



## REINTRODUCING NLx MICROSITES

**Did you know:** The National Labor Exchange (NLx) is reintroducing a NLx service, microsites, to NASWA members?

What does this mean for states?

- Microsites are a minimal to no-cost option for states to provide the NLx job feed to their customers on a fully customizable website. These microsites are not distinct job banks – rather, they serve as additional pathways leading job seekers to the same pool of jobs available in the state's job bank.
- States can harness the power of the NLx by creating microsites to drive more traffic to their state job banks.
- Microsites hold many benefits including but not limited to:
  - The opportunity to focus on specific industries, audiences, or initiatives in the state
  - A secure environment that ensures a website containing NLx jobs will always be available to your customers, even if the main state job bank website is down.

For more information on microsites and other NLx offerings, [contact Ellen Samoriski](#), NLx Program Assistant.