

Leveraging the Power of Your Website to Grow Your Workforce

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



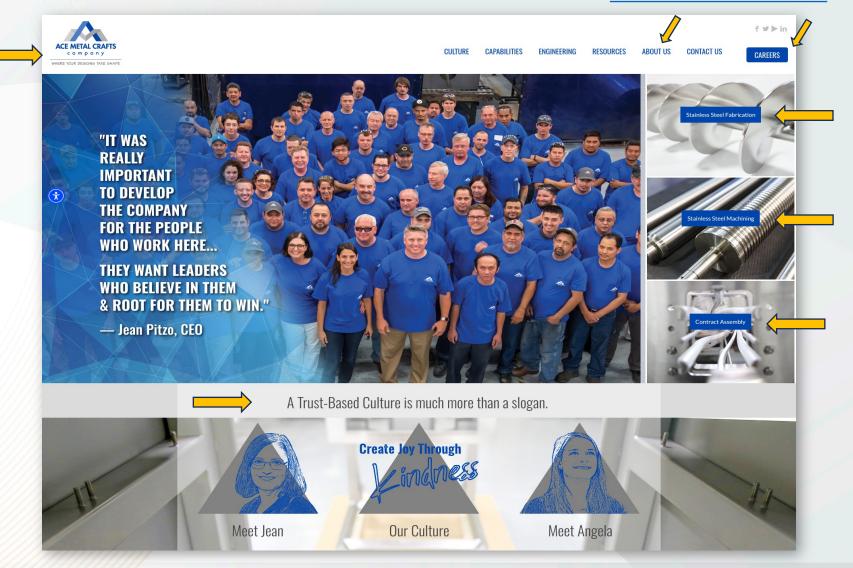
Great Curb Appeal, aka Your Homepage

- 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

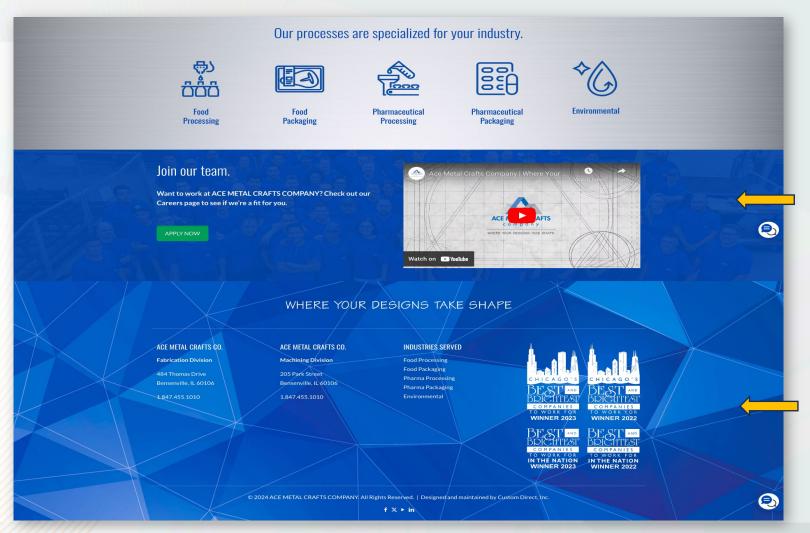
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Your Company Culture

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Must-Have Content for About Page

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



Employee Testimonials: Do They Work?

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- 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!



For questions
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