

### Site savers

Would your site pass the 'usability' challenge?

Use this checklist to help assess if you give candidates the right level of access to the right kind of information on your careers site.

In the checklist below, put a ✓ or a ✗ to indicate if your organisation has the key components in place.

### Workthing Careers Site Audit

Workthing specialises in helping companies to use the internet to its full potential. For more details of our audit service that aims to help you make more of your online presence please contact [marketing@workthing.com](mailto:marketing@workthing.com).

Corporate careers site checklist		In place?
<b>Careers site strategy</b>		
Is your corporate careers site fully integrated into your overall recruitment strategy?		<input type="checkbox"/>
Is your careers site used as a full recruitment tool (as opposed to being used just to post ads)?		<input type="checkbox"/>
Do you use your careers site to target <i>all</i> your candidate groups, eg experienced hires as well as graduates?		<input type="checkbox"/>
Does the look and feel reflect your employer brand?		<input type="checkbox"/>
Does the careers site in turn reflect your corporate brand values?		<input type="checkbox"/>
Does the look and feel reflect the target candidate base you're trying to reach?		<input type="checkbox"/>
<b>Navigation</b>		
Is the URL to your careers site intuitive and memorable?		<input type="checkbox"/>
Is there a clear link to your careers site from the main corporate site homepage?		<input type="checkbox"/>
Is your careers site clearly labelled, eg 'careers', 'jobs', 'work for us'?		<input type="checkbox"/>
Are there back/forward buttons on all content pages to prevent users from getting 'stuck'?		<input type="checkbox"/>
Can candidates get to the job search within 3 clicks from the homepage?		<input type="checkbox"/>
Can candidates apply for jobs within 3 clicks from the homepage?		<input type="checkbox"/>
<b>Careers information</b>		
Is all careers information clearly labelled, eg 'a day in the life of' ?		<input type="checkbox"/>
Does your careers site offer candidates the following 'need to know' information?		
• Evidence that your company has a secure financial footing		<input type="checkbox"/>
• Good career prospects		<input type="checkbox"/>
• Training and development opportunities		<input type="checkbox"/>
• Competitive salary and benefits		<input type="checkbox"/>
• Insight into what it's like to work for your company		<input type="checkbox"/>
Are your job vacancies on the site up-to-date?		<input type="checkbox"/>
Are your job vacancies on the site comprehensive, ie from all parts of your business and not just, for example, head office?		<input type="checkbox"/>
Is your job vacancy information presented in web-friendly format, ie with immediate job information – job title, location, salary, start date – first followed by the fuller job description?		<input type="checkbox"/>



Corporate careers site checklist	In place?
<b>Functionality</b>	
Do you have a job search engine?	<input type="checkbox"/>
Is the job search engine accessible from the careers homepage?	<input type="checkbox"/>
Does your job search engine allow candidates to search for jobs by job title or role, location <i>and</i> salary?	<input type="checkbox"/>
Can candidates apply for jobs directly on your site?	<input type="checkbox"/>
Do you offer flexible application, ie can candidates apply by either an application form or CV attachment?	<input type="checkbox"/>
<b>Communications</b>	
Do you give candidates the facility to contact you direct, eg via email or telephone?	<input type="checkbox"/>
Do you take into account factors that influence global communications, eg presentation of dates, currency of salaries, telephone access codes.	<input type="checkbox"/>