

attract top job-seekers

# Career Site

# Optimization

# Guide

Presented by:



ADVERTISING  
BRANDING  
MARKETING

# Optimization is your key to success.

Make sure your career site is optimized in every way so you can attract top job-seekers. Make it easy for potential candidates to get the information they need and apply for open positions.







# Quality, engaging visuals

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Most successful websites have **aesthetically pleasing visuals**, **high-quality photos** and **bright colors**. Your career site should have the same. It's a great way to engage and educate potential employees and showcase company culture.







**A good SEO strategy is very important.**

Make sure you have the right **keywords** throughout your site as well as an easy-to-remember web address, also known as a **custom URL**. Don't go crazy with fun job titles. 'Vice President of Donut Procurement' has its place, but not in an SEO strategy. All of these things will help your online **visibility**, which makes it easy for people to find your site.



# User Friendly

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**Your site should be  
easy to navigate.**

Job openings should be **simple to find** with clear instructions on how to apply. **One click away** from the main page is a great rule of thumb.

Don't create a laundry list of requirements for a position. Simply explain that it's a **great growth opportunity**. Show how and where they would fit into the company.





# **Optimize for mobile**

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So much of our lives are on our phones. **70 percent** of people have used their smartphones for job searches and **65 percent** of mobile users will leave a company site if it isn't mobile optimized.\* Don't miss out on fantastic applicants by not having your site optimized for mobile.

\*According to iCIMS research. [https://www.icims.com/hiring-insights/hei\\_asset/for-employers](https://www.icims.com/hiring-insights/hei_asset/for-employers)



# **Employer branding**

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The whole site is an extension of your brand.

**Showcase your mission as well as  
why you are a fantastic employer.**

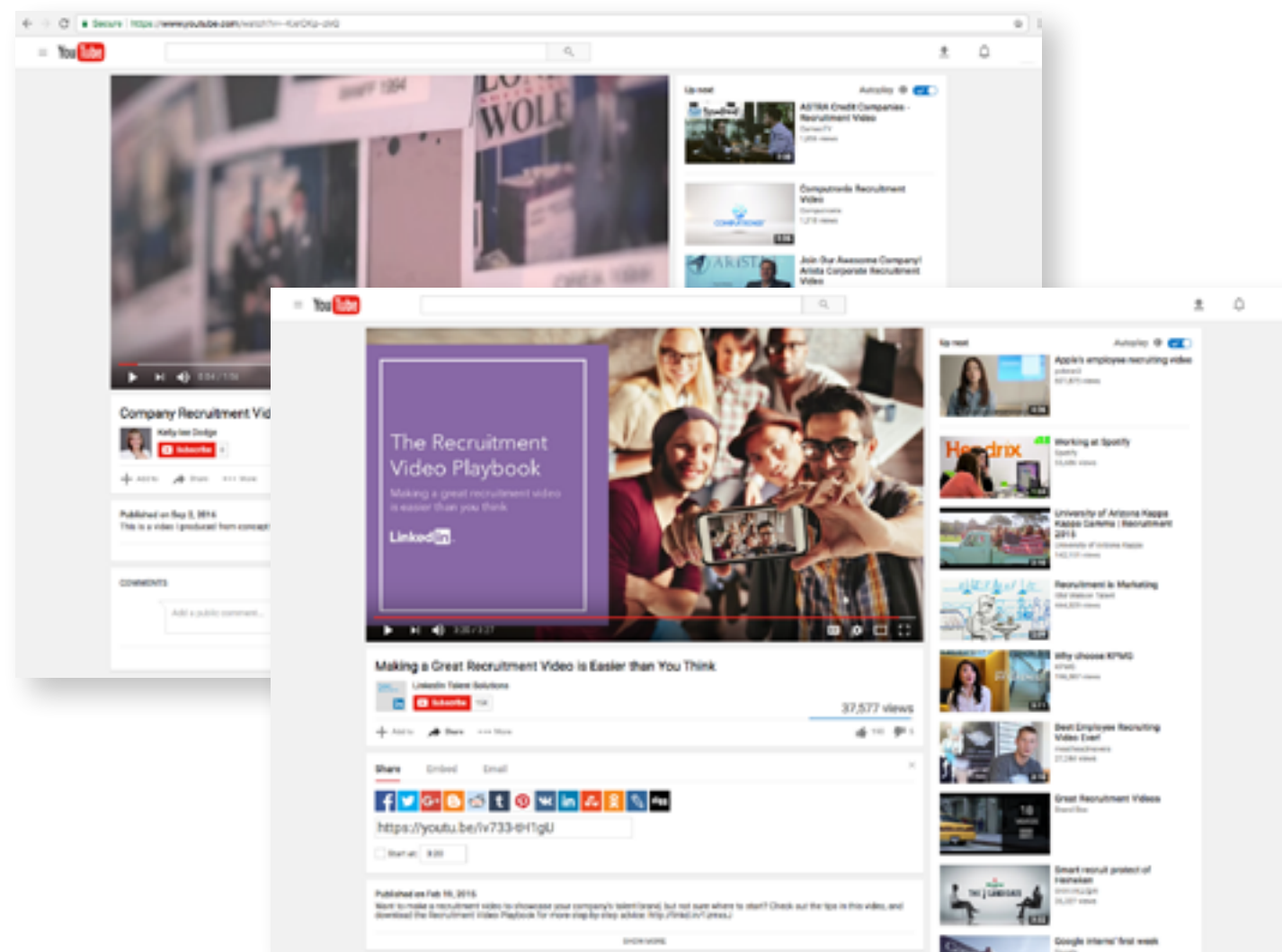
Remember, people are more likely to apply  
when you connect with them emotionally.

# Videos

Videos are a great way to showcase company culture and give insight into your brand.

**These can be interviews with employees, a tour of the office or past work that you are particularly proud of.**

Remember, keep it short – two or three minutes at the most.





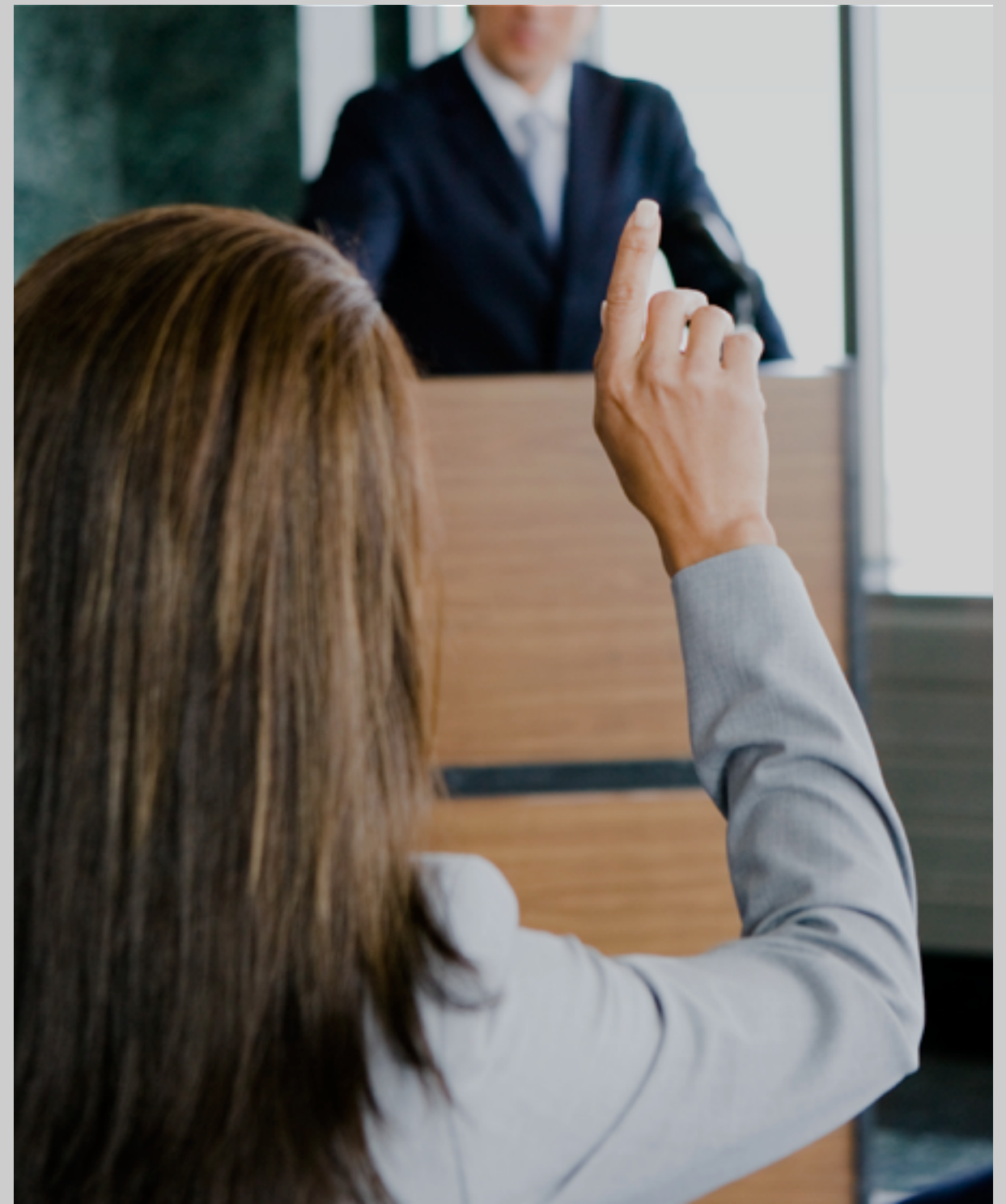
# FAQ Section

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## Applying for jobs can be complicated.

You want applicants to have as much information available to them as possible.

An FAQ section can answer the questions an applicant might have before they get frustrated and click away.





# Responsive

Ideally, you would have an HR professional standing by ready to review and respond to every application. That isn't always the case, but **responsiveness** does make a huge difference in how your company is perceived.



# Social Media Integration

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Everyone is on social media.

If someone likes a position or wants to share it with their networks on social media, make it easy for them to do. It's a great way to bring awareness to passive job seekers and boost your brand.





# ☒ **Submit for future positions**

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You could be missing out on potential employees because you don't have a job posting that is right for them at the moment.

**Create a way for them to submit  
their application or be notified  
about positions that become  
available in the future.**



# About Us

Sky Advertising is a leading boutique advertising agency with offices in New York and Philadelphia. We create advertising that helps you stand out while generating a measurable return. Our commitment to world-class recruitment marketing and personal service makes your life easier.

[www.skyad.com](http://www.skyad.com)

