



# Careers Websites

## What is a Careers Website?

A Careers Website is either a section of a company's main corporate website or a stand-alone website, where available jobs and careers information is displayed. A Careers Website can feature a jobs area, or it may feature a jobs area plus lots of information & media designed to attract potential candidates into the company. The website is usually designed to reflect the corporate styling of the company & connected to your ATS system to allow quick job advertising & application management functionality.

## How is it used in practice?

A good Careers Website is intended to promote the ethos & brand identity of a company to attract talent. The Careers Website is intended to "sell the company" & to convert browsing candidates into applicants. The design of the website should let the candidate know who the company is before they even start to browse the available vacancies.



Great website content & creative media, pictures, video, & graphics all help to promote a company brand & to engage candidates. The Careers Website is also usually the first place a potential new employee will have contact with your company, so the candidate experience must be quick, simple, & informative. The website should also be connected seamlessly with your ATS system for job posting & candidate applications.

## What are the benefits of using it?

Your Careers Website has several benefits, including but not limited to:

- To post jobs direct from your ATS to save money and time
- Reduce jobs board spend. Post jobs direct to your website via your ATS.
- Save time filtering CVs. Receive applications in your ATS via your website.
- To promote your brand & company to potential new candidates
- To sell your company & convert browsing candidates into applicants.
- Manage & control your Careers brand on search engines effectively
- Manage & reduce your recruitment spend by tracking job posting and application activity effectively



## What are the extras?

In addition, you can have:

- Ongoing SEO Support
- XML jobs feeds to third party jobs boards, websites & Google Jobs
- Events, News, Blogs.
- Embedded media e.g. videos & podcasts
- Updatable website content & articles