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TIPS HOW TO

GET YOUR CAREER SITE WORK FOR YOU

What happens when you enter a website you never visited before? You browse. **You spend maybe 3-4 seconds to make that decision whether you are going to give it any more of your attention.** If the website cannot answer a couple of crucial questions on your unconscious mind, you will leave the page. And maybe never return. The same goes for the talents visiting your career site.

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1 GET THE FIRST IMPRESSION RIGHT

Check out your career site on a mobile screen. Is your career site easy on the eye when you browse it on a small screen? When you browse for 3 seconds, what are the key messages popping up?



2 OPTIMIZE BASED ON YOUR KEY TARGET AUDIENCES

Your career site visitor is looking for answers to form an opinion about your business as a place of work. You don't need to please everyone. Just your key target audiences. Also, are you targeting active or passive job seekers? Their questions are very different.



3 GIVE YOUR VISITOR A PLAN

Make it clear what you want your career site visitor to do when they enter the page. Give them a clear path from what to why to how with titles, messages, images, icons, links and calls to action. The more time they spend on the site, the more time you have to influence and impact them.



4 DOES IT WORK TECHNICALLY?

Make sure both your career site and your recruitment system are optimized to be used on a small touch screen. This means all texts are easy to read on a small screen. And all menus, links and buttons function on a mobile device. Download time is also important. Website users are not waiting for slow pages to open!



5 LET THE IMAGES DO THE TALK!

When we browse, we only see images and headlines. Never underestimate the power of visuals on your career site! The images used must help the site visitor to either relate to you or understand "this is not my ideal place of work".



6 ADDRESS THE CAREER PROBLEM

When a talent is starting to explore new career opportunities, there is a reason. In marketing, we call this a pain our (career) offer solves. Does your career site address the typical reasons your ideal talents change jobs? Address the problem and clarify how your business can help a talent to make their career & life better.



7 HEADLINES AND WORDS

Updating your career site does not have to be a huge IT project. Often times fine tuning the words, headlines, images and the order of the information is truly enough to make a difference. Don't be afraid to convert your career site from a pretty poster to a value-adding asset.



8 ENABLE BECOMING A TALENT LEAD

What happens if the site visitor is your dream talent, but not ready to change jobs? What happens if they wanted to apply, but you don't have a suitable vacancy right now? Don't miss out on growing your talent pipeline! Encourage a site visitor to become a talent lead either as an open applicant or as a talent marketing lead.

