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. ☐

B Betterteam