Career Website Standards Checklist

Employer Branding	Why is this important?
☑ **Does your website promote the company's culture through text and images within one click from the home page?**	Competition for talent is intense and fueled by an extremely tight labor market. Companies that invest in their employer brand and illustrate it clearly on their website are more likely to attract candidates who have the right skills and experience and fit best with a company's culture and values.
☑ **Are employee testimonials included on your site within one click from home page?**	Testimonials from current employees show candidates what it's like to work for the company. Examples of successful employees set an expectation for incoming employees and eliminate potential surprises and therefore reduce recruiting costs and turnover.

Candidate Website Experience	Why is this important?
☑ **Does your site have well-written job descriptions and adhere to standards of online job boards like Indeed.com?**	Using job titles that resonate with candidates is important to minimize the chance of a posting falling lower in a jobseeker's search results. The format of a job description is also important to increase its visibility. Proper length, avoiding jargon and having balance all improve the chances of a job being seen by as many candidates as possible. Examples of job descriptions written using these standards are available on the Project Talent Recruiter's Toolbox.
☑ **Is there a clear, easy-to-use application process?**	Candidates expect to find a clear application process on a company's career website. More than two-thirds of jobseekers believe a company's hiring process is a direct reflection of how they treat employees.
☑ **Is the application process and website optimized for mobile devices?**	Approximately 70% of all job applications are made from mobile devices. Nearly 80% of applications submitted via mobile device are in sectors including manufacturing, warehousing and logistics.
☑ **Is there an easy-to-find and easy-to-use list of available jobs?**	Making it easy for a candidate to quickly access a list of available positions within your company eliminates the possibility of frustration and ultimately giving up and looking elsewhere. Clear indication of location and ability to sort also helps.

Online Marketing	Why is this important
☑ **Are you supporting your employer brand with social media?**	Over 90% of all recruiters use social networking sites in their recruitment process. Using social media complements your website by expanding the reach of your opportunities and company's employer brand. Using paid social media also allows you to target specific audiences based on your hiring needs.
☑ **Are you using search engine optimization (SEO) best practices?**	Most website visits begin with a search on sites like Google, Bing or Yahoo and users rarely scroll past the first page of results. SEO is the art and science of developing and managing a website so search engines see it and include it in search results. Using relevant keywords along with compelling and useful content and relevant links from high-quality sites improve a site's SEO performance.
☑ **Is your "Has Available Jobs" flag set in your ASA profile**	Indicating that your company is hiring by setting this flag in your member portal on ASA.net allows jobseekers who visit supplyindustrycareers.com to clearly see where there are opportunities and encourages them to directly link to your website.