

CAREER PAGE CHECKLIST:

Follow These 10 Tips To Attract More Quality Candidates

If you want to recruit the best people, you need a strong company brand. The numbers back this up: **a full 72 percent of candidates** say that employer brand plays a significant role in their decision to apply for and accept a job.

One of the best ways to boost your employer brand is with a compelling and enticing Career Page. According to our 2016 MightyRecruiter job search behavior survey, **nearly 85 percent of jobseekers** will view your career page when considering your company¹. So it's important that it makes a great impression and goes well beyond merely outlining your open job opportunities.

You can do this in several ways. The following checklist will help you ensure that your career page is attracting the attention—and the qualified jobseekers—that your business needs.



1 Build Your Brand.

Create a clear, concise, and honest brand message that builds a genuine emotional connection with your customers—and makes your company a more attractive place to work for potential jobseekers.



2 Grab Attention with Video.

Videos about company culture and that give jobseekers an “inside look” at what it’s like to work at your organization have been shown to increase application rates by up to 34 percent ².



3 Use Strong Visuals.

Today’s jobseekers will expect to see compelling images on almost any web page they visit. Make sure your career page presents a visual representation of your brand with appealing photos and other images.



4 Highlight Your Benefits.

In a competitive job market, benefits can be a huge selling point. Be sure to list some of the most important benefits that your company offers. Include everything from health benefits and paid time-off to flexible scheduling and fun company events.



5 Include Contact Info.

Give candidates a quick and easy way to contact someone in your company with questions. At the least, provide an email address, and perhaps a phone number.



6 List Jobs Clearly.

Organize your listings by category or department, and include a short description of each job that's available. List all open roles: jobseekers may come for one posting and find another that's a better fit.



7 Make It Easy to Apply.

Don't make your candidates have to click through multiple pages to get to an application form. The easier you make it to apply, the more likely you'll get the candidate pool you need.



8 Leverage Social Media.

Over 55 percent of companies forget to include links to social media on their Career Page³—don't make that mistake! Make sure jobseekers can follow you and keep on top of your future opportunities.



9 Be Mobile-Friendly.

These days, up to 80 percent of jobseekers look for work on their mobile devices⁴. Be sure that both your Career Page and your ATS (if you have one) are optimized and easily accessible for those job searching on their phones or tablets.



10 Collect Resumes.

Even if visitors to your Career Page don't immediately find an active job that's a fit, they may still want to send you their resume. Make it as easy as possible for them to upload their resume into your system, and at the same time, make finding candidates for future openings all the simpler.

1 "Not All Job Postings Are Created Equal: How to Write a More Effective Job Posting," Recruiting.com, 2015.

2 John Sullivan, "The 8 Great Benefits of Going to Video Job Descriptions," ERE Media Blog, May 15, 2014.3 "Not All Job Postings Are Created Equal: How to Write a More Effective Job Posting," Recruiting.com, 2015.

3 Shea Bennett, "Infographic: 92% of Companies Use Social Media for Recruitment," SocialTimes, October 16, 2013.

4 "2015 Candidate Behavior: U.S. Job-Seeker Data."

Want more help using your career page to get great candidates?

WITH MIGHTYRECRUITER YOU CAN:

- Promote your career page anywhere on your website thanks to our snazzy widget...no coding required
- Save time and money by auto-publishing your job opportunities to your career page and auto-removing them when you make great hires
- Make it a cinch for jobseekers to apply for your job opportunities via their mobile device
- Spruce up your job opportunities with cool company culture videos

