



# 7 signs you need a new recruiting solution



Talented people are looking for jobs on your website, **right now**. Over **half** of them are doing it on a phone.

What are they going to find?

**Here are 7 key things you should address if you want to successfully attract and engage job seekers on your company website.**

# 1

## **You have no jobs / careers page**

Job seekers expect to find jobs on every company website they browse. It might seem obvious, but you need a link in either your main navigation, 'About' page or footer, that takes people to a page about careers. Job seekers expect to find information about your recruitment process, the career areas you offer, and current vacancies.



# 2

## **Your site is not 'https'**

Typically with job applications, you're asking for private information from job seekers such as name, address and phone numbers - and often answers to personal questions relating to health, previous convictions, etc. Sensitive data must be transferred over https. If your careers site shows a 'Connection not secure' message, then you're taking a risk with job seekers' personal data.



# 3

## **You're asking your audience to pinch and spread**

If you have an ATS that isn't mobile friendly, half of your job seekers have to painfully navigate teeny text, tables and fields in order to apply, and are more likely to abandon their application. Google will also penalise you in its search results - sending visitors to comparable mobile careers sites that rank higher than yours.



# 4

## **You have a downloadable PDF application form**

PDFs have their place, but avoid them if you can on your careers website. They are clunky to read on a mobile device, and they take up precious space when downloaded on phones. Gone are the days where we all had easily accessible printers. With the modern job seeker being on the move, or working remotely, it's often too hard to print and complete paper forms.



# 5

## **There's a "Please check back later" message on your careers page**

In the history of the internet, no one has ever checked back. Well, maybe a few have, but the majority of active job seekers will swiftly forget you and continue their job hunt elsewhere. With the right tools, it's easy to set up a talent pool / pipeline job and invite expressions of interest all year round so that you never turn away people who are interested in your brand.



# 6

## **Your 'Submit' button is the end of the line for job seekers**

If your application process is a form with only a 'Submit' button, it's a confusing one-way street for job seekers. It's best practice to provide a central point for job seekers to log back in and access their information after they apply to you. Moreover, if you use various apply methods on different job boards, your job seekers can even forget where they applied, and will get lost trying to find out how to follow up with you.



# 7

## **Your imagery and website copy is out of date**

Your careers website imagery can quickly look out of date or contain photos of people who no longer work for you. Ideally your HR team will own the responsibility of directly updating your content. Google will reward you in its search rankings if you keep your content fresh and relevant.



## Need a new approach to online recruiting?

- You have no jobs / careers page
- Your site is not 'https'
- You're asking your audience to pinch and spread
- You have a downloadable PDF application form
- There's a "Please check back later" message on your careers page
- Your 'Submit' button is the end of the line for job seekers
- Your imagery and website copy is out of date

If you checked a few of these boxes, then it's probably time to explore a new recruiting solution.

Email us at **[sales@staffcv.com](mailto:sales@staffcv.com)** and we'll show you what's possible.