



Candidate Experience Checklist

1. **Review your employer brand and related materials.**
 - a. Company career page.
 - i. Is easy to find and optimized for mobile.
 - ii. Tells the company story and states the company values.
 - iii. Has a visually appealing and intuitive user interface.
 - iv. Features employee testimonials.
 - v. Highlights top reasons to work for the company, including benefits and perks.
 - vi. Displays current job opening.
 - b. Employer profiles on employment portals.
 - i. Create career pages on leading platforms, such as Indeed and Glassdoor.
 - ii. Request, track, and respond to company reviews.
2. **Write a compelling job post.**
 - a. Has a suitable job title.
 - b. Introduces the company.
 - c. Includes a job description, requirements, benefits, and application instructions.
 - d. Uses simple and clear language.
3. **Make it easy to apply.**
 - a. Create clear application instructions that describe how to apply and what documents are required.
 - b. Ensure the application form can be completed and submitted quickly.
 - c. Provide an outline of the application process, including an estimated timeline.
4. **Be responsive, appreciative, and manage expectations.**
 - a. Respond to candidates in a timely manner.
 - b. Thank candidates for their time and efforts after each interaction.
 - c. Tell candidates about the next steps, including an estimated timeline.
5. **Create a positive interview experience.**
 - a. Prepare your interview process.
 - b. Send candidates an interview invitation email.
 - i. Include the date, interview format, and duration.
 - ii. Tell candidates what they should bring along or prepare.
 - c. Give candidates sufficient time to prepare for the interview.
6. **Keep candidates updated.**
 - a. Update candidates about their application status throughout the process.
 - b. Respectfully inform unsuccessful candidates as soon as possible.
 - c. Request feedback about the candidate experience from all applicants.