

Career Page Checklist

1. **Create a headline.**
 - a. Use a call to action.
 - b. Set an inviting tone.
2. **Introduce your company.**
 - a. Inspire with your mission statement.
 - b. Highlight the company values.
 - c. Make it short and clear.
3. **Define your ideal candidate.**
 - a. Describe what you look for in candidates.
 - b. Include specific characteristics and skills.
4. **Share a glimpse of your company culture and benefits.**
 - a. Give candidates a peek of what it is like to work at your company.
 - b. Describe your organizational culture.
 - c. Tell candidates about the benefits you offer.
5. **Outline the hiring process.**
 - a. Describe all the steps in your hiring process.
 - b. Include an estimated timeline.
 - c. Create clear application instructions that describe how to apply and what documents are required.
 - d. Ensure the application form can be completed and submitted quickly.
6. **List current job openings.**
 - a. Use job descriptions that clearly define the job role and responsibilities.
7. **Add input from current employees.**
 - a. Ask current employees for testimonials.
 - b. Include images or short videos of team events.
8. **Tell the company's story.**
 - a. Give a brief history of the company.
 - b. Highlight milestones in the company's growth.
 - c. Showcase great achievements and awards.

9. Focus on the user experience.

- a. Make the page easy to find.
- b. Present information simply and clearly.
- c. Ensure the page is intuitive and easy to navigate.
- d. Make it mobile friendly.
- e. Keep the design clean and uncluttered.

10. Invest in great content.

- a. Use attractive graphics, animations, images, and interesting videos.
- b. Only include content that has a purpose and adds to the user experience.