

# CAREER WEBSITE BUYER'S CHECK- LIST



# Welcome to the career website checklist

**Congratulations, you're on the way to a making your talent acquisition process shine!**

Today's candidates expect and demand a much higher level of quality and engagement from the brands they interact with. They have become accustomed to simple, beautiful online experiences where they can easily find and interact with the information they need, and then undertake sophisticated transactions in real-time, right from their mobile devices.

The sad truth is that most company career sites fall well short of meeting the expectations of the modern candidate. And for millennials, the values of the company they work for are now as important to them as the job they perform. To meet their expectations, you need to be able to clearly demonstrate your employment brand, your values and your mission.

For your company to be competitive in attracting and engaging with the best quality talent, it all starts with the first experience they have with you - your career website.

This guide will help you understand the features that you need from a modern career website. It gives you questions to ask and background information on how to ensure you are getting the truthful answers you need to successfully evaluate and ultimately, implement and manage are high performing career website.

This guide is a working document. Print it out, share it with your team, write on it as you evaluate vendors, or simply use it to audit your current careers website.

# Top 10 features your career website should offer:

## **No. 1** Content Management System (CMS) **Pg.5**

A simple to use CMS that your team can use to create and maintain good looking content on the website without having to pay anyone or involve the IT department.

## **No. 2** Mobile responsive **Pg.6**

Your new career website needs to 'respond' and automatically format content so it looks good no matter what device the visitor uses.

## **No. 3** Google-like job search **Pg.7**

Make sure your new career website has simple semantic (Google-like) job search where you can just type in a few words to search.

## **No. 4** Search by map and other filters **Pg.8**

Workers may want to find jobs near commuter lines, or within walking distance. Ensure your new career website can assist everyone to find what they are looking for.

## **No. 5** Talent community **Pg.9**

Ensure your new career website has a simple way candidates can sign up for news and/or job alerts.

## **No. 6** Personalized job alerts **Pg.10**

Make sure your new career website has an automated system that sends candidates personalized job alerts when your recruiters post a new job they may be interested in.

## **No. 7** SEO friendly URLs **Pg.10**

Industry standard SEO capabilities not only for the content pages on your career website, but also for the jobs that come from your ATS.

## **No. 8** News, events and blogs **Pg.11**

Keep your website fresh with updated content. And Make sure your career website can host online event details and signup pages.

## **No. 9** ATS integration **Pg.11**

Make sure your new career website can support integration to your ATS, and also provides other ways for you to publish your jobs.

## **No. 10** Content Delivery Network (CDN) **Pg.12**

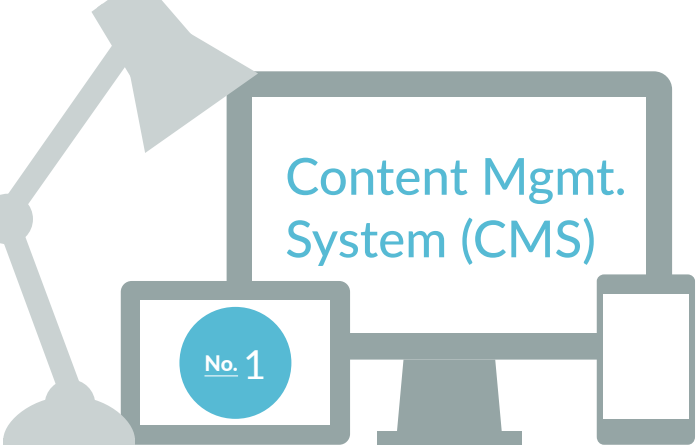
CDNs cache your website content around the globe so no matter where your visitor comes from, they have a super fast experience.

# Questions to ask

**(and how to ensure  
the answers are good!)**

We've found that while software vendors generally tell the truth about the features and capabilities they offer, there is sometimes a huge difference in how those features work. Those differences can mean you have a great day at work, or a really bad one!

In this section we arm you with the right questions to ask, so you can ensure you are comparing apples with apples when considering career website vendors.



Is the CMS designed so that non-technical people like recruiters can publish a good looking web page on the career website?

Yes  No

Does the CMS let me edit words, images, and other content on the website, without having to get you, my IT Team or other people involved?

Yes  No

Can we add unlimited new content pages (not just blogs), to the career website

Yes  No

Can we add and move items in the navigation menu, and make the menu structure more than one level deep (with drop down menus)?

Yes  No

Does the CMS support templates so that we can create new pages by starting with pages that are already well defined?

Yes  No

Does the CMS have a preview mode so that we can see the changes we make before they are published live on the career website?

Yes  No

This is not a full list of questions you would ask if you were purchasing a CMS for your business. Rather, they are the common questions tripping up recruiting teams who are trying to ensure they have control of their career website.

Does the CMS have pre-defined controls so if we want to add a photo gallery to the website, all we have to do is select the control and add the photos?

Yes  No

Can my IT Team or a technical person access and alter the CSS/HTML so that if we want to make slight style changes, we can?

Yes  No

Does the CMS have a WYSIWYG Editor (so we can see and format our changes to see the effect without having to publish or preview?)

Yes  No

Does or can the CMS support these features: Chat, Polls, Tests / Quizzes?

Yes  No

Does your CMS support social sharing so visitors can share content, videos, jobs etc. with their friends?

Yes  No

Does the CMS support multiple languages where we can implement the translations ourselves?

Yes  No

# Content Management System (CMS)

Does the CMS automatically support SEO Friendly URLs for both the content we create, and the jobs from our ATS? (So people can find our jobs on Google)

Yes  No

Can we easily post videos (e.g. Youtube, Vimeo) on the career website, and control their settings in Google (like ensuring no 3rd party ads play at the end of the videos, etc.)?

Yes  No

Can the CMS support content approvals so that a recruiter could write a blog for instance, and someone else could sign it off before it goes live on the career website?

Yes  No

Does the CMS have a test area or sandbox, so we can have an entire copy of the live website to play with when we are making major updates?

Yes  No

Can we have some people who can do everything in the CMS (Administrators), and others (like our recruiters), only be allowed to

Yes  No

Once we have our new test career website ready, can we easily switch it over to become the new site candidates see?

Yes  No

## No. 2 Mobile responsive capabilities

Is your career website natively mobile responsive? By that we mean, it detects the device resolution the visitor is using, and alters the format and/or extent of content to best fit that device. And, does it do this within the one site/URL, rather than send them off to another site, like a m.site address?

Yes  No

If our recruiters add a page in the CMS, will it automatically format or 'respond' to a mobile or tablet visitor by changing the font size, moving columns, and generally organizing the content in the right way?

Yes  No

## Mobile responsive capabilities

If our recruiters add a page in the CMS, will it automatically format or 'respond' to a mobile or tablet visitor by changing the font size, moving columns, and generally organizing the content in the right way?

Yes  No

Will your system automatically generate or format large images to be scaled or formatted correctly to display on mobile, without me doing anything?

Yes  No

Will your system automatically compress or otherwise make large images really small, or as small as they need to be to work well on mobile/slow connections?

Yes  No



### Trick Question

Their system should automatically format a page to fit the mobile, but there will always be little things that don't quite work and require a technical person to 'tweak'.

The trick is that no system is perfect when it comes to mobile responsiveness, so don't expect anyone to tell you it is.



### Trick Question

Som CMS platforms attempt to compress images, but the reality is you need to do this yourself by using tool like [tinyimg.org](http://tinyimg.org)

## No. 3 Google like job search (semantic searching)

Does your career website allow job seekers to search for jobs like they search on Google? Simply type in some words and have the results come back ordered by best matching jobs?

Yes  No

Does your job search look across job title, job description, department, location, etc?

Yes  No

Does your job search offer real-time job search suggestions based on what the candidate starts typing?

Yes  No

Does your job search provide real-time results, so that as the candidate is typing the search results are showing and changing as they type?

Yes  No

No. 4

## Search by map and other filters



Is your career website natively mobile responsive? By that we mean, it detects the device resolution the visitor is using, and alters the format and/or extent of content to best fit that device. And, does it do this within the one site/URL, rather than send them off to another site, like a m.site address?

Yes  No

Can the candidate move/zoom the map to focus in on jobs around them, and have the map automatically update available jobs as they

Yes  No

Can you include our office locations and details such as our opening hours, phone numbers, address, etc. on the jobs map?

Yes  No

If a candidate clicks on an office location, can they see all the available jobs at that location?

Yes  No

Can the map support jobs around the globe and in any language?

Yes  No

Can a candidate filter jobs on a radius around a location? For instance 5 miles from a zip code?

Yes  No

Can the radius search support both kilometres and miles, as well as zip codes, postcodes and full locations?

Yes  No

Are new locations automatically updated/ added on the career website when jobs in new locations are added in my ATS?

Yes  No

Can we have a static list of locations shown on the career website that match to jobs, regardless of what is in our ATS?

Yes  No

Can the job search support filtering on ATS categories (job categories)?

Yes  No

Can a candidate filter to see jobs posted in the last day, or seven days, this month or last month? What other filters can be used?

Yes  No

If we have other brands, sub-departments or special fields, can these be shown on the career website so candidates can use them as filters?

Yes  No

Does the career website come with a talent community at no cost?

Yes  No

Is there a cost to send emails to the talent community?

Yes  No

Can candidates use their social profiles to sign up?

Yes  No

If our talent community grows very large, are there any costs associated with storing all these records?

Yes  No

Can candidates easily and quickly sign up to the talent community?

Yes  No

Does your email system allow us to make good looking, rich HTML emails and personalize the content we send?

Yes  No

If they sign up with LinkedIn, do we get all their LinkedIn profile data so we can search it and call them?

Yes  No



### Trick Question

LinkedIn no longer allows the access or storing of LinkedIn data to all but few vendors.

Can we download the candidates who join the talent community and import them to our CRM?

Yes  No

Can we automate sending of emails to the community on a regular basis?

Yes  No

Do you have a system so we send email to people in the talent community?

Yes  No

Does your email system handle all the legal compliance around privacy, unsubscribe, management of spam lists and bounces, etc?

Yes  No



## Personalized job alerts

Does your solution send automated job alerts to candidates who sign up?

Yes  No

Can the candidate select what types of jobs they are interested in receiving, when signing up for job alerts?

Yes  No

Can the candidate easily alter the types of jobs they get in their job alerts?

Yes  No

Does the system not send job alerts to a candidate if there are no new jobs that match the candidate's desires?

Yes  No

Is there an additional cost to sending job alerts?

Yes  No

Can the candidate easily unsubscribe job alerts?

Yes  No



By law, you must give people a way to unsubscribe and stop receiving your emails. Legally you are required by CAN SPAM to put an unsubscribe link at the bottom of every email that you send. We have seen lot of vendors who do not provide this capability. Make sure it exists!



## SEO friendly URLs

Does your solution support SEO friendly URLs, such that any page of content anyone creates, is automatically formatted correctly for SEO?

Yes  No

Will your SEO capability ensure we get our jobs listed on the first page of Google search results when someone searches for our company and a job we have open?

Yes  No

Does your SEO formatting extend to the jobs you pull from our ATS, so that job pages are optimized for SEO automatically?

Yes  No



### Trick Question

SEO ranking is a scoring system Google has to determine whose content gets shown first. It is very unlikely that any career website technology can guarantee to list your jobs on the first page of Google results.

No. 8

## News, events and blogs

Does your platform have a blog feature?

Yes  No

Can each blog post automatically show other related blog content so that visitors may continue discovering and reading more?

Yes  No

Does your platform have an event feature so we can set up events (such as Campus Recruiting), with content about the event, a location map and directions, and, allow candidates to register for the event and provide us with a list of attendees?

Yes  No

Does the blog support multiple categories? (you might categorize some stories about working here, and some about company values etc.)

Yes  No

Can each blog post include a Search Jobs tool and a sign up to the Talent Community so as people are reading, they can take action?

Yes  No

No. 9

## ATS Integration

Does your platform integrate to our ATS so that our jobs are automatically shown on the career website?

Yes  No

Can you integrate to our ATS without any help for our IT Team or our ATS provider?

Yes  No

How long does your integration take to setup?

Yes  No

If we post a job on our ATS, does it immediately shown on our career website?

Yes  No

# ATS Integration

If we remove a job from our ATS, does it immediately get taken down from our career website?

Yes  No

If we have jobs in other languages on our ATS, will they show up in that language on the career website?

Yes  No

Are job categories automatically updated/ added on the career website when new jobs/ categories are added in my ATS?

Yes  No

Will the jobs in other languages be searchable in their native language on the career website?

Yes  No

If we add other brands, sub-departments or special fields, are these automatically added/ shown on the career website?

Yes  No

## No. 10 Content Delivery Network (CDN)

Are new locations automatically updated/ added on the career website when jobs in new locations are added in my ATS?

Yes  No

Is there an additional charge for the CDN?

Yes  No

Does your CDN work in [my country]?

Yes  No

## Other Questions

Does the career website support SSL? (so candidates see that it is secure and the site runs under the HTTPS:// secure internet protocol)

Yes  No

Are there additional costs for the SSL certificates?

Yes  No

Can your platform support custom domain names ('vanity URLs') so that we can have jobs. OurCompany.com etc?

Yes  No

Is there an additional cost for custom domains?

Yes  No

Does your proposal provide for unlimited website visitors so if we had many millions of visitors this month, we would not get charged additional fees?

Yes  No

Does your proposal allow for unlimited jobs, blogs and pages to be posted on the site, and unlimited recruiters, blog authors, and other users of the CMS?

Yes  No

Companies use StaffCV to deliver hiring experiences demanded by top quality and millennial talent, and organizations with high volume hiring.

**For more information, visit:**

**staffcv.**  
[www.staffcv.com](http://www.staffcv.com)

