Career Sites that Sell
Take Your Career Site from Eh to Excellent
Your Career Site Experience Matters

Your career pages are likely among the most highly trafficked pages on your company’s website. Visitors come to these pages because they are interested in your company—via job advertising, Internet searches, word of mouth, referrals, recruiters, and other recruiting channels. Some arrive with a purposeful goal—they’re ready to apply for a new job—while others are just window-shopping for a better opportunity.

Your online presence is a job seeker’s first impression of what you offer as an employer. In fact, 59% of job seekers research companies’ website, social media, and reviews to gain insight on their employer brand and culture.

(Source: Jobvite, 2016 Job Seeker Nation Study)
Consider Zappos

The online shoe retailer is at the forefront of employer branding and sharing their rich company culture. In a single visit to the page, you instantly get a sense for the company's story, values and work environment. It's all about fun, family, and inclusion. And those qualities practically leap off the site.

Prospective employees want more than just a paycheck and benefits; they want a work experience that fits their values and aspirations. Zappos understands that. By the same token, you want visitors who arrive at your career site to feel welcomed and understood. Your site needs to draw them in and make them want to apply. Unfortunately, you have only a very small window of time to capture their attention. You need to make every second count.
This eBook is designed to help you produce a compelling career site—one that paints an inspiring picture of not just your open jobs, but also fully represents your employment brand. Your investment in your career site and your employment brand will pay dividends.

We’ll share examples of career site excellence from numerous successful businesses and give you four critical ways to better capture the interest of top talent and convert that interest into applications. We’ll show you how to:

1. **Power Up Your Employment Brand.** Are you making the best use of this secret weapon?

2. **Tell Your Story Visually.** Are you showing candidates the real people and culture of your company?

3. **Write Strong Copy.** Does your copy resonate emotionally and will it motivate?

4. **Be Nice to Your Applicants.** Are you making it easy for job seekers to engage with you?

And because your career site will be a living organism that's always evolving, we'll also discuss strategies for optimizing your career site on an ongoing basis—so that you continue to attract top talent for years to come.

According to LinkedIn, employers with a strong employment brand drive 2x the amount of applicants per job compared to other companies, and see a 43% decrease in cost per hire.
1. Power Up Your Employment Branding

Career pages often get shortchanged during the company site design process. We’ve all seen the beautiful corporate website that hits a wall at the careers section, which is often populated with generic imagery, indifferent copy, and clunky job listings.

Is Your Career Site a Victim of Neglect?

Your career site is the embodiment of your employment brand and your company’s most powerful recruiting asset. After all, it’s the brand that you are trying to grow by hiring more employees. And when job seekers look at your company’s career site, they should instantly understand your company identity, personality, and values. If your brand is not fully and engagingly incorporated into your career site, then you are missing a huge opportunity.

Recruiters who represent a strong employer brand are twice as likely to receive responses from candidates they contact.

(Source: LinkedIn Hiring Solutions. Why your Employer Brand Matters)
Does Your Brand do Enough?

You want your candidates to understand your brand message and be excited about the opportunity to work for your company. An effective brand should do the following:

• Deliver A Message
• Be Credible
• Connect On An Emotional Level
• Motivate The Prospect
• Create Loyalty

What are the key elements of your brand?

Think about what sets your company, products or services apart from competitors. Ask yourself:

• What is the promise to our customers on which we want our employees to deliver?
• What drives our company?
• What do current employees focus on when building campaigns?
• What emotions do we create around our company offerings?

“With Jobvite, we were able to take control of our application process and our brand. Not only have we attracted more passive candidates and made a better first impression — Jobvite’s allowed us to create a pipeline of people who connect with our core purpose and vision, and engage them in what we’re trying to do. This has completely changed the recruiting game for AIR Worldwide. Jobvite, in conjunction with our career site overhaul, has really allowed us to show our best selves.”

Cassie Robichaux, Senior Recruiter with AIR Worldwide
Represent Your Brand on Your Career Site

After you’ve identified the key elements of your brand that you want to convey to job seekers, consider how you can apply them on your career pages.

Take a Look at **Rosetta Stone**

Rosetta Stone’s career site is chock full of beautiful imagery and icons. The site tells a story about the company with a powerful narrative that describes the qualities and personalities of the people who work there. The result? Rosetta Stone’s site leaves candidates with a strong sense of the company’s vision, mission, team, and work environment.
Find a Mutual Attraction at **Match**

The Match career site provides a unique take on their brand and utilizes its message of “sparking meaningful relationships” to attract and engage prospective employees. The product is online dating, but the brand is all about love—not just helping their customers find love, but loving your work. The Match career page highlights their brand in an authentic way. It’s playful and fun, but truthful.
Optimize for Mobile Job Seekers

Research shows that an increasing majority of job seekers are searching and applying for new opportunities on their mobile devices. Clearly, maintaining a unified brand and simple application process are essential to engaging with top talent.

Building off the capabilities already available on job seekers’ devices—such as the ability to apply through social profiles, or access resumes and other key documents through cloud-based storage—a mobile career site makes it easy for candidates to apply from phones or tablets. A mobile-optimized career site allows you to extend your brand seamlessly and easily to mobile devices, so candidates can access your open positions and apply—anytime, anywhere.

75% more people used their mobile devices to search for jobs on LinkedIn than in 2015.

(Source: Jobvite, 2016 Job Seeker Nation Study)
2. Tell Your Story Visually

One of the most important things your career site can accomplish is the visualization of life—not just work—at your company.

Don’t assume that visitors to your career site know all about your company or who works there. Photos, illustrations, videos, and social media feeds can shape the story about your company’s culture, work atmosphere, and the opportunity offered. You don’t need a big budget for photo and video shoots. Use snapshots and videos captured by employees at company events or around the office. The informal nature of the images contributes to the insider view feeling.

Before prospects hit the apply button, they need to be engaged in a vision of your company—what it’s like to work there, what a “day in the life” is like, who they will be working with, and what goals they’ll be working toward. What you say, and how you say it, shapes each candidate’s experience and gives your prospects the insight required to apply and pursue the opportunity.

44% of people are more likely to engage with brands if they post pictures than any other media.

(Source: Hubspot Marketing, 2016)
Be Authentic to Your Brand and Culture

You know there are people behind the corporate machine, so pull back the curtain and show candidates who they really are. Putting employees on your career site gives your talent brand a face and personality—multiple ones, in fact. Your candidates will look for signs to determine if they’ll fit in and what it’s like to work with a team at your company.

Take a Gander at Glassdoor

Fittingly, the job search site, Glassdoor, does an excellent job of this. Their career site speaks directly and personally to job seekers, urging each to “be your best self” and “check out your new office.” In a “meet your future coworkers” section, the site offers photos and quotes from current employees. It’s friendly, engaging and welcoming.
Betclic Everest Group Believes in the Power of Strong Visuals

Other companies, despite having fun products, have a more serious demeanor to their company story. Betclic Everest Group, a digital gaming company, encourages candidates to “work with us and see your idea become the next breakthrough.” Their career site includes imagery that underscores their values.
Glu Mobile Gets it

Glu Mobile is a prime example. The mobile gaming company uses one page to visually engage candidates with fun and lively photos of employees, while making it crystal clear that they are seeking “bright, hungry, innovative developers.”
Blinds.com Keeps it Real

Blinds.com, the world’s largest online window covering store, takes a similar approach. The company offers real pictures of its employees along with a strong emphasis on the company’s culture, values, and identity.
Strategies for Hard-to-Fill Positions

Do you struggle to fill highly specialized or niche positions? Highlight those jobs on your career site with photos, blog posts, and videos that help candidates learn about the positions and your company in a meaningful way. Dedicate a specific part of your career site to market those hard-to-fill positions and highlight current employees with quotes, anecdotes and profiles.

AccentCare Explains It All

AccentCare is a prime example of hiring hard-to-fill positions. They created specific content for Nurses, Therapists, and their other key audiences. The national healthcare organization gives future employees all the information they need, including values, Hiring FAQ, and even “Top 5 Reasons to be an AccentCare Nurse”
3. Write Strong Copy

Now that you've taken the time to properly brand your site, share your culture, and feature employee life, you need to motivate people to apply. That's where persuasive and powerful copy can play a huge role.

Why? Because many prospective applicants may come directly from a job board, skipping past any of your beautiful, well-thought out career site imagery and messaging. The words you use can go a long way toward converting prospects into applicants.

Start with your company description, and don’t be afraid to step outside the “corporate messaging” box. Show your future hires what you value most in your organization and what they'll be joining. Work with your hiring managers to build a job description that accurately describes that A-player they’re looking for, from necessary skills to their expected goals and contributions.

5 Tips for Crafting Compelling Job Descriptions

Typically dry and vague, make sure that your job description persuades applicants to send you their resume.

1. Research job titles on LinkedIn, Glassdoor, and other job boards to make sure they’re consistent with job seekers search terms
2. Don't fill your description with internal acronyms and jargon
3. Get an SEO boost by sprinkling in relevant keywords
4. Infuse your descriptions with the personality of your company
5. Describe what new hires will actually do and contribute to the role
Be Engaging

The best-performing career sites feature engaging job descriptions that reflect the company's brand, culture, and environment. In other words, don't post impossibly long laundry lists of qualifications and requirements, and don't bog down your descriptions with a lot of administrative boilerplate text. No one wants to read that.

Also remember that you are trying to attract the best candidates for the job. Think about who those people are. What do you need to say in order to get them excited about the opportunity? More importantly, how do you need to say it? Use a voice that speaks to your target audience. For some companies, this means incorporating humor, freshness, or whimsy. For others, it means offering a tone of pure professionalism. Obviously, the tone you choose will depend on the key positions you have available and your company's brand.

Zip Over to Zappos

The tone of your copy should work with the graphics to tell a story. Zappos, for example, offers visitors a real sense of the company's playful, social, and hard-working environment. “Live to Deliver Wow” is the headline on the Zappos career site, and visitors can explore blogs, videos, and other social media channels to get a strong sense for the company culture.
Questions your Job Descriptions Should Answer

You spend a lot of time, money, and brainpower driving traffic to your career site. But when those people land on your job descriptions, you need to convince those casual visitors to convert into applicants. Keep that goal in mind. You want quality applicants converting, not just high volumes of traffic.

The goal isn’t to write dry, boring descriptions. You should still include the witty descriptions of your company values and feature great company accomplishments and awards, but don’t forget to get down to the nuts and bolts of the job.

Focus on highlighting the real needs and expectations of the role. Lastly, share the position with the hiring team to get their perspective and see if it’s a good depiction of the role.

A great candidate should start their application with an accurate and compelling view of the role and what it entails.

Make sure your job description answers these questions:

• Why do you need this role?
• What skills, qualities and experience are required?
• What are the day-to-day responsibilities of the job?
• What motivates your ideal candidate?
• What will this role accomplish for your team and your business?
Get Personal and Share Your Values

In addition to your brand and unique selling proposition, candidates want to understand what makes your story so relevant to them.

Home24 Rocks It

Home24 does a great job of adding a dose of personality to their career site by featuring their “Homies,” including a call-out to any casual visitors looking at their job openings.
4. Be Nice To Your Applicants

The last thing a prospect wants to do is go through a tedious, multi-step process in order to apply for an exciting job. The most qualified and in-demand people will be the least motivated to jump through hoops on your website, especially if they are already employed.

Job applicants aren’t willing to stick around and fill out a long, exhausting job application, and it can dramatically reduce the number of applicants in your pipeline.

Minimize the drop-off by taking a good look at the number of questions you need to ask and what can wait until a phone screen or a later stage.

Click-To-Apply Ration By Number Of Questions Asked In An Application

(Source: Appcast, Four Strategies that Drive Completed Applications)
Keep it Simple

Your interview process can still be as rigorous as needed; however, keep in mind that you are not trying to intimidate visitors. It’s a cost/benefit analysis. Extra screening questions on your forms make it easier to review applicants, but may dissuade highly qualified prospects from applying. You want them to apply and to be excited about their application, not irritated because of the number of required fields.

Qliro Gets the Clicks

Note Qliro’s application. All that’s required is an applicant’s first name, last name, email address and resume. The rest is only nice-to-have information. Candidates’ phone numbers will be on their resumes, and if they’re not, candidates have the option to include it. Four fields, and presto! Application submitted.
Don’t Let Your Perfect Candidate Get Away

Be sure that your rich content and engaging employment brand find a home in a career site that’s easy to navigate, so that casual browsers don’t get lost on the way to apply. Also, many people who visit your career site are simply checking out possibilities, or they don’t find a job that fits right now. But you can use your career site to gain their interest and then channel it effectively to keep them engaged.

**Pactiv Carves Out a Clear Path**

Pactiv uses straightforward navigation that remains visible on the side of each page, detailing exactly the career site menu options that are available for visitors. At the bottom of each page, several options allow prospects to apply immediately or later and see other openings.
Find your Future Hires

Use your career site to find people who might want to work at your company some day down the line. Even if they don't see a position they're interested in, give your most interested candidates a way to sign up for company news or even exclusive job updates!

Zappos For the Win, Again

On Zappos, any visitor can become a Zappos Insider and stay in the loop on new positions and stay in touch with the Zappos recruiting team. It’s an easy way to build an engaged and excited talent pool.
Tracking Career Site Success

Once you’ve revamped your career site, it’s critically important to monitor the site and track the effectiveness of the changes you’ve made. There are a number of metrics that matter when you’re evaluating the success of your career site. By measuring where you are today, you can take action to improve your results and ensure that your changes have the desired effect.

As you look into the performance of your site, here are some key questions to ask:

• What are the top sources of traffic to your career site?
• Which pages are getting the most traffic? Why?
• How many visits does your site receive versus actual applications?
• How long does it take for people to apply on your site?

Track the Metrics that Matter

When it comes to analytics, it’s easy to get overwhelmed with a tsunami of data. So, focus on the metrics that are driving results.

• **Visits and Visitors**: One of the most important metrics you can measure is Visits (defined simply as the number of times people came and ‘visited’ your career site). It tells you how many opportunities you had to turn a job seeker into an applicant. Comparing Visits with Visitors (Unique Visitors) can give you an idea about how often people return to your site.

• **Job Views**: On a career site, one of the most important actions that visitors can take is viewing jobs. More job views are better than less, but don’t forget that job views will be affected by the number of jobs on the site, as well as the time of year.

• **Applications**: Tracking applications, monitoring them over time, and looking at application rates (visits/applications and job views/applications) all provide you with a clear view of the effectiveness of your career site.

• **Sources**: The two primary sources of traffic to your site are from search engines like Google or Yahoo, and referrals which consist of people clicking on a link to your site from other non-search websites.

• **Engagement**: These are two metrics--Pages per Visit and Time on Site--measure the level of interest a visitor has in your site. Pages per Visit tells you how many pages your visitor looked at while on your site, while Time on Site measures how long they were on your site.
Keep Optimizing Your Career Site

Ultimately, your career site is a hub for attracting new talent to your company. Building it takes time, creativity, and effort—and ensuring its success requires applying metrics to determine whether you are successfully converting prospects to applicants and hires.

Remember that revamping your career site isn’t a “set it and forget it exercise.” As your employment brand evolves, so should your career website. The care and feeding of your site is an ongoing process, but one that is well worth the investment and will position you to attract top talent for many years to come. By applying the tips in this eBook and continuing to optimize your career site, you are on your way to employment brand excellence.

About the Featured Career Sites

The corporate career sites featured in this eBook are from a selection of Jobvite customers. Each of them has created sites that speak eloquently to their brands, people and amazing opportunities.

To learn more, email us at sales@jobvite.com.
Jobvite is the industry leader in recruiting software that helps emerging, mid-market, and enterprise companies hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-driven recruiting platform accelerates recruiting with an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, onboarding, and seamless integration with other HR systems. Focused exclusively on recruiting software since 2006, with offices in San Mateo and London, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Amway, Zappos, and GoDaddy. To learn more & request a free demo, visit www.jobvite.com or follow us @Jobvite.