

# 4 Ways to Hook Candidates

## with Your Career Site

Employers spend a lot of advertising dollars getting candidates to their career sites.

But your career site doesn't just need more traffic. It also needs to engage and encourage qualified job seekers to apply. Here are 4 ways to convert job seekers into candidates by supercharging your career site.

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#1

## Tell your story with video

Who better to promote your team than the people on it? Employee-generated video testimonials add color and personality to your candidate experience.

### Boost your career site's SEO

Career sites with videos generate up to 75% more traffic from job seekers.

### Attract more applicants

Employers that embed employee videos in their job descriptions convert 34% more applicants.

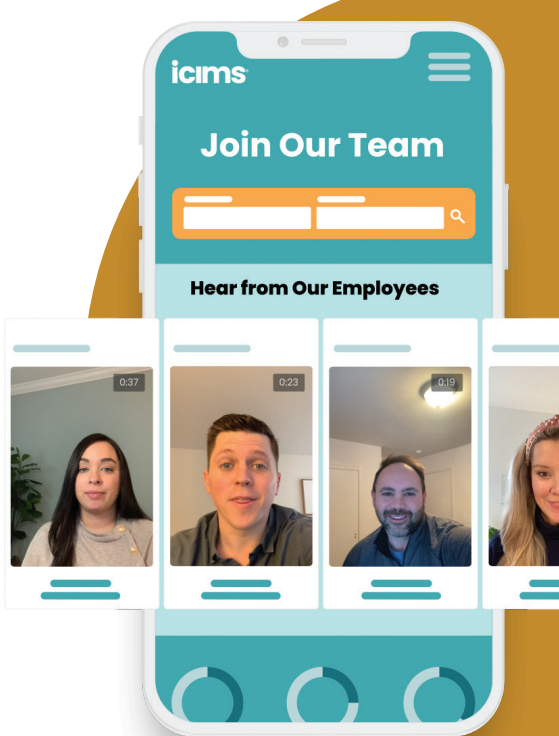
### Engage and inform job seekers

Job seekers spend 37% longer on career sites with video testimonials from employees.<sup>1</sup>

### Create, edit, and publish

With the right tools, employees can generate high quality videos themselves without the cost of a production team.

1. Platform data from the iCIMS Talent Cloud



#2

## Make it easy to find your jobs on Google

Your career site isn't the only thing that needs to rank in search results. Search engines like Google scan job postings from around the web and show the most relevant at the top of the search results. This means job seekers may find your job posts before your career site. Here's how to get your individual job posts to rank.

**Provide relevant details that job seekers commonly search for.** Google ranks jobs higher when they include details like 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.

**Use natural language in job descriptions** and avoid industry jargon and other branded terms like 'coding ninja'.

2. iCIMS Candidate Experience Report

69%  
of job seekers  
use Google to  
research employers  
and look for jobs.<sup>2</sup>

#3

## 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.

3. Talent Board, Candidate Engagement Report

60% of candidates  
say career sites are  
their preferred  
source of information  
when researching  
career opportunities.<sup>3</sup>

#4

## Create a mobile-friendly candidate experience

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.



### Smart search

Equip your career site with job search capabilities that recognizes acronyms and contextual clues.

4. iCIMS, The Modern Job Seeker Report

66%  
of job seekers  
expect  
mobile-friendly  
career sites and  
applications.<sup>4</sup>

## Turn your career site into a sourcing engine.

Your career site is your best recruiting asset. Bring it to life with video content, personalized recommendations, intuitive search, and mobile access.

Learn more about iCIMS Career Sites here.



### 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 40 percent of the Fortune 100. For more information, visit [www.icims.com](http://www.icims.com).