

# SKY

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## CAREER WEBSITE BEST PRACTICES

Most every organization has a web site with a Career section. Unfortunately, not every career site is well developed. Often, the career pages were an afterthought– added by an organization after the customer-/client-focused pages were completed. Think about your company's career site. Take a hard, objective look. Then ask yourself these questions:

- Who is it targeting?
- Does it engage the visitor?
- Does it reflect your employment brand?
- Does it talk about your culture?
- Does it offer a straightforward apply online feature?
- Does it include multimedia or video that enhances the candidate experience?
- And most important: how is traffic being driven to your site and is this traffic being monitored?

A career website should be developed with the philosophy that your potential applicants are your customers. Sky begins by assessing your current site's strengths and weaknesses. We then compile competitive market research, while auditing and analyzing the industry's best practices to formulate an Evaluation Report and compile a Redesign Strategy. Our Redesign Strategy will discuss visuals and images, verbiage that focuses on recruitment and retention while staying true to your marketing message, and technological considerations that should be applied to enhance your site's look and usability as well as HR's goals.

The upshot? A well-developed Career site that accurately portrays your employer brand, gives the right amount of information about your organization and lures more qualified job seekers by:

- Offering a rewarding user experience that is simple, engaging and friendly
- Delivering easy-to-find postings (quick access equals more actual applications)
- Strategically developing pages to allow you to measure your site's visitor activity
- Enhancing your organization's reputation as a technologically smart employer
- Utilizing search engine optimization to create better search engine rankings
- Ensuring your site is mobile friendly as studies have shown that almost a majority of applicants search for jobs using mobile devices

A great Career site is more than a welcome mat for applicants. By partnering with Sky you'll present a more exciting company image to candidates while offering more ease of use to entice more applications.

**Looking to invigorate your company's careersite? Contact us at [info@skyad.com](mailto:info@skyad.com) or visit [skyad.com](http://skyad.com)**

