



Leveraging the Power of Your Website to Grow Your Workforce

March 21, 2024

What We Are Covering Today

- Great Curb Appeal, aka Your Homepage
- Must Have Content for Your About Page
- Employee Testimonials, Do They Work?
- Vital Details Needed on Your Careers Page
- When to Get Help

Great Curb Appeal, aka Your Homepage

- One chance to make great first impression – make it count!
- Your logo must be clearly visible
- What you do should be easy to read
- Company Culture apparent
- Your About and/or Careers Page(s) should be easy to find

First Impression

AceMetalCrafts.com

ACE METAL CRAFTS company
WHERE YOUR DESIGN TAKES SHAPE

CULTURE CAPABILITIES ENGINEERING RESOURCES ABOUT US CONTACT US CAREERS

IT WAS REALLY IMPORTANT TO DEVELOP THE COMPANY FOR THE PEOPLE WHO WORK HERE... THEY WANT LEADERS WHO BELIEVE IN THEM & ROOT FOR THEM TO WIN."
— Jean Pitzo, CEO

Stainless Steel Fabrication

Stainless Steel Machining

Contract Assembly



A Trust-Based Culture is much more than a slogan.

Create Joy Through Kindness

Meet Jean

Our Culture

Meet Angela

Your Company Culture

AceMetalCrafts.com

Our processes are specialized for your industry.



Food Processing



Food Packaging



Pharmaceutical Processing



Pharmaceutical Packaging



Environmental

Join our team.

Want to work at ACE METAL CRAFTS COMPANY? Check out our Careers page to see if we're a fit for you.

APPLY NOW



WHERE YOUR DESIGNS TAKE SHAPE

ACE METAL CRAFTS CO.

Fabrication Division

484 Thomas Drive
Bensenville, IL 60106

1.847.455.1010

ACE METAL CRAFTS CO.

Machining Division

205 Park Street
Bensenville, IL 60106

1.847.455.1010

INDUSTRIES SERVED

Food Processing
Food Packaging
Pharma Processing
Pharma Packaging
Environmental



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Must-Have Content for About Page

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HagenMfg.com

- Mission
- Vision
- Values
- History
- Commitment to Sustainability

Employee Testimonials: Do They Work?

AceMetalCrafts.com

- 83% of job seekers look at company reviews before deciding where to apply
- People are twice as likely to share video content over any other type of content
- Authentic insights from employees drive connection and trust, key for long-term customer loyalty and brand loyalty

Vital Details Needed on Your Careers Page

- Employee Testimonials
- Company Culture Content
- Open Positions
- Application
- Ability to Upload Documents

Workforce Engaging Website Checklist

- Curb Appeal of Your Home Page
 - Straightforward explanation of your core competency
 - Logo clearly visible and readable
- About Page Content
 - Include as many as possible:
 - Mission
 - Vision
 - Values
 - History
 - Commitment to Sustainability
- Careers Page Content
 - Employee Testimonials
 - Company Culture
 - Open Positions
- Company Culture Content
 - Home Page
 - About Page
 - Careers Page

When Should I Get Help?

- You do not have a resource in-house who knows how to update content.
- The navigation and/or content updates are significant – what is your time worth?
- You want to expand your recruiting efforts beyond your website.

THANK YOU!



Integrated Marketing Solutions

For questions
regarding the content
of this presentation
contact Nancy O'Leary at:

oleary@customdirect.com

phone: 630.529.6063

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