**1. Create a headline. ☐**

1.1 Use a call to action. ☐

1.2 Set an inviting tone. ☐

**2. Introduce your company. ☐**

2.1 Inspire with your mission statement. ☐

2.2 Highlight the company values. ☐

2.3 Make it short and clear. ☐

**3. Define your ideal candidate. ☐**

3.1 Describe what you look for in candidates. ☐

3.2 Include specific characteristics and skills. ☐

**4. Share a glimpse of your company culture and benefits. ☐**

4.1 Give candidates a peek of what it is like to work at your company. ☐

4.2 Describe your organizational culture. ☐

4.3 Tell candidates about the benefits you offer. ☐

**5. Outline the hiring process. ☐**

5.1 Describe all the steps in your hiring process. ☐

5.2 Include an estimated timeline. ☐

5.3 Create clear application instructions that describe how to apply and what documents are required. ☐

5.4 Ensure the application form can be completed and submitted quickly. ☐

**6. List current job openings. ☐**

6.1 Use job descriptions that clearly define the job role and responsibilities. ☐

**7. Add input from current employees. ☐**

7.1 Ask current employees for testimonials. ☐

7.2 Include images or short videos of team events. ☐

**8. Tell the company's story. ☐**

8.1 Give a brief history of the company. ☐

8.2 Highlight milestones in the company’s growth. ☐

8.3 Showcase great achievements and awards. ☐

**9. Focus on the user experience. ☐**

9.1 Make the page easy to find. ☐

9.2 Present information simply and clearly. ☐

9.3 Ensure the page is intuitive and easy to navigate. ☐

9.4 Make it mobile friendly. ☐

9.5 Keep the design clean and uncluttered. ☐

**10. Invest in great content. ☐**

10.1 Use attractive graphics, animations, images, and interesting videos. ☐

10.2 Only include content that has a purpose and adds to the user experience. ☐