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3 Ways to **HOOK** Candidates with Your Career Site

Employers spend enormous amounts of advertising dollars getting candidates to their career sites.

But your career site doesn't need more traffic; it needs to engage more candidates effectively. Here's 3 ways to convert job seekers into candidates by supercharging your career site.

1.

69%

69% of job seekers use Google to research employers and look for jobs.¹

Make searching for jobs on your site intuitive.



Equip your career portal with smarter search capabilities – such as job discovery technology from Google – that recognizes acronyms and contextual clues

Use natural language in job descriptions and avoid industry jargon, such as coding ninja

Provide rich information for Google's job cards, such as job location, salary range and required experience

Expand who sees your job posts by enabling the telecommute option in Google for full-time roles that don't require employees to work in an office

1. ICIMS Candidate Experience Report, 2018.



2.

60% of candidates say career sites are their preferred source of information when researching career opportunities.²

Help your candidates imagine what it's like to work for your organization. Focus career site content with what job seekers want to know, including your:

Culture and values

Share videos and photos from around the office and at events

People

Show why your employees enjoy working for you, as demonstrated by testimonials and Glassdoor reviews

Opportunities for career growth

Illustrate by spotlighting current employees who have grown professionally at your company

Tangible benefits

Provide an overview of your paid time off and work from home policies, retirement savings plans and healthcare coverage

2. Talent Board, Candidate Engagement Report, 2018.

3.

66%

66% of job seekers—expect mobile-friendly career sites and applications.³

Candidates search and apply for jobs when and where it's convenient. Test your application on a mobile device to ensure a consistent experience across devices:

Create simple applications

Collect candidate information in stages and sync it with their profiles

One-click apply

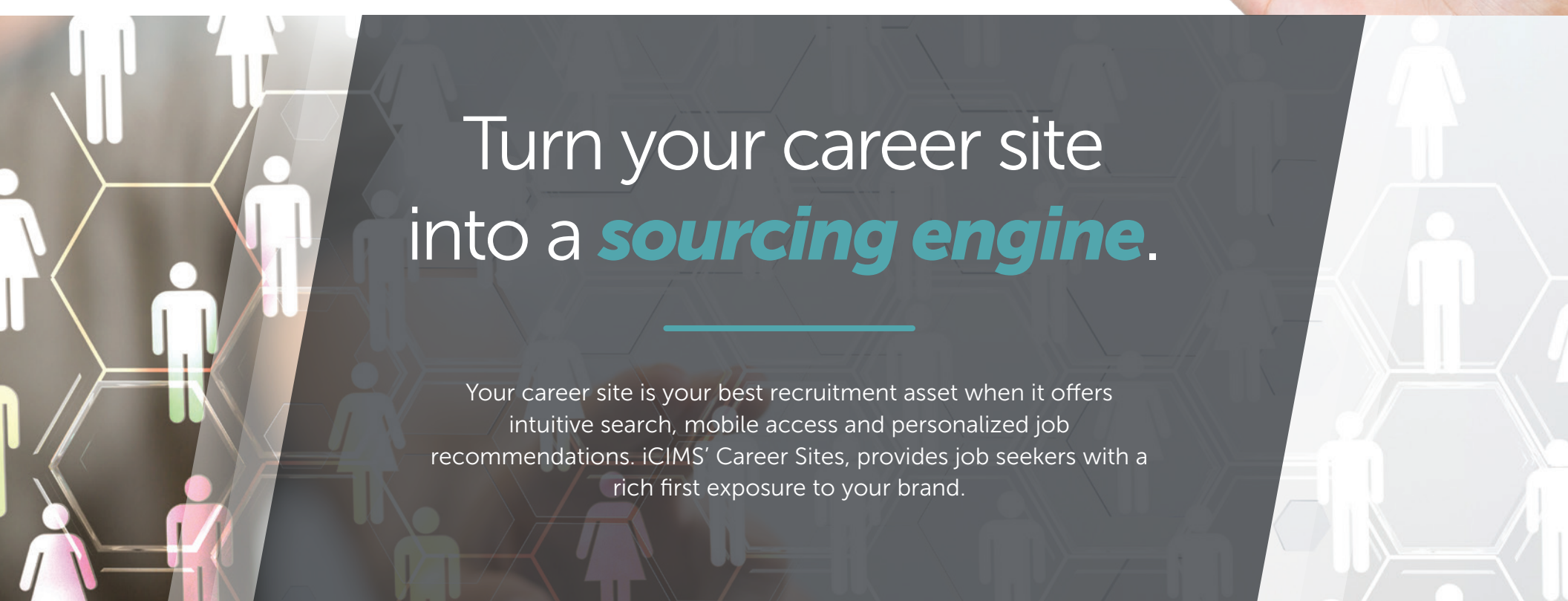
Parse relevant information from your applicants' social media profiles

Document upload

Give candidates the ability to upload their resumes and cover letters from a mobile device using Dropbox or Google Drive



3. ICIMS, The Modern Job Seeker Report, 2017.

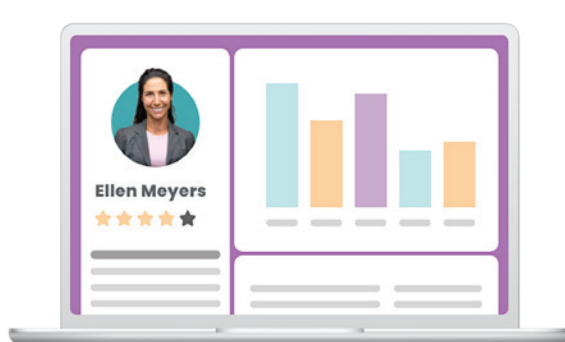


Turn your career site into a **sourcing engine**.

Your career site is your best recruitment asset when it offers intuitive search, mobile access and personalized job recommendations. iCIMS' Career Sites, provides job seekers with a rich first exposure to your brand.



icims®
The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

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