



## Career Page Checklist

1. **Inspire with Your Mission Statement.** 
  - a. Make it easy to spot.
  - b. Keep it short and clear.
  
2. **Define Your Ideal Candidate.** 
  - a. Mention important characteristics.
  - b. Mention pivotal skills, including soft skills.
  
3. **Use Intriguing Content.** 
  - a. Create interesting and exciting videos.
  - b. Replace stock images with your own.
  - c. Use simple graphics and animations.
  
4. **Give a Peek into the Company.** 
  - a. Celebrate the company culture.
  - b. Provide a look into office life and daily activities.
  - c. Promote your employee benefits.
  
5. **Make Use of Job Descriptions.** 
  - a. Clearly define job roles.
  - b. Clearly define job responsibilities.
  - c. Situate the job within the overall organizational strategy.
  
6. **Insure a Positive User Experience.** 
  - a. Present information clearly and simply.

- b. Make navigation easy and intuitive.
- c. Keep the design clean and uncluttered.
- d. Set a lighthearted tone.

**7. Display Your Core Values.**

- a. Make it clear what the company stands for.
- b. Incorporate these values in how the information is presented.

**8. Include Current Employees.**

- a. Get quotes from employees about why they like the company.
- b. Make videos of collaboration and teamwork.
- c. Use information from employee surveys.

**9. Tell Your Story.**

- a. Give a brief history of the company.
- b. Celebrate the company's growth.
- c. Discuss future goals.