary adjust?

- **Cost of living.** A company paying software developers in Kansas City can pay them less than a company paying software developers in Seattle, a much more expensive city.
- **Experience.** The more experienced a candidate is, the higher the initial salary you can offer them – or they might demand.
- **Benefits adjustments.** A lower-than-average salary can still be competitive and acceptable if you offer benefits like 401k matching, work from home time, or high-quality healthcare.

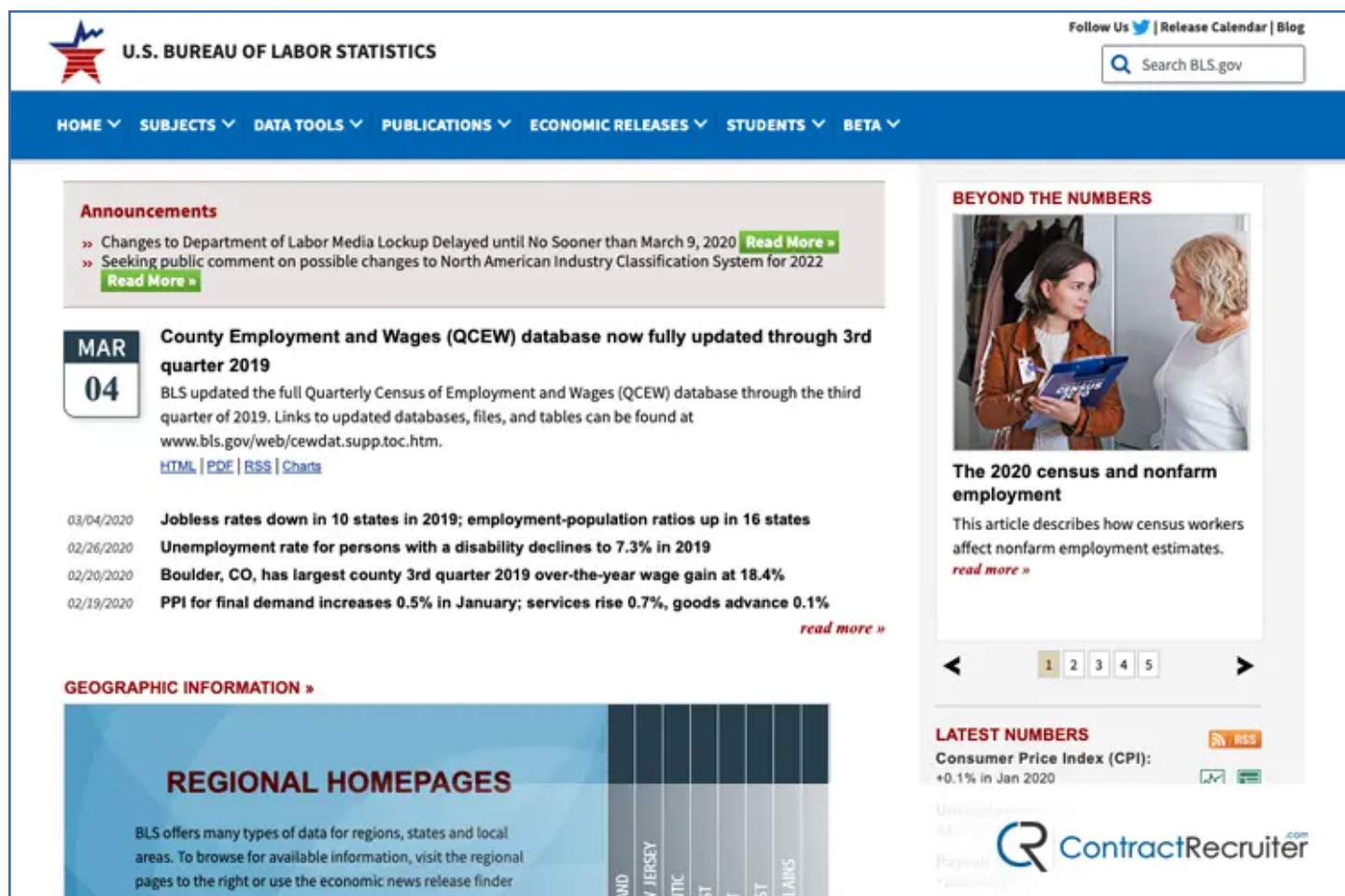
Setting reasonable salary ranges before you enter negotiations from either side of the process is important. We've all had cases where a candidate has much higher expectations than we're able to provide and vice versa.

So what tools can you use to research salaries? Here are our top 12 options.

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# 1. The United States Bureau of Labor Statistics



The screenshot shows the homepage of the U.S. Bureau of Labor Statistics. At the top, there is a navigation bar with links for HOME, SUBJECTS, DATA TOOLS, PUBLICATIONS, ECONOMIC RELEASES, STUDENTS, and BETA. A search bar is located on the right. The main content area features several sections:

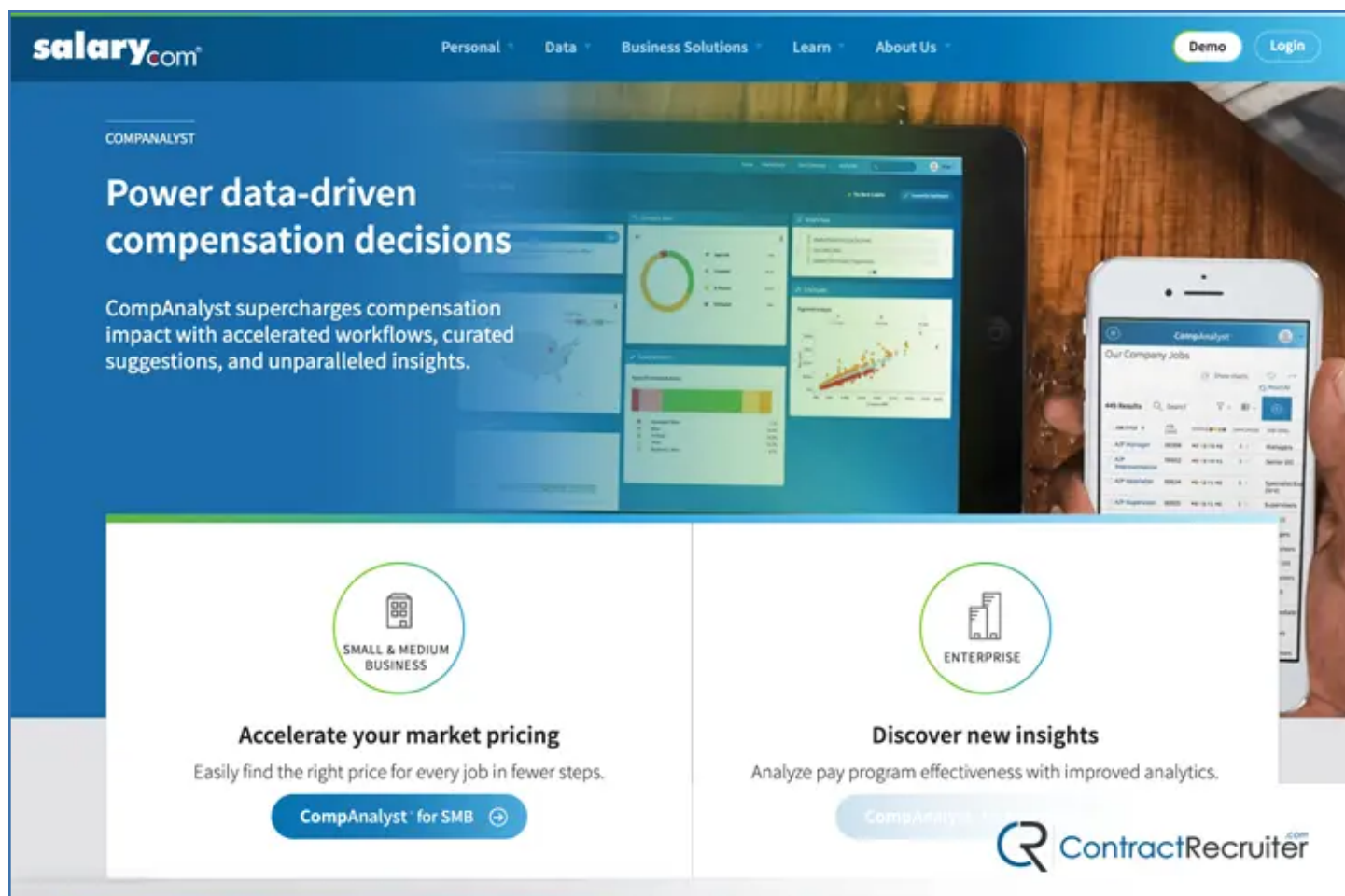
- Announcements:** Includes updates on Department of Labor Media Lockup and public comment on changes to the North American Industry Classification System for 2022.
- County Employment and Wages (QCEW) database now fully updated through 3rd quarter 2019:** A news item dated March 04, 2020, stating that the BLS has updated the QCEW database through the third quarter of 2019. It provides a link to the database and mentions that links to updated databases, files, and tables can be found at [www.bls.gov/web/cewdat supp.toc.htm](http://www.bls.gov/web/cewdat supp.toc.htm).
- Jobless rates down in 10 states in 2019; employment-population ratios up in 16 states:** A news item dated 03/04/2020.
- Unemployment rate for persons with a disability declines to 7.3% in 2019:** A news item dated 02/26/2020.
- Boulder, CO, has largest county 3rd quarter 2019 over-the-year wage gain at 18.4%:** A news item dated 02/20/2020.
- PPI for final demand increases 0.5% in January; services rise 0.7%, goods advance 0.1%:** A news item dated 02/19/2020.
- BEYOND THE NUMBERS:** A section featuring an article titled "The 2020 census and nonfarm employment" with a description of how census workers affect nonfarm employment estimates.
- LATEST NUMBERS:** A section showing the Consumer Price Index (CPI) at +0.1% in Jan 2020.
- REGIONAL HOMEPAGES:** A section with a table of regional links.

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A sub-department of the Department of Labor, the **BLS** is where all of the various employment and labor data sources are aggregated, analyzes, and presented to the public. Information can be found in raw form or in processed graphs, easy to read blog posts, and everything in between.

The BLS data helps with general salary information, but it also helps put that information into context. Other useful data for this includes regional employment data, job outlooks, employment trends, and even demographic information. All of this can be used (within reason) to make salary determinations for open positions you want to fill.

## 2. CompAnalyst by Salary.com

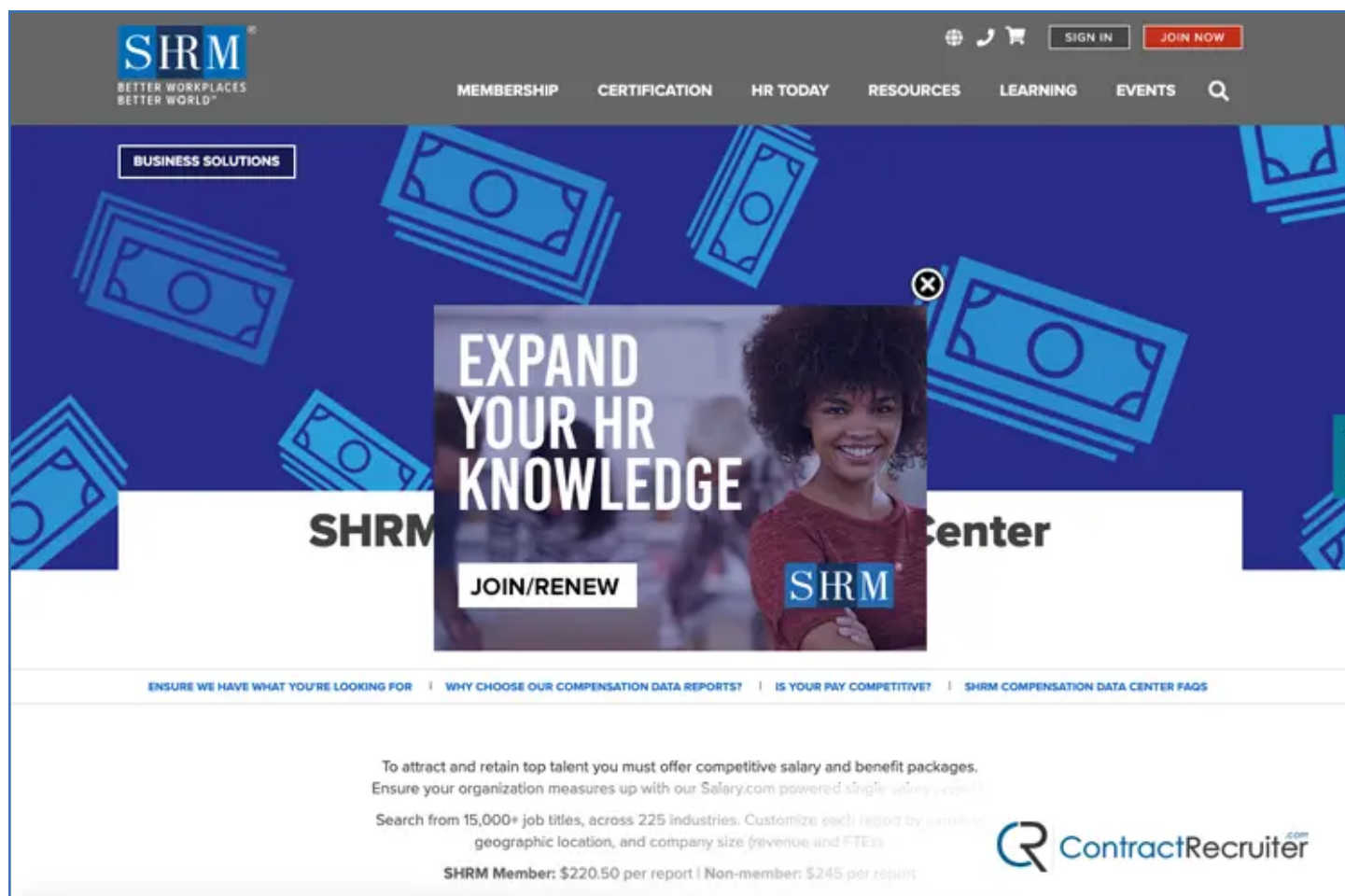


**Salary.com** is a public-facing website and app suite aimed largely at job seekers, to allow them to look up salary information for specific roles in a specific region. It allows job seekers to refine positions based on education, experience, performance, and other factors – it also has very granular information about specific roles.

CompAnalyst is the business-side platform of the same information. They have both an offering for small businesses and an enterprise-level platform with program compensation analysis. They boast over 800 million market data points to make compensation data both granular and accurate.



# Honorable Mention: SHRM

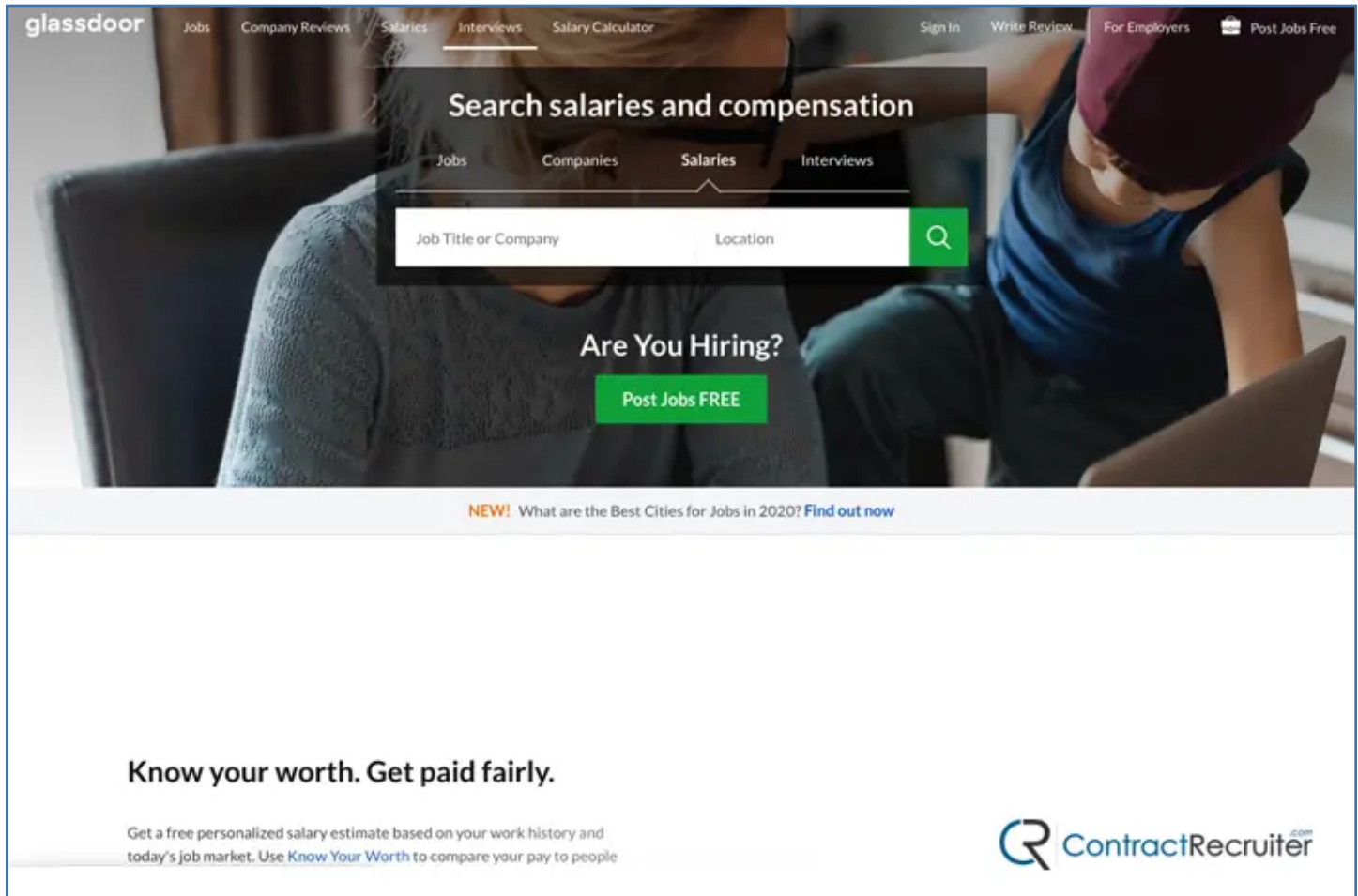


The screenshot shows the SHRM website homepage. The top navigation bar includes links for MEMBERSHIP, CERTIFICATION, HR TODAY, RESOURCES, LEARNING, and EVENTS, along with a search icon. A 'SIGN IN' button and a 'JOIN NOW' button are also present. The main banner features a woman smiling, with the text 'EXPAND YOUR HR KNOWLEDGE' and a 'JOIN/RENEW' button. Below the banner, there are links to 'ENSURE WE HAVE WHAT YOU'RE LOOKING FOR', 'WHY CHOOSE OUR COMPENSATION DATA REPORTS?', 'IS YOUR PAY COMPETITIVE?', and 'SHRM COMPENSATION DATA CENTER FAQS'. The bottom section highlights the value of competitive salary and benefit packages, mentioning that SHRM has access to 15,000+ job titles across 225 industries. The pricing for reports is listed as \$220.50 per report for members and \$245 per report for non-members. The ContractRecruiter.com logo is visible in the bottom right corner.

One of the more popular recommendations we see for salary and compensation research is **SHRM**, which is a membership platform with tools, reports, data, and training for HR staff in any industry. They have access to a ton of great data and can generate custom reports, at \$245 per report for non-members or \$220.50 per report for members.

So why is it only an honorable mention rather than an item on this list? All of their data comes from Salary.com. You can get the same information and the same reports directly from CompAnalyst without having to pay for it through SHRM. Now, SHRM has a ton of added value and information available, so it's far from worthless, but it's still not a unique source of data.

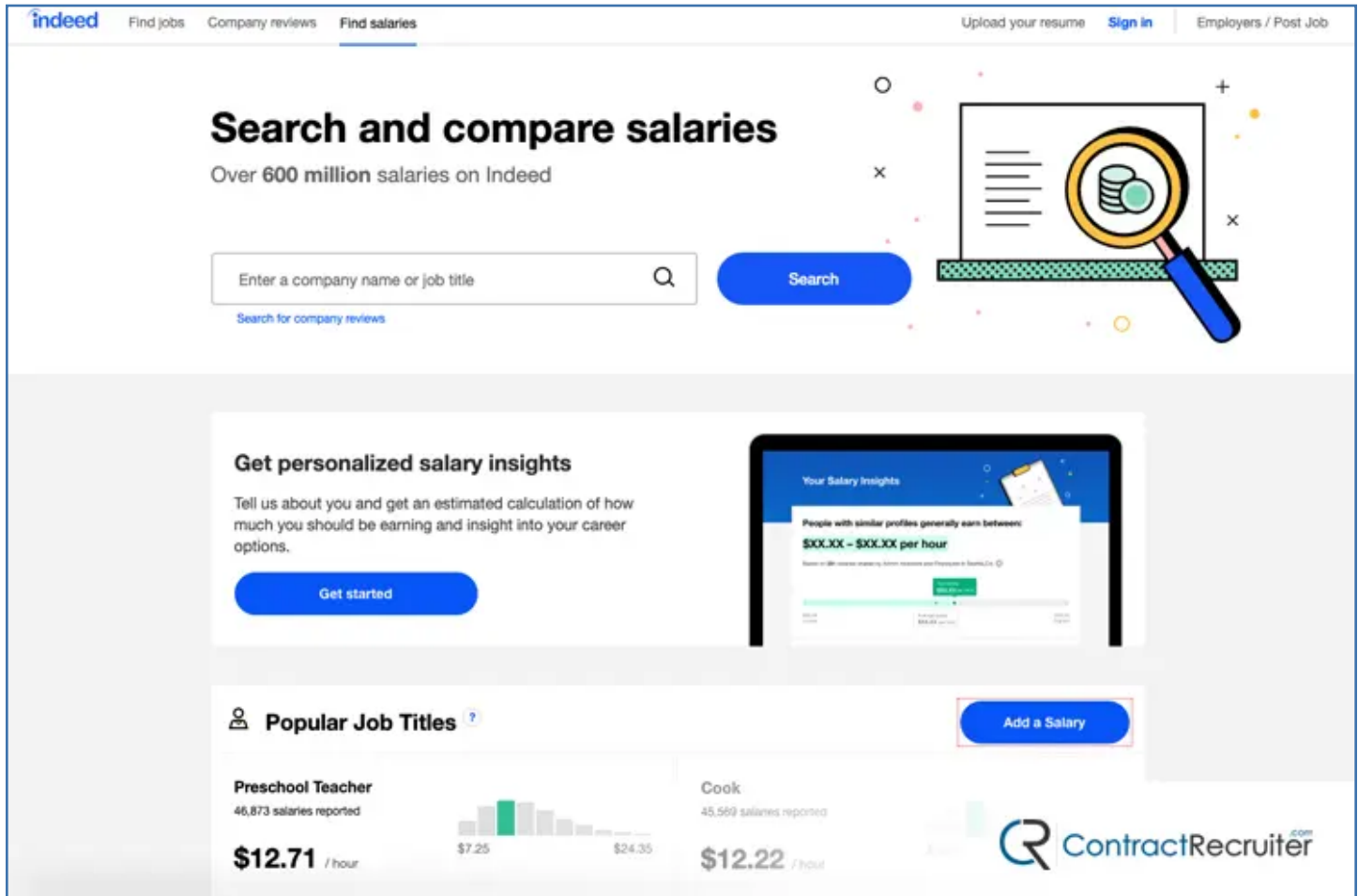
## 3. Glassdoor



**Glassdoor** is typically considered a candidate-side tool because it's part of the overall research pattern when looking for a new job. Individuals on the job hunt use it to research the reviews of specific businesses, looking for warning signs, hints of company culture, and so on. Glassdoor also has its own job board, tons of tips and information for interviews, and more.

For the business side, Glassdoor allows you to search the same data sets that your candidates will be searching for. You can see what others have posted about your company, including public salary information and reviews. You can also develop an idea for what level of compensation a candidate will be looking for, so you can develop a competitive offer.

## 4. Indeed

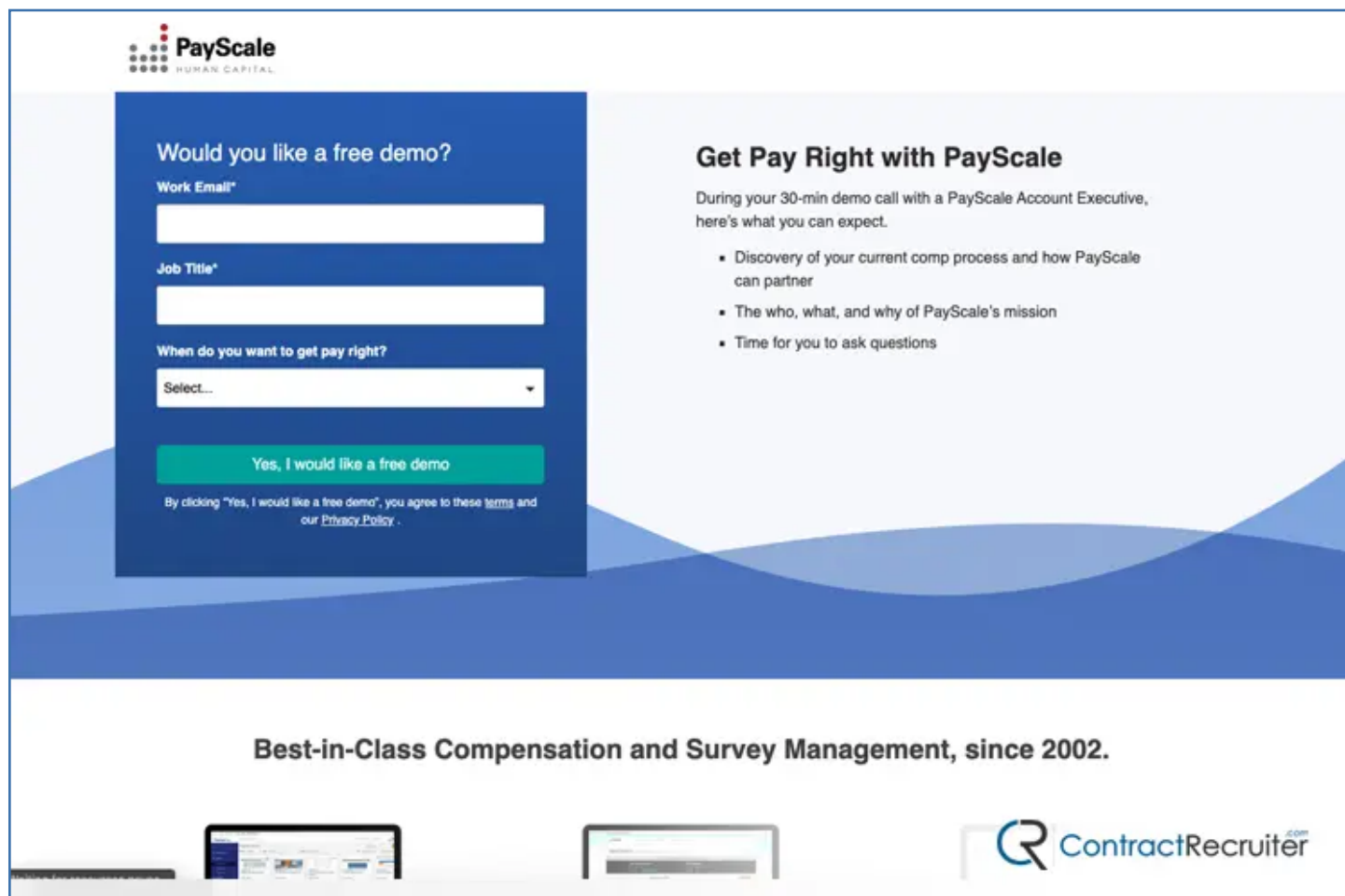


**Indeed** is good for many of the same reasons Glassdoor is good. The two companies evolved from different directions into very similar end results. Glassdoor started as a company review site and expanded to include salary information and job postings, while Indeed started with job postings and expanded to include company reviews and salary information.

You can use Indeed's salary search to look up and compare salary information for a wide range of jobs, though they do have a slight bias. If your company isn't likely to put a job posting up on Indeed, other similar companies might not either, which means Indeed might not have a lot of accurate salary information for them. Still, with over 600 million salary records to search through, they probably have enough to give you a decent range.



## 5. PayScale



The image shows the PayScale website landing page. On the left, there is a blue sidebar with the PayScale logo at the top. Below the logo, it asks "Would you like a free demo?" and provides a form with fields for "Work Email\*", "Job Title\*", and "When do you want to get pay right?" (a dropdown menu). A green button says "Yes, I would like a free demo". Below the button, it says "By clicking 'Yes, I would like a free demo', you agree to these [terms](#) and our [Privacy Policy](#) .". To the right of the sidebar, the main content area has the heading "Get Pay Right with PayScale" and a paragraph: "During your 30-min demo call with a PayScale Account Executive, here's what you can expect." Below this is a bulleted list: "▪ Discovery of your current comp process and how PayScale can partner", "▪ The who, what, and why of PayScale's mission", and "▪ Time for you to ask questions". At the bottom of the page, there is a white banner with the text "Best-in-Class Compensation and Survey Management, since 2002." and two images of laptops displaying the PayScale interface. The ContractRecruiter.com logo is in the bottom right corner of the banner.

**PayScale**  
HUMAN CAPITAL

Would you like a free demo?

Work Email\*

Job Title\*

When do you want to get pay right?

Select...

Yes, I would like a free demo


By clicking "Yes, I would like a free demo", you agree to these [terms](#) and our [Privacy Policy](#) .

**Get Pay Right with PayScale**

During your 30-min demo call with a PayScale Account Executive, here's what you can expect.

- Discovery of your current comp process and how PayScale can partner
- The who, what, and why of PayScale's mission
- Time for you to ask questions

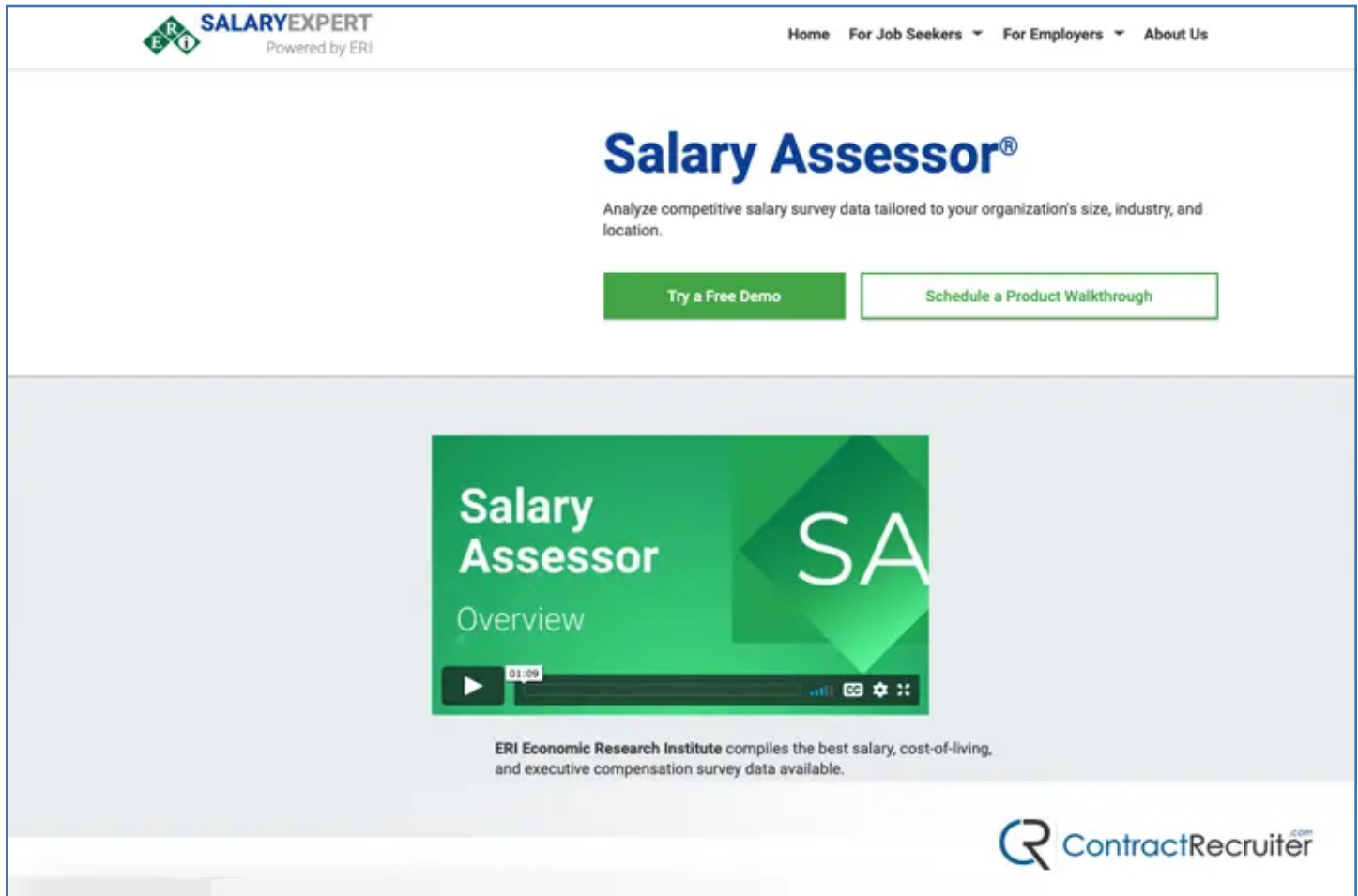
**Best-in-Class Compensation and Survey Management, since 2002.**



**PayScale** started as a compensation analysis and management company in 2002, and has expanded to become one of the industry leaders in compensation data management in the decades since.

They have three different offerings as part of their overall platform. “MarketPay” is a survey engine aimed at compensation-related data harvesting, coupled with insights to allow a company to refine its salaries for both existing and new hires. “Insight Lab” is its strategy, management, and analytics platform that handles all of the data from surveys and other sources. “Team” is, as you might expect, a team-based platform to allow collaboration with multiple hiring managers and HR staff at once, so everyone is on the same page.

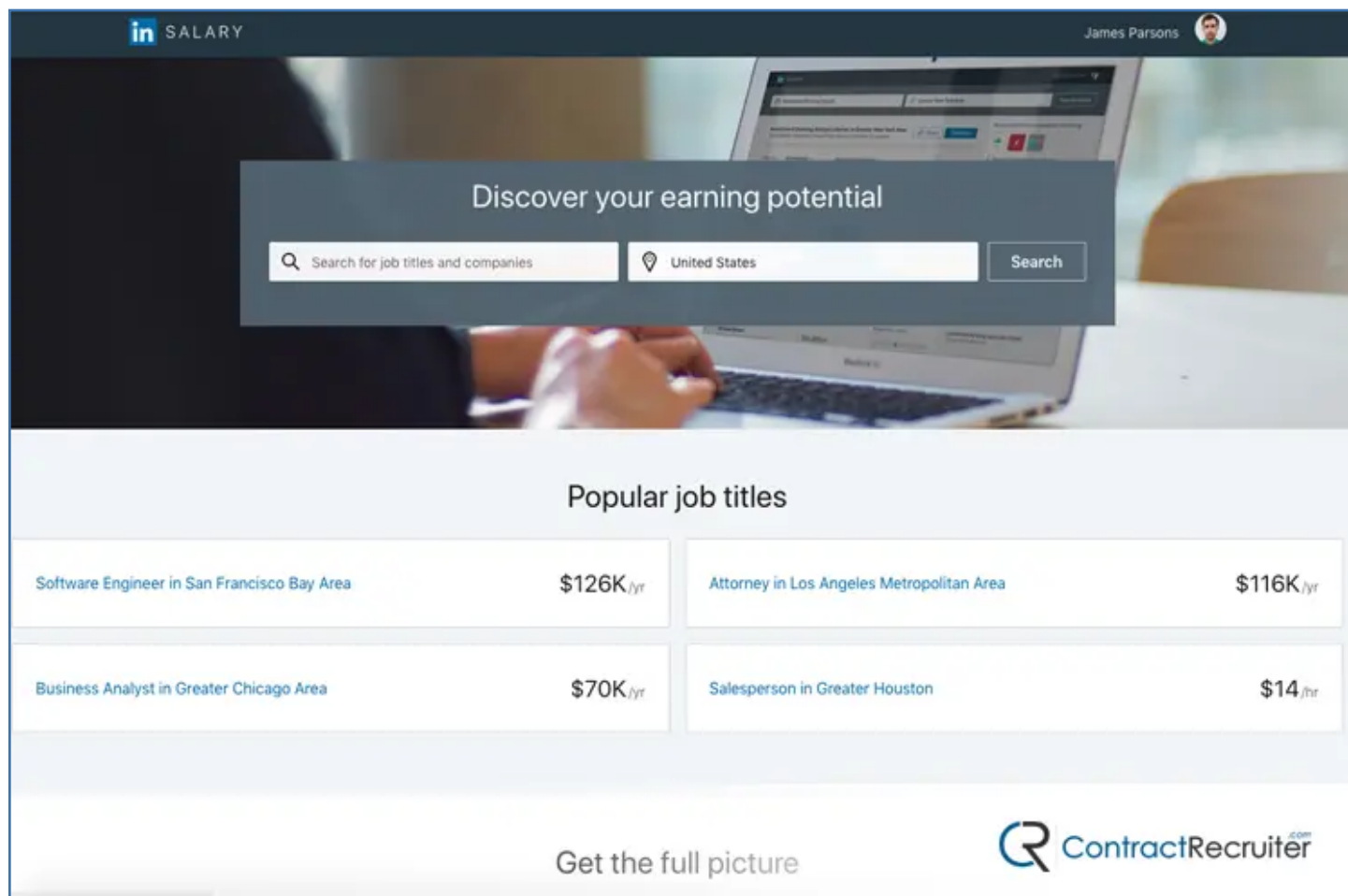
## 6. Salary Expert



Powered by the Economic Research Institute, **Salary Expert** has a handful of different offerings available. The most generally and broadly useful is Salary Assessor, a platform with competitive salary survey data you can tailor and customize to match your own industry, location, and company size.

Other versions of the platform include the Executive Compensation Assessor (aimed, as you might expect, at executives and C-levels), the Geographic Assessor to analyze variance between regions, the Global Salary Calculator, a Cost of Living Comparison tool for people looking to relocate, and more. Several of these tools are under the overall banner of the ERI, not just of Salary Expert, but they can all be accessed relatively easily, and data is updated daily.

## 7. LinkedIn Salary



Popular job titles	
Software Engineer in San Francisco Bay Area	\$126K/yr
Attorney in Los Angeles Metropolitan Area	\$116K/yr
Business Analyst in Greater Chicago Area	\$70K/yr
Salesperson in Greater Houston	\$14/hr

**LinkedIn** is one of the largest job and networking websites out there, and it has slowly been improving with more and more fringe offerings since Microsoft took it over in 2016. The salary tool is primarily aimed at job seekers doing research for their own career paths, but as with other similar tools, using it as a business means you can see what your candidates are seeing. This is particularly useful for the more tech, business, and marketing-oriented roles, which are most popular among LinkedIn users.

Possibly the biggest downside to this is that it has a relatively low number of data points. Rather than an official organization like BLS, or a data aggregator like ERI, LinkedIn relies on data reported by its users. It's real, tangible data, but it's not always reflective of the wider world, and it doesn't have a lot of useful filters.

## 8. JSI's Data Reports

### Salary Data Set Builder– for Compensation Consultants and Practitioners

Build a compensation database in minutes. Whether you're refreshing an existing database or starting from scratch, the Salary Data Set Builder provides you with the perfect architecture, as well as the salary data points to populate the framework.

Select a region, an industry, and then your occupations. The output is in Excel – and includes the wage band and median salary at each work level, for all occupations.

Functional organization, reliable salary data, delivered instantly in Excel. Each occupation is \$10. Or contact us to license your own in-house version of this program.

To create your own custom salary data sets, complete the menus below. For a sample custom data set [Click here](#).

Select the state for your salary data set

Select the region within the state

Select the major industry sector

Select the Industry sub sector

[Select your occupations](#)



**Educate to Career** is the portal for Job Search Intelligence. The company is primarily focused on data aggregation for new college graduates and fresh-from-education job seekers, so it's narrow in scope. However, if your company is looking for data about that specific set of salary ranges, it's an invaluable resource.

One of the biggest benefits of these data reports is their flexibility. You can pull data from their system manually using any of the searches available on the linked page, or you can access their API and pull data algorithmically as you need it. It's also quite affordable, at only \$25 for all of the data about a specific job title, which is cheaper than most platforms offering similar data.

## 9. Harvest HCMReports



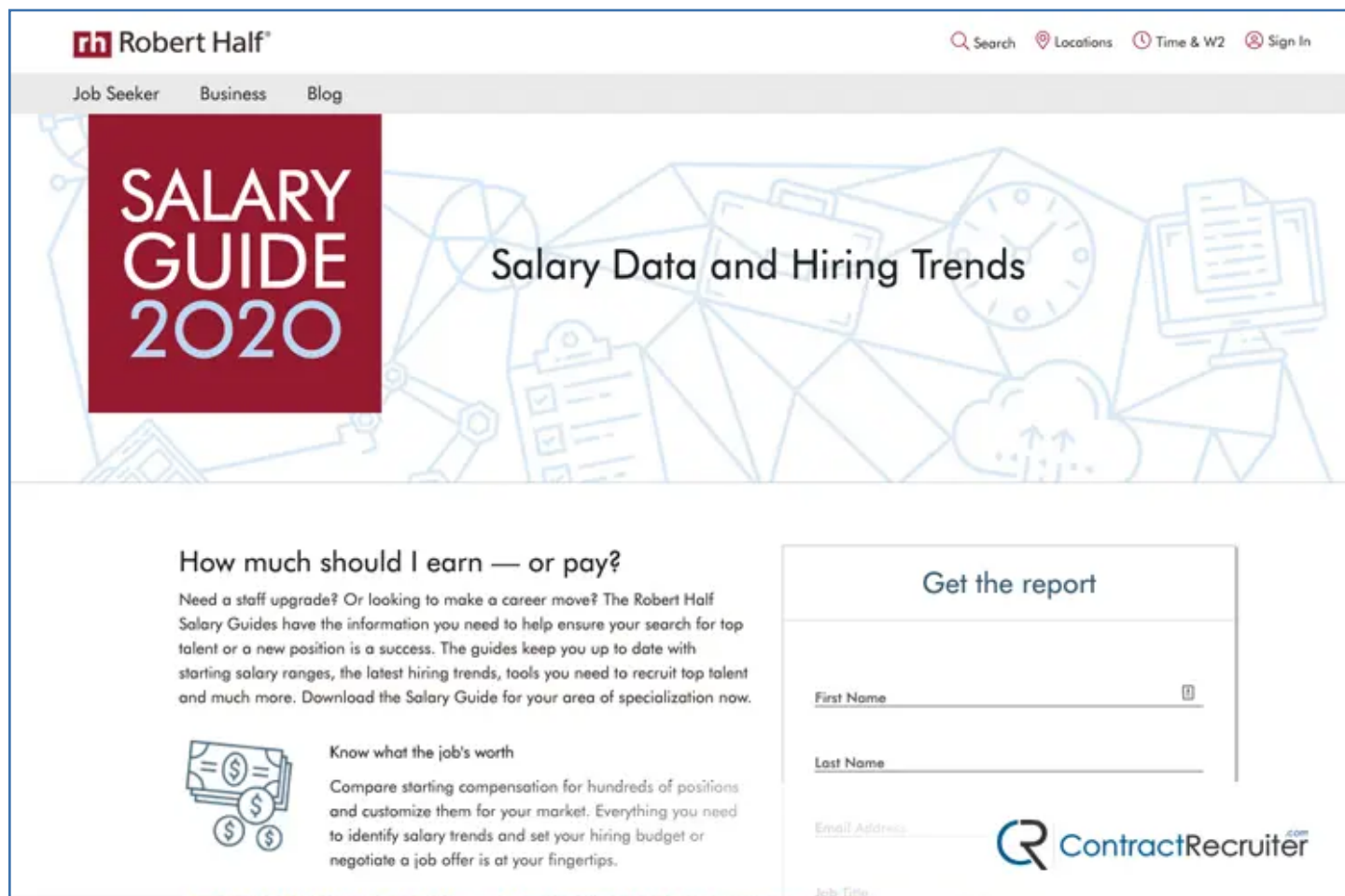
The screenshot shows the Harvest HCM website. At the top, there is a navigation bar with links for Home, Products, Company, Integration, Clients, Support, Contact Us, and FAQ. The main content area features a large graphic titled "Talent Management Solutions" which includes a circular diagram with four segments: Performance Management, Compensation Management, Total Rewards Statements, and Succession Planning. The central part of the diagram is labeled "Harvest HCM Talent Management Suite". To the left of the diagram, there is text about "Configurable Technology" and "Our Focus is Your Success". A "REQUEST A DEMO" button is visible. At the bottom, there are three columns: "ENGAGE." (Employee engagement is critical to business success. Harvest HCM's), "REWARD." (Providing accurate and appropriate incentives to top performers is key to), and "DEVELOP." (Developing talent is key to business success). The ContractRecruiter.com logo is in the bottom right corner.

**Harvest HCM** has a handful of different talent management tools, for different aspects of the hiring and management process. The one we're looking at today is the compensation management tool, but they also have performance, succession, and rewards systems as well.

The Harvest compensation management platform is a system that helps maintain and manage all of your own compensation data, including bonuses, stock options, equity, variable pay programs, and more. It integrates with other apps you may already be using for financial systems, as well.



## 10. Robert Half



The image shows the Robert Half Salary Guide 2020 landing page. At the top, the Robert Half logo is on the left, and navigation links for Search, Locations, Time & W2, and Sign In are on the right. Below the navigation bar, there are links for Job Seeker, Business, and Blog. The main header features a large red box with the text "SALARY GUIDE 2020" and the subtitle "Salary Data and Hiring Trends". The background of the header has a light blue geometric pattern with icons of a clock, a document, and a computer monitor. Below the header, there is a section titled "How much should I earn — or pay?" with a paragraph of text and an icon of a stack of money. To the right of this section is a form titled "Get the report" with fields for First Name, Last Name, Email Address, and Job Title. The Robert Half logo is also present at the bottom right of the form.

Robert Half®

Search Locations Time & W2 Sign In

Job Seeker Business Blog

**SALARY GUIDE 2020**

Salary Data and Hiring Trends

**How much should I earn — or pay?**

Need a staff upgrade? Or looking to make a career move? The Robert Half Salary Guides have the information you need to help ensure your search for top talent or a new position is a success. The guides keep you up to date with starting salary ranges, the latest hiring trends, tools you need to recruit top talent and much more. Download the Salary Guide for your area of specialization now.

**Know what the job's worth**

Compare starting compensation for hundreds of positions and customize them for your market. Everything you need to identify salary trends and set your hiring budget or negotiate a job offer is at your fingertips.

**Get the report**

First Name

Last Name

Email Address

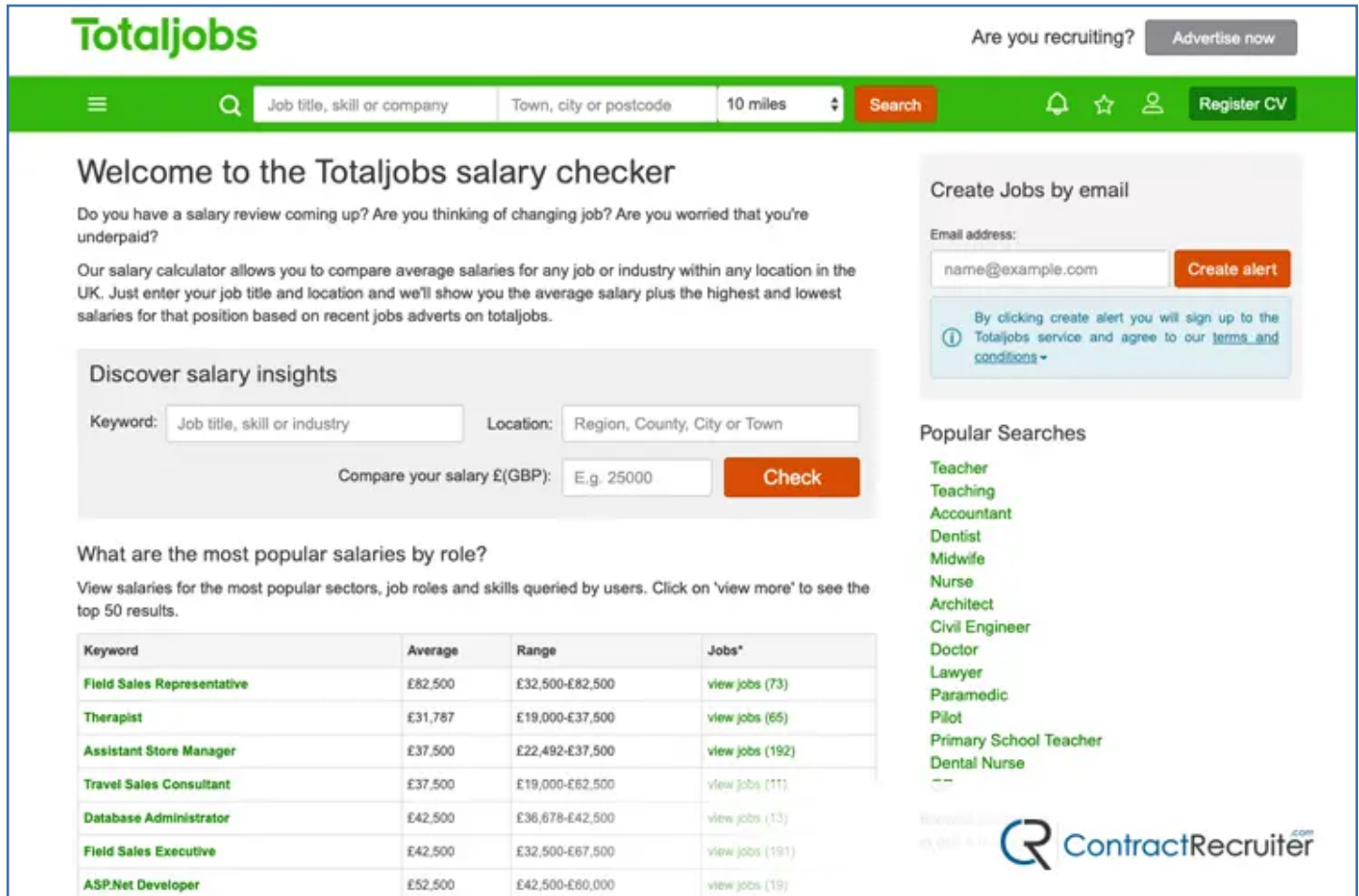
Job Title

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**Robert Half** is a company founded in 1948, specifically created for professional staffing and employment interests. Throughout the last half-century, they have evolved to keep up with modern trends and technology.

The Robert Half Salary Guide is a downloadable report they produce once a year, compiling employment and compensation data on a variety of industries. This salary guide can be downloaded for non-commercial use, but they also offer a salary calculator that makes use of that data on the back end to generate specific salary information on a job-by-job basis.

# 11. Total Jobs



**Totaljobs** Are you recruiting? [Advertise now](#)

Job title, skill or company Town, city or postcode 10 miles Search Register CV

## Welcome to the Totaljobs salary checker

Do you have a salary review coming up? Are you thinking of changing job? Are you worried that you're underpaid?

Our salary calculator allows you to compare average salaries for any job or industry within any location in the UK. Just enter your job title and location and we'll show you the average salary plus the highest and lowest salaries for that position based on recent jobs adverts on totaljobs.

### Discover salary insights

Keyword:  Job title, skill or industry Location:  Region, County, City or Town

Compare your salary £(GBP):  E.g. 25000 [Check](#)

### Create Jobs by email

Email address:  name@example.com [Create alert](#)

By clicking create alert you will sign up to the Totaljobs service and agree to our [terms and conditions](#)

### Popular Searches

- Teacher
- Teaching
- Accountant
- Dentist
- Midwife
- Nurse
- Architect
- Civil Engineer
- Doctor
- Lawyer
- Paramedic
- Pilot
- Primary School Teacher
- Dental Nurse

### What are the most popular salaries by role?

View salaries for the most popular sectors, job roles and skills queried by users. Click on 'view more' to see the top 50 results.

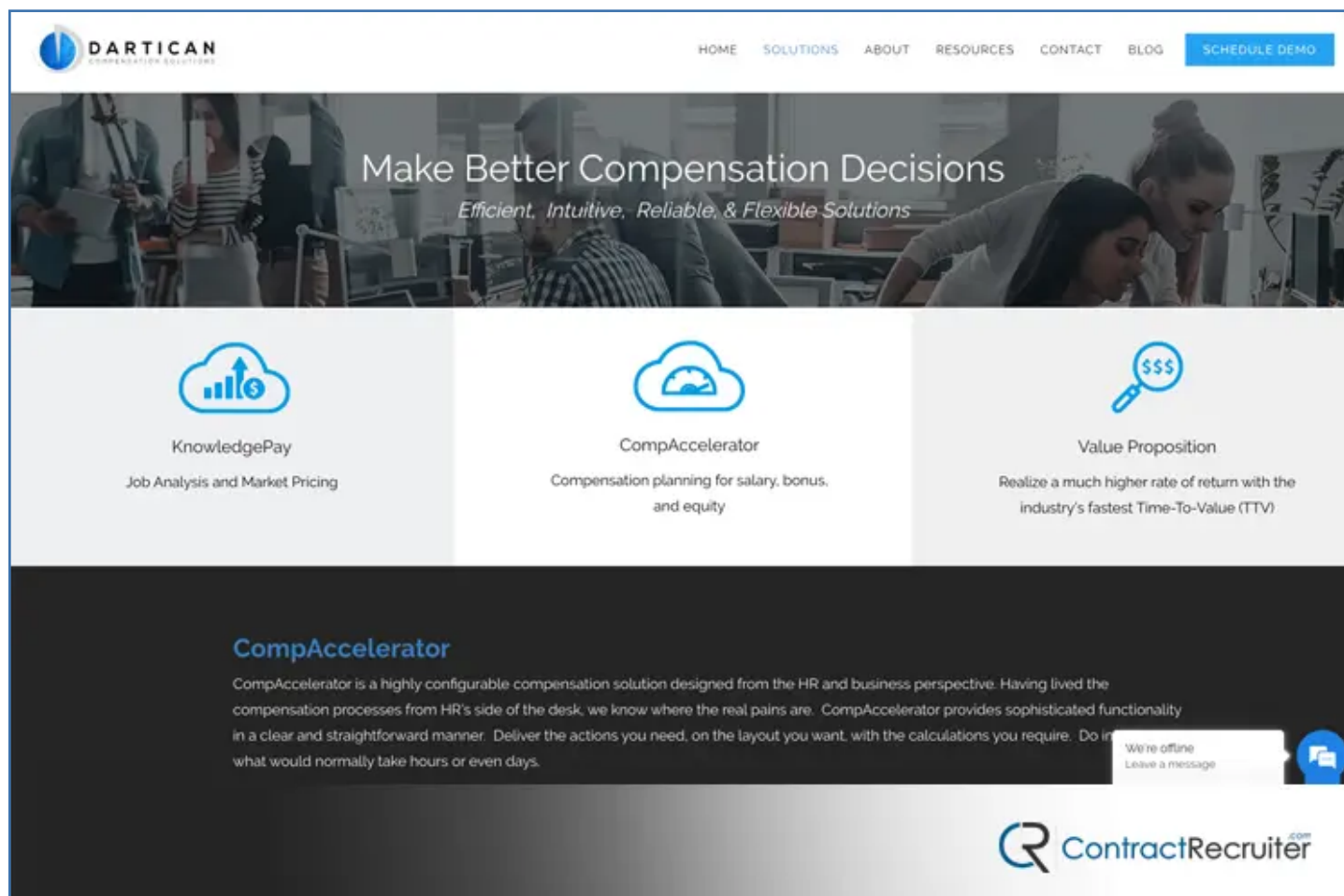
Keyword	Average	Range	Jobs*
Field Sales Representative	£82,500	£32,500-£82,500	<a href="#">view jobs (73)</a>
Therapist	£31,787	£19,000-£37,500	<a href="#">view jobs (65)</a>
Assistant Store Manager	£37,500	£22,492-£37,500	<a href="#">view jobs (192)</a>
Travel Sales Consultant	£37,500	£19,000-£62,500	<a href="#">view jobs (11)</a>
Database Administrator	£42,500	£36,678-£42,500	<a href="#">view jobs (13)</a>
Field Sales Executive	£42,500	£32,500-£67,500	<a href="#">view jobs (191)</a>
ASP.Net Developer	£52,500	£42,500-£60,000	<a href="#">view jobs (19)</a>

ContractRecruiter.com

The **Total Jobs** salary checker is a database with jobs and salary information, able to be sorted by job title, region, and industry. It pulls data from its own jobs network, which is actually somewhat limited. In fact, this isn't a great resource for most people, but it's excellent for some. Why?

Total Jobs is based in the UK. The salary information is all in pounds, the regional sorting is UK regions, and the data is limited to UK data. For those looking for compensation information in the UK, it's an excellent resource. For anyone outside of the UK, it's only useful if you're looking to open a branch or otherwise move to the UK. It's narrow, but it's good for those who can use it, so we included it on the list.

## 12. Dartican



The screenshot shows the Dartican Compensation Solutions website. The header includes the Dartican logo, navigation links (HOME, SOLUTIONS, ABOUT, RESOURCES, CONTACT, BLOG), and a "SCHEDULE DEMO" button. The main banner features the headline "Make Better Compensation Decisions" with the tagline "Efficient, Intuitive, Reliable, & Flexible Solutions" over a background image of office workers. Below the banner are three service cards: "KnowledgePay" (Job Analysis and Market Pricing) with a bar chart icon, "CompAccelerator" (Compensation planning for salary, bonus, and equity) with a cloud icon, and "Value Proposition" (Realize a much higher rate of return with the industry's fastest Time-To-Value (TTV)) with a magnifying glass icon. A "CompAccelerator" section below describes it as a highly configurable compensation solution. A "We're offline" chat bubble is visible in the bottom right corner.

**Dartican** is a company focused on compensation-based HR software. They have three segments to their solutions; KnowledgePay, CompAccelerator, and Value Proposition.

KnowledgePay is a job analysis and market pricing research tool. This helps you develop an awareness of what particular roles are likely to offer throughout your industry and your region. CompAccelerator is a platform where you can take that information and plan a compensation package for potential new hires. This takes into account salary, bonuses, equity, and more. Value Proposition helps analyze shortcomings in your current compensation packages, to offer better value to employees while saving money on expenses.

Overall, this selection of compensation research tools should give you a great awareness of what people are getting paid for any open role you have. There are, of course, numerous tools specific to different industries, but they don't fit the bill for a general tools list like this.

Still, we're curious: *what are your organization's favorite tools?*