1. **Review your employer brand and related materials. ☐**

1.1. Company career page. ☐

* + - Is easy to find and optimized for mobile. ☐
    - Tells the company story and states the company values. ☐
    - Has a visually appealing and intuitive user interface. ☐
    - Features employee testimonials. ☐
    - Highlights top reasons to work for the company, including benefits and perks. ☐
    - Displays current job opening. ☐

1.2. Employer profiles on employment portals. ☐

* Create career pages on leading platforms, such as Indeed and

Glassdoor. ☐

* Request, track, and respond to company reviews. ☐

1. **Write a compelling job post. ☐**

2.1. Has a suitable job title. ☐

2.2. Introduces the company. ☐

2.3. Includes a job description, requirements, benefits, and application instructions. ☐

2.4. Uses simple and clear language. ☐

**3. Make it easy to apply. ☐**

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

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

3.3. Provide an outline of the application process, including an estimated timeline. ☐

1. **Be responsive, appreciative, and manage expectations. ☐**

4.1. Respond to candidates in a timely manner. ☐

4.2. Thank candidates for their time and efforts after each interaction. ☐

4.3. Tell candidates about the next steps, including an estimated timeline. ☐

**5. Create a positive interview experience. ☐**

5.1. Prepare your interview process. ☐

5.2. Send candidates an interview invitation email. ☐

* Include the date, interview format, and duration. ☐
* Tell candidates what they should bring along or prepare. ☐

5.3. Give candidates sufficient time to prepare for the interview. ☐

**6. Keep candidates updated. ☐**

6.1. Update candidates about their application status throughout   
the process. ☐

6.2. Respectfully inform unsuccessful candidates as soon as possible. ☐

6.3. Request feedback about the candidate experience from all applicants. ☐