

## Website, Company Page, and HR Assessment Guide

Fill out the following tables below to assess your company's current appearance online to evaluate whether or not your company is likely appealing to candidates.

### What candidates expect to see on your website:

- An updated website with responsive design
- An easy to navigate job opportunities/careers page
  - Testimonials from employees
  - Showcase company culture and employees
- A clear mission, vision and value statement.
- Social icons to take them to your social channels

Do you have?	Assessment	Next Steps
An updated website with responsive design for mobile  Good imagery and a contemporary design?		
An easy to navigate job opportunities/careers page		
A clear mission, vision and value statement		
Social icons to take them to your social channels		

**What candidates expect to see on your LinkedIn Company Page:**

- A number of followers
- Who they know at your company
- The executives, recruiters and others they would work with and report to
- Executive LinkedIn profiles that are authentic, well-written and provide context
- Posts that position the company as an industry leader, preferred employer and inspired member of particular communities.
- Engagement with others on their posts

**In a larger company, candidates expect to see:**

- A Careers Page showcasing culture and employees
- Job posts and “Easy to Apply”
- Active recruiters who respond quickly and connect

<b>How do you show up?</b>	<b>Assessment</b>	<b>Next Steps</b>
Company Page followers		
Content that showcases your expertise, industry, community and culture		
Do you and your executive team, recruiter and other leaders have profiles that best reflect their role and your company?	<p><b>You:</b></p> <p><b>Executive team:</b></p> <p><b>Recruiter:</b></p> <p><b>Managers:</b></p>	
Do your employees look good?  Are they keeping their LinkedIn profiles updated and are they checking LinkedIn regularly		
How does your company look on Google?  Combine your company name with job titles too, e.g., “LinkedIn software engineer” to see what candidates experience.	<b>Ranking:</b>	

Do you optimize your job descriptions for how your ideal candidate searches?		
Have you created a good experience for people as they discover, inquire, apply and follow up with your company?		
Does your company ghost applicants?		
Do you employees realize their personal role in recruiting new talent?		

Beyond your website, LinkedIn, and contacts, HR influences whether candidates become or remain interested in your company.

- Do job descriptions sound like they're from 1999?
  - Is the language engaging and reflect what's important to different people?
  - Do the job descriptions include keywords to increase the job posting's visibility?
- Does your HR department understand LinkedIn and social channels to use to reach your ideal candidates?
- Does HR focus on continual candidate pipelining?

<b>How do you show up?</b>	<b>Assessment</b>	<b>Next Steps</b>
Are job descriptions updated, relevant and include language that attracts a diverse group of candidates?		
Does your HR department understand LinkedIn and social channels to use to reach your ideal candidates?		
Does HR focus on continual candidate pipelining?		