Optimising Your Career Website:
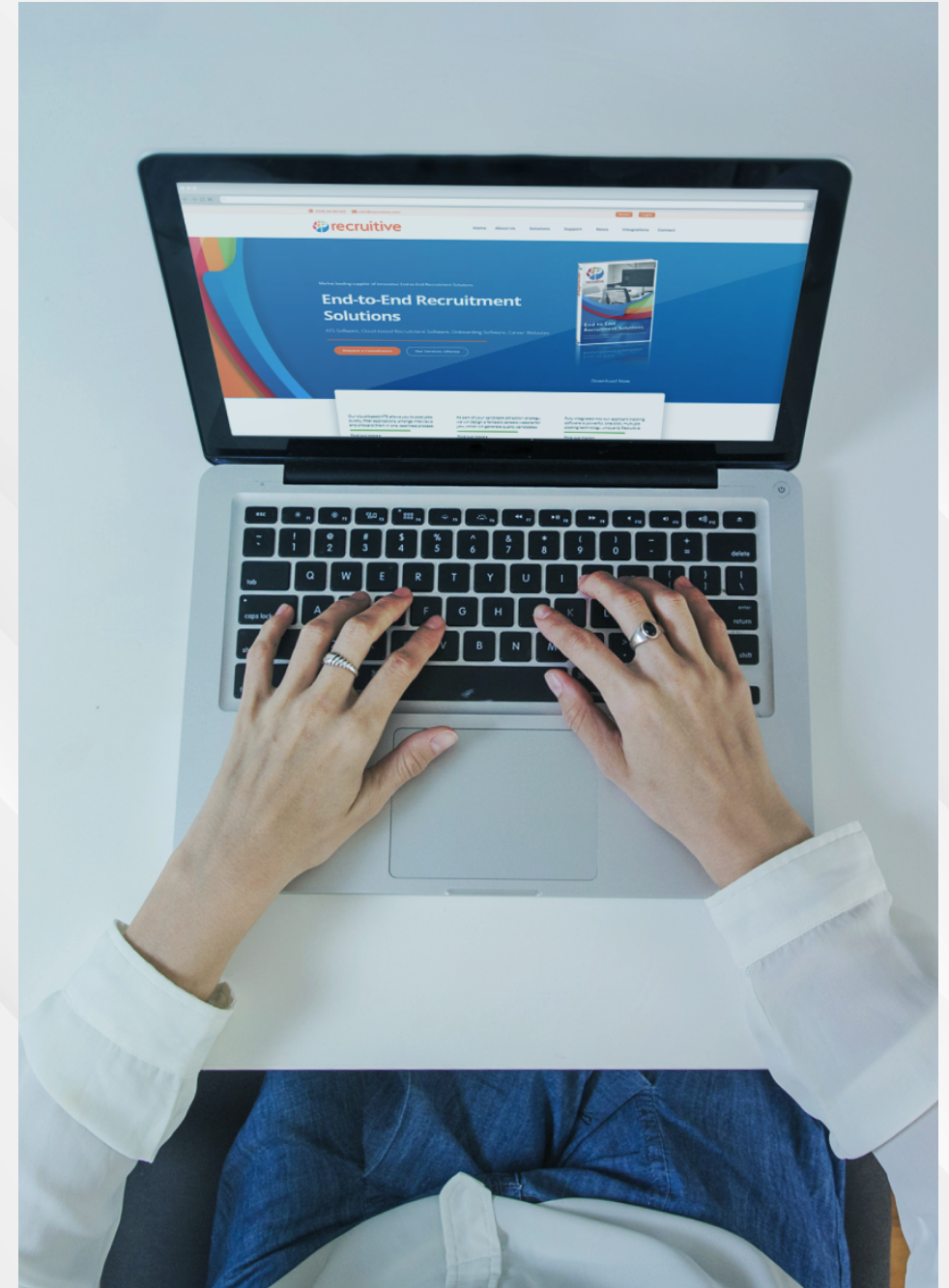
Best Practices for Success

recruitive

Table Of Contents

Who are Recruitive?

Established in 2004, we have worked with hundreds of HR professionals, recruiters and hiring teams across a number of industries to help streamline their recruitment processes, saving them a significant amount of time & reducing their cost to hire.

As early pioneers of multi-job posting technology, our expertise extends further to other software such as candidate response management, CV comparing and scoring, search capabilities through to candidate onboarding and much more! Since then, our teams have continuously provided seamless experiences across all our recruitment solutions whilst empowering SMEs and corporate organisations with essential employment services.

What you will learn from the document?

A well-designed and user-friendly career website can make all the difference in attracting top talent & showcasing your company's unique opportunities. This ebook is your comprehensive guide to creating a compelling online presence that resonates with job seekers and empowers employers to find the right candidates.

Plan

Knowledge

Success

We cover a wide range of topics, providing practical advice and actionable strategies to optimise your career website and maximise its effectiveness. Whether you're a recruiter, HR professional, or business owner, this resource is designed to help you build a strong employer brand, streamline your recruitment process, & engage with talented individuals who are seeking new career opportunities.

What is a Careers Website?

A careers website is a website, a section of a website, or an individual page on a corporate website that is dedicated to attracting potential employees to your company.

Historically, most companies have advertised their jobs on various job boards & via recruitment agencies. One of the reasons for this is most website design agencies or internal developers have little knowledge of the technical skills needed to create and support a functional careers website.

However, over recent years many companies have realised the importance of having a careers section on their website. As the jobs board sector continues to consolidate and adapt, some companies have since decided to reduce their job advertising media budgets and move away from traditional job board advertising.

Whereas, other companies have decided to move away from job boards altogether because of large numbers of poor applications and the increase in "spam" applications. The remaining companies often make the switch to seek higher control and wish to manage their recruitment processes in-house.

In all the above cases, having a good quality, secure and quick careers website is essential. Including a job search facility, an application process and engaging content that attracts candidates.
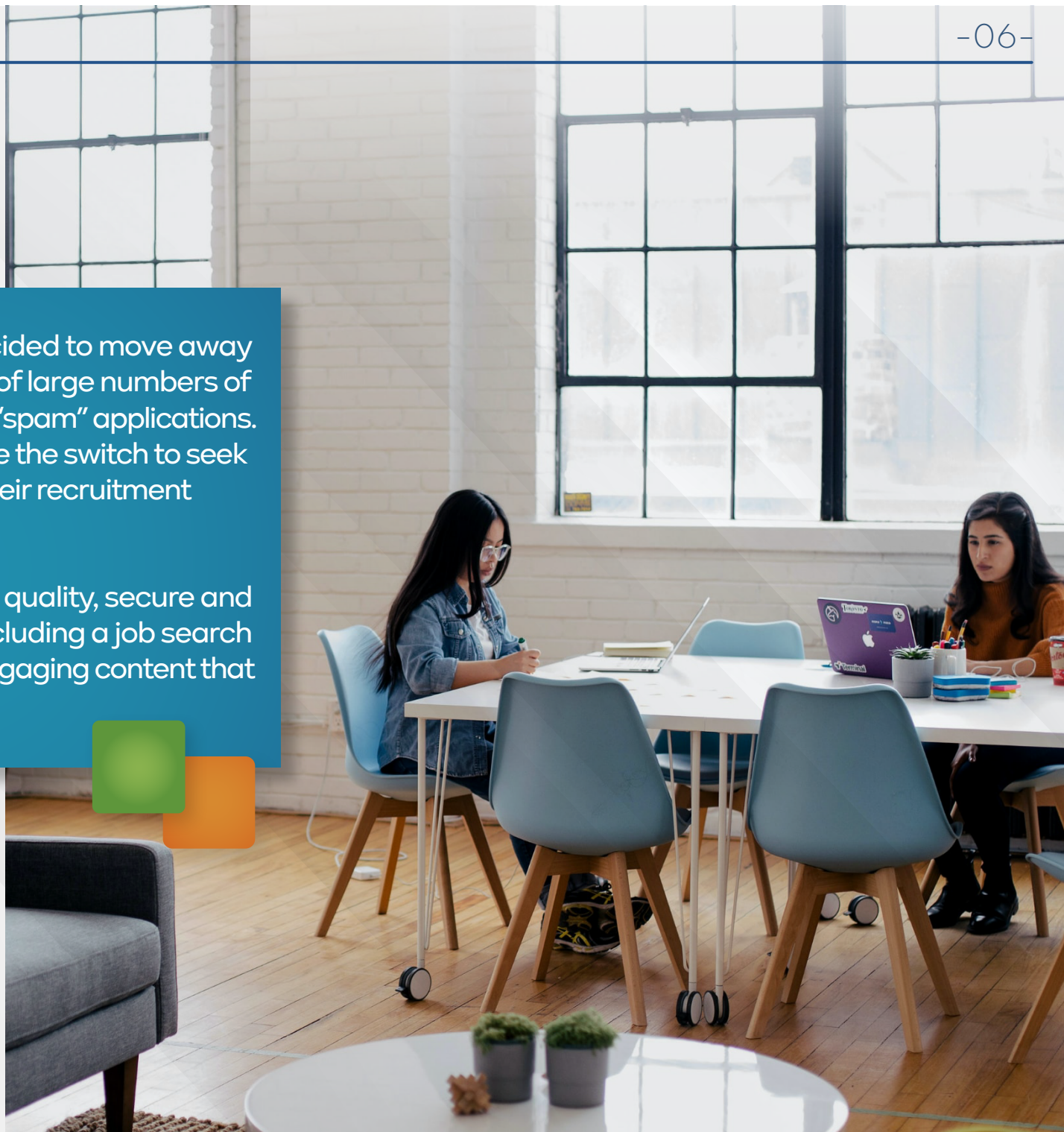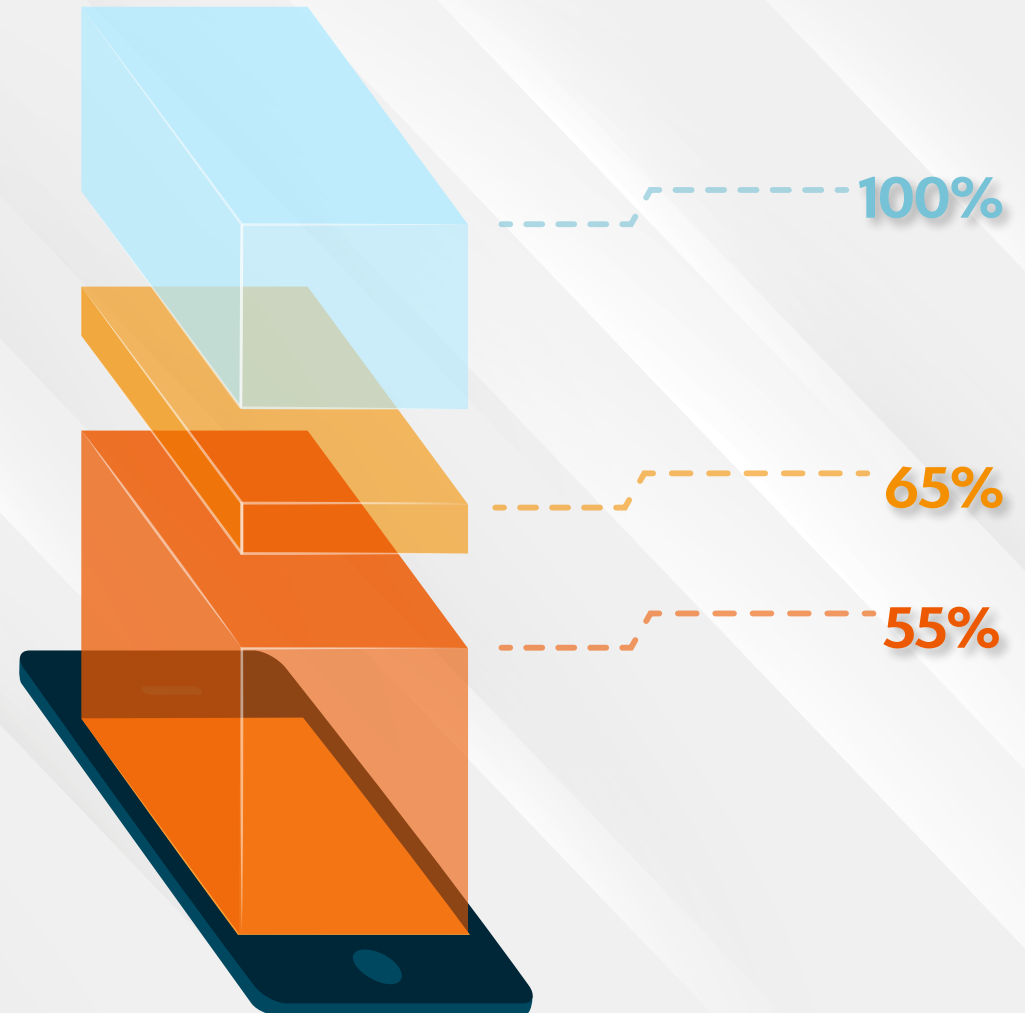
Mobile First Design

A mobile-first design approach ensures your website is designed with mobile devices in mind, followed by tablets up to larger devices such as laptops & desktops. This provides your careers website with all the functionality, accessibility and compatibility needed.

As mobile technology continues to grow in popularity so will website traffic via mobile as candidates continue to find more initiative ways of job searching. What's more, with the recent changes to Google's mobile-first search engine practices, it's worth implementing such an approach if you're willing to save your website.

55%-65% of all website traffic is via a mobile device

100%

65%

55%

What's the Difference Between Mobile First & Desktop Design?

The two main differences between mobile-first and desktop design are space and speed. Not so long ago, all websites were designed for desktop-first meaning all designs were broad, loaded with additional features to fill space. Mobile-first on the other hand, uses only the most important features and functions during the design phase.

Some mobile-first features include:

Use swiping and scrolling functions

Make sure CTA buttons & forms have sufficient spaces

Job search functionality at the top of the page

Ensure your website have excellent page load speeds

Make sure your website is "finger & thumb friendly"

Promoting your brand

According to research undertaken by LinkedIn a strong employer brand can reduce an organisation's turnover by 28%, reduce the cost to hire by 50%, and yield 50% more qualified applicants.

Perfectly portraying your branding can make or break your hiring chances, so making sure even the small factors such as company logo and colours are clear all the way through your recruitment process is essential. Your branding needs to be present from the moment your candidate clicks through to your careers website. Let's take a deeper look at some quick key pointers.

Make sure your company logo and branding are clear, bold, and prominent.

Make your home page memorable using animations and/or clear, attractive imagery.

Bold Headers and Straplines:

Be clear about who you are and what you do.

Make sure that your opening statement or headline is clear and catchy

What makes you different? Why should people join you? Catch their attention from the moment they interact with your website.

Careers Website Content

Have you ever been troubled by the following questions when writing content: What do you say? How do you write it? How many words or pages do I need? Who is going to write it?

Know your target demographic:
When writing content it is crucial to think about your target audience and key demographics, without these in mind you run the potential of driving candidates away with unnecessary jargon and buzzwords. Consider who you're wanting to attract and which sector you're competing in – these will help you decide whether you need to use technical or lengthy terminology or not.

APPLY NOW

Moreover, most people want to know who you are, what you do, where you operate, and why they should work for you. Yes, money is always an important factor, but if you are competing against another company on multiple levels then you need to persuade candidates in other ways.

Try presenting details on your Culture, Mission, Vision, & Values. How long have you been trading, what makes you special including any compensation & benefits applicants can expect when joining you? List the benefits & perks of working at your company for example career development programs, holidays/annual leave, commission, and any other benefits.

Dynamic and engaging media

Job fatigue is a growing concern amongst candidates as they continue to search for the best positions in the market. To slow down such fatigue you need to make your website memorable and visually appealing with the introduction of vibrant and dynamic images, videos and documents. Using engaging media can provide candidates with a positive experience increasing application rates and reducing drop off.

Here are some examples of dynamic media:

- Animations

- 360 videos of the workplace

- Employee interviews

- Images of successful work events or socials
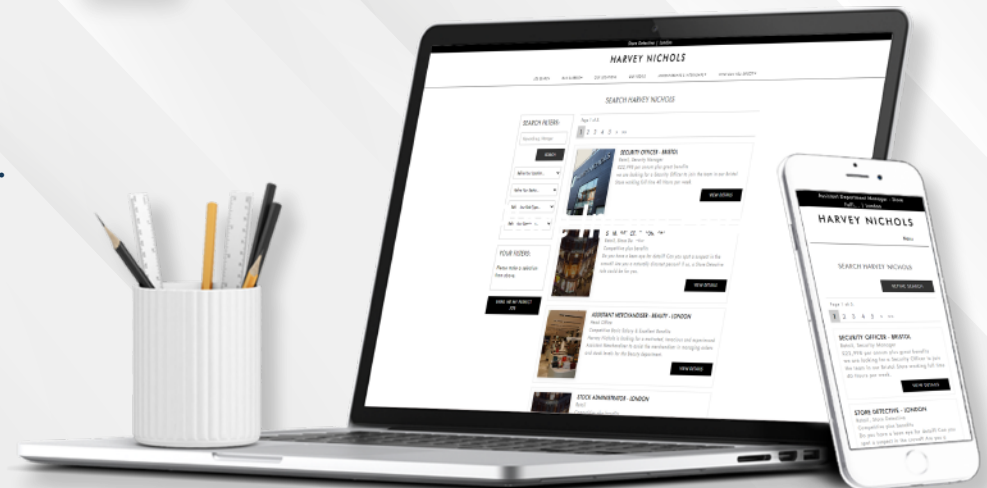
Website functionality

Prominent Job Searching:

It comes as no surprise when we say having a prominent job searching is crucial for any careers website. The job search and application area must clearly tell the candidates what to do, be able to access quickly and be easy to use. Without these 3 features you can run the risk of candidates dropping off and bouncing from your website.

Ideally, your job search function should be either at the top of your home page or placed at the most popular area of your website – this goes for desktop and mobile. Remember your desktop and mobile versions may differ depending on where your candidates like to explore)

Some helpful tips to keep in mind when building your job search is:

- Add a filter so candidates can scan through job quickly

- Allow candidates to search via keywords, sector, location, salary details, etc

- Provide a clear job search results area for candidates & avoid messages like "We don't have any jobs that match your search criteria"

Job Alerts, Saved Searches:

Giving candidates a dedicated portal or registration can help persuade passive candidates to return and join your talent pool. By using a job alert feature you can quickly capture candidates email addresses and notify them with available jobs relevant to their skills, drawing them back to your careers website.

Saved searches is another great tool to help candidates come back to your website, encouraging candidates to register prospectively and interact with your jobs.

Job baskets & quick apply features can also help attract candidates and build engagement amongst prospects, allowing them to quickly apply and register.

Quick and Easy Application Process:
As previously mentioned, trying to avoid candidate drop-off can be a tricky challenge, but to combat this you should ensure your application process doesn't present any roadblocks such as pop-up's, new browser windows or slow loading times.

With quick application forms you can capture the most important information like name, mobile number and email. This information can then be used during your second-stage process to gain further information to see if your candidate is an ideal match.

Such forms are known as progressive application forms, as they lead the candidate through the hiring process by gathering one or two items of data at each stage. Be cautious when using progressive forms as you'll need to carefully explain what happens, how long the application will take and what information will be required.

Technical Features

Page Speed:
Slow loading speeds can turn visitors away & damage your Google ranking factor, so having a good page speed is essential for any website. (TIP: A recommended page load speed is under 3 seconds.)

How Do I Speed Up My Website?
Although there can be many reasons why your website is slow, take a look at some of the more common areas:

- Reduce image size by optimising & reducing file size.

- Reduce the length of your website content.

- Make sure your website code is optimised.

- Reduce third-party embedded code or plug-ins where possible.

There are other technical improvements you can deploy including:

- Website cache .

- Minimise the number of JavaScript and CSS files.

- Reduce the number of redirects.

- Reduce the use of web fonts by using universal fonts.

Accessibility:
Ensuring your website is completely accessible is non-negotiable, it's essential you have a positive user experience and the greatest usability tools. This is paramount when dealing with any public sector organisation & UK legislation. Some ways you can improve your accessibility:

Give Images ALT tags

Suitable text size

Easy Navigation

Navigaton without a mouse

Integrations

Chatbots:
Chatbots are great for engaging with visitors as they allow you to chat to potential candidates using live chat or a pre-written script. Candidates can ask quick questions bout jobs, applications or an employer which could be the difference between them making an application or not.

Social Media Integration:
Integrating your social media platforms into your website can greatly increase your website's exposure and allow you to quickly share jobs and information across your accounts. You can do so by including embedded feeds from your social media platform to showcase live content and interaction with your visitors.

Google Jobs, Indeed & Other XML Feeds:
Google Jobs and Indeed are popular and busy career outlets, supplying both free, organic listings. Both feeds will provide organic traffic back to your own website, increase applications and save your jobs board expenditure.

Search Engine Optimisation & Reporting

Search Engine Optimisation:
Most content management systems will allow you to keep track and monitor your search engine optimisation elements, but one of the most important aspects is to keep your content unique and fresh.

Reporting and Monitoring:
There are numerous reporting and monitoring tools, but we recommend using Google Analytics 4 and Google Search Console to manage and monitor your website traffic mainly because Google comprises over 90% of all organic search traffic.

Google Analytics:
As of July 2023 Google Analytics GA4 will be mandatory for reporting your external website traffic. You can use Google Analytics to monitor your website traffic, organic search positions, candidate behaviour and engagement, and key traffic sources.
Google Search Console will monitor your search engine crawling, checking for technical and crawling errors, website speed, provides page insights, and much more information to help you assess the performance of your website.

Our Resources

If you're in charge of recruiting and hiring for your organisation and want to know more about how Applicant Tracking Software can benefit you - we've got you covered!

With so many Applicant Tracking Software (ATS) options available, it can be overwhelming to know where to start. Check out additional ATS resources including procurement guides, checklists and feature brochures to help you make the most of your ATS.
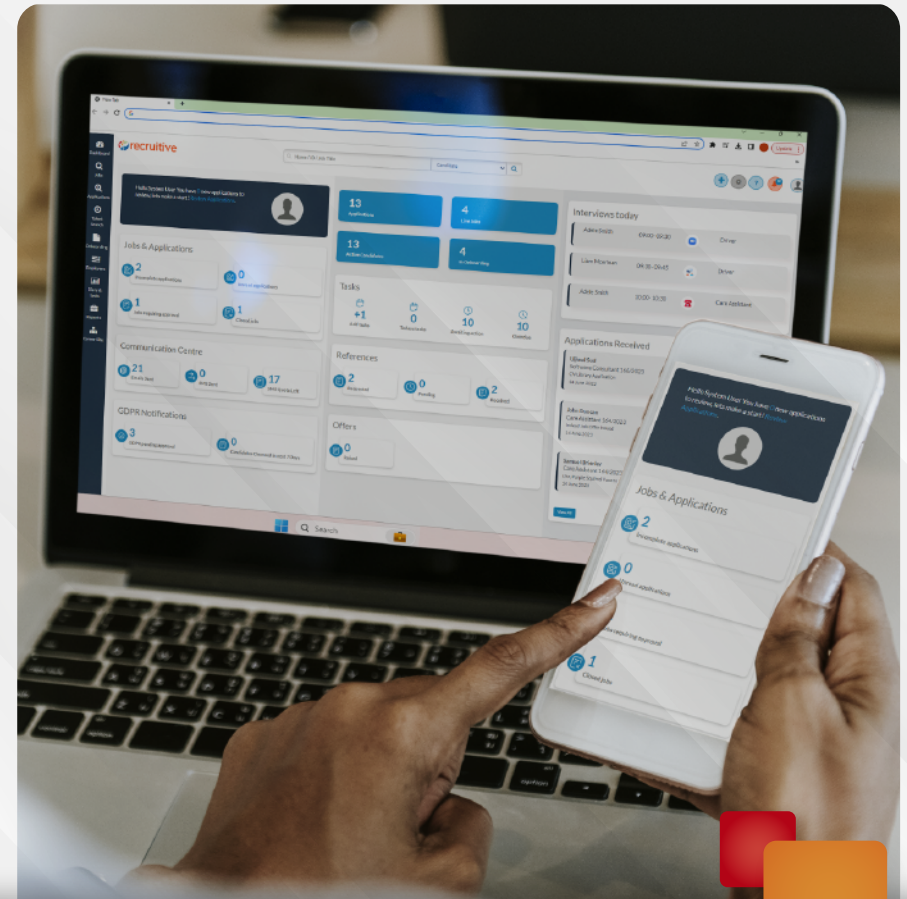
With our resources, you'll be able to better understand the features and benefits of ATS and optimise your recruitment process Don't miss out on this valuable opportunity to take your recruitment efforts to the next level. Download our ATS resources today!

How To Enquire?

If you're interested in learning more about our Applicant Tracking Software (ATS) solution, the best way to inquire is to reach out to our team. You can do this by visiting our website and filling out the contact form or by emailing us directly.

Be sure to include any specific questions or concerns you have, as well as any details about your company's recruitment needs. Our expert team will be happy to provide you with more information & help you determine if our ATS solution is the right fit for your organisation.

Thank you!

recruitive

📞 **0345 60 00 550**   ✉️ **info@recruitive.com**