

Career Page Checklist

- 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.