

In-house Recruitment Network presents

# The Careers Site Re-invented: New Tricks and Tools for Direct Sourcing

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# Introduction

A very special thank you to  
**Our Speakers**

What are the ingredients for a great careers site? First of all, you need to start with a friendly user experience, add some engaging and relevant content, and then most importantly, make sure it's easy to find on Google!

For the second instalment of our careers site series, we decided to change the format of our event a little and start the day off with a panel discussion. David Johnston from our event partners at 4MAT, and Ellie Harte from global engineering consultancy Atkins, spoke about some of the unique selling points recruiters could use to set their careers sites apart.

Special attention was given to the imminent rise of Google for Jobs and how this could spell the end for the traditional job board. During the discussion, we learned that the first step to ensure our vacancies get high traffic is to host them on our own website domain, as opposed to an external ATS, which will block Google from seeing them.

Attendees also had the chance to bring up some of their own challenges in building relevant content and attracting quality candidates, as well as sharing solutions and best practices.



Ellie Harte  
Recruitment Partner -  
Talent Attraction  
**Atkins**



David Johnston  
Account Director  
**4MAT**

In partnership with



# About

The In-house Recruitment Network is the industry's fastest growing community of in-house recruiters and HR professionals.

Members of the community benefit from specialist breakfast events, influential conferences and the hugely popular In-house Recruitment Awards.

With 10,000 members, In-house Recruitment Network is the largest and most active professional network of In-house Recruiters.

The In-house Recruitment Network hosts over 25 high-calibre events and gatherings each year, making it the ideal environment for specialist peer-to-peer discussions and networking.

One of the most progressive and dynamic small companies in the UK, 4MAT delivers world-class websites, digital branding and marketing services to employers and recruitment companies, providing a competitive edge in a candidate-driven market.

From some of the largest employers — including RWE npower, Vue Entertainment and ICON plc — to niche recruitment companies, 4MAT's website and marketing projects are attracting top talent and delivering a tangible return on investment.

Its unwavering approach to researching, networking and embracing new technology gives 4MAT an expert knowledge of the recruitment market.

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# Most common challenges of careers sites and how to overcome them

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## Overly corporate careers site

This usually occurs when the site is owned by the marketing team who doesn't always understand the candidate journey and the recruitment focus around it. This often leads to content being too polished, giving candidates no real feel for what it's like to work for the company.



Careers sites should always be owned by the recruitment team. Because they deal with candidates first-hand and know what they're looking for when applying, they can put candidates at the forefront of the user experience.

## Not enough website traffic

While a fortunate few companies benefit from the popularity of their brand to attract candidates, most companies rely on Google search for candidate traction. But not all careers sites are search engine optimised and, as a result, get very limited traffic.



This usually happens when you advertise directly on an ATS which is not integrated into your website domain. Standard systems don't allow Google to index their vacancies, so you must ensure your jobs are hosted on your website domain and are search engine optimised, to allow candidates to find you on Google.

## No content strategy

Finding the right people to produce relevant and authentic content is hard even for the biggest of companies. This is usually because you first need to convince different heads of department of the benefits of producing different content, skewed specifically towards candidates.



Rethink your content strategy in order to cater to candidates' interests. It needs to look both at culture and at business. To get the content, collaborate with your business development and marketing team. They are crucial to a successful content creation process.

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## Generic job descriptions

When recruiting for the same role as your competitors, how can you stand out among other companies, when your job descriptions are asking for exactly the same thing?



Your people are the differentiating factor. Interview people doing the job you are recruiting for, asking them what they do and why. Then share these interviews on social media and your website in order to reach out to potential candidates. It can be a great sourcing channel for your vacancies and will boost your employer brand at the same time.

## Complicated application forms

During the application process, asking candidates to fill out lengthy forms and strict password requirements can lead to increased dropouts. The ideal time it should take to complete an application should be two minutes.



Get in touch with applicants who have dropped out and ask them whether they are still interested in opportunities. People want things instantly! Implement an API which offers a quick apply form with CV attachment and automatically generates candidate login details.

## Poor quality candidates

There are companies that have difficulty reaching out to a wider, more relevant pool of candidates. These recruiters struggle to convince their managers that a more targeted recruitment strategy bringing in fewer but more relevant applications will ultimately lead to a higher conversion rate.



Your job descriptions should ask candidates whether they are interested about certain aspects of the job rather than listing skills needed. Candidates could send a two-minute video saying what interests them about the role. This will help you discern between genuinely interested candidates who put the right effort into their video, and spam applications.

# Short, medium and long-term goals to improve careers sites

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During the event's roundtable session, we asked our attendees to share their short, medium and long-term plans to improve their careers sites. Below were some of the most common goals heard throughout the room.

## Short-Term Goals

- Move away from job boards
- Integrate their ATS with their careers site, so jobs could be published alongside content
- Have the recruitment team take over the careers site, in place of the marketing team
- Reduce agency spend and invest some of the savings in their careers site and content

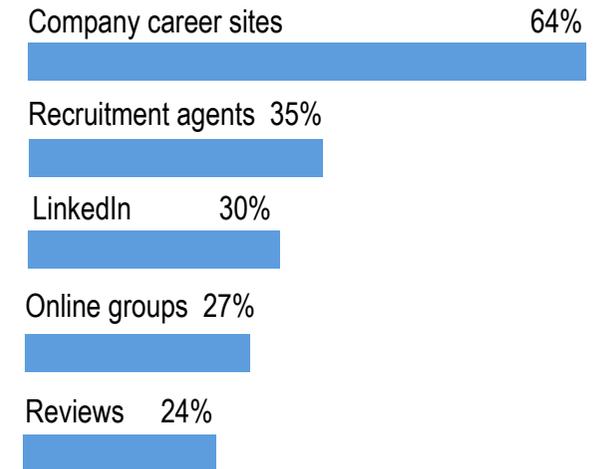
## Medium-Term Goals

- Make website more visible on Google
- Implement a content strategy that looks both at the business and the people behind it

## Long-Term Goals

- Improve the employer image to both employees and customers
- Get better access to passive candidates
- Get better quality candidate conversions
- Have content ultimately come to them

Top 5 channels candidates use to research new job opportunities:



*The Talent Board's 2015 Candidate Experience Research*

19%

of all hires come from careers sites. More than any other resource.

# Implementing a successful content strategy for your careers site

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“Applicants don’t get any value from corporate content. They want real-life examples of what it’s like to work for you.”

Start off by understanding your website traffic. Use Google Analytics to see navigation trends and adapt your content strategy to this.

Tailor your content to the culture of your organisation and keep it consistent across your website as well as social channels. Create your own hashtag to showcase what it’s like to work for your company, as well as highlighting any activities outside of the office.

If your company gets involved in a fundraiser or a volunteering experience, make that visible!

Because social media exposure is finite, your website has to reflect all these activities through employee case study content.

A variety of content can make your website more exciting for the candidate to navigate: video testimonials as well as blog posts can offer an exciting look at a day in the life of someone with the role you are recruiting for.

Change little bits every day – add a new post, a new image, a new video. Stay consistent with an archive of content that people can go back to and still find relevant. But don’t underestimate how hard it is to find employees to produce

**Content produced  
by engaged,  
enthusiastic staff will  
make a difference to  
your site visitors.**

your content sometimes!

Be patient and understand that the more you publish, the more interested your staff will become in contributing.

Include a Diversity tab on your careers site to talk about internal networks offering support to employees on various matters from LGBT, parental leave, mental health, etc.

Once your content strategy is in place, it’s just a matter of rolling it out. The content will ultimately come to you.

Honesty about your culture and core values can help bring in people who can fit into your environment.

# Optimising your careers site for Google search

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A bad careers site is one that does not support its statements and includes no real-life examples of your core values. A bad careers site is also one that redirects all its vacancies to an external ATS with a different domain. Because most external tracking systems don't allow indexing by Google, it means their content will not show up in Google's search results.

This brochure site model may work for established companies that rely on their brand and popularity to bring candidates in, but for SMEs or lesser known companies, Google is their biggest sourcing channel.

This is because 80% of people start their job search on Google. Out of these, 50% are job title based, and 15-17% are location based. The lesson? Make sure your site is visible and accessible to candidates via Google!

It is recommended that you automate the process of publishing new vacancies so all your adverts follow the same pattern and include as little jargon as possible. A job page written for the target audience

## What makes a great careers site

- It must be on your company's domain
- Each job page will have the job title embedded in the URL
- It lists similar vacancies within your company
- Its application process is quick and simple, with the employee details then pushed into the ATS
- It includes relevant content about what it's like to work for you

will naturally have relevant keywords throughout, and will inherently become visible on Google.

Once on your site, the key things you want your visitors to do is either apply to your company, or engage with your content if they're not active jobseekers, and hopefully recommend you to others if they had a good user experience.

Also think about what to do when your jobs have been filled and you have no more vacancies. Make sure that they don't still show up in the search results.

Instead, you should write a message saying the job is no longer available but offer to sign up visitors for future job alerts. Think about the user journey too!

**“Job searches are a lot like online shopping. They usually start off on Google and follow the same browsing habits. Visibility and good quality content will draw candidates to your site.”**

# How will Google for Jobs change the recruitment game?

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A revolutionary tool for both jobseekers and recruiters, Google for Jobs delivers a simple and efficient job search solution that automatically recognises keywords on your careers site and matches them to a candidate's search.

Already released in the US and imminently expected in the UK, the new tool will show up above Google's organic search

results but below pay-per-click campaigns.

Google wants users to find the most relevant, authentic content. As employers, you are the original publishers and content producers, so Google will aim to prioritise your website over third-party hosts. If it can find your jobs, index them correctly and attach them to you, you can expect your jobs to rank highest.

**“If your jobs are hidden from Google, you will still have to pay job boards to get people to apply to you.”**

## 7 things you need to know

1. It's a dedicated vertical job search engine integrated into Google.com
2. Its early job board partners include Facebook, LinkedIn, Careerbuilder, Glassdoor, Monster
3. It can filter searches based on location, industry, experience, job type, seniority level
4. It has a one-click quick apply feature
5. It indexes jobs in real time
6. It offers employer reviews and commute times
7. It can send candidates job alerts via email

Salary will be a crucial factor in determining your visibility on Google for Jobs, because candidates are more likely to click on a job post displaying salary information. This, however might prove challenging to some companies because of internal policies on disclosing such details.

To help Google for Jobs rank your site as highly as possible, make sure you tick off the following boxes:

- Have a search engine optimised job post, with the relevant keywords embedded into your website URL
- Have a key hook line which will pull through the meta description showing up on search results page
- Have content that is relevant to the job title and engaging for the candidate
- Have an easy application process which doesn't drive applicants away

The program Google has undertaken has the potential to increase economic growth, personal career flexibility, and business productivity for many organisations.

# Conclusion

Google is set to revolutionise the way in which applicants and employers find each other.

Google for Jobs aims to finally put hiring back into the hands of in-house recruiters, weeding out third-party hosts such as job boards or recruitment agencies.

You may have an attractive careers site that is easy to navigate, but if it does not appear in Google's search results, it will bring you no value. With 80% of candidates starting their job search on Google, make sure your vacancies are not redirected to an external ATS as this will not be indexed by Google and candidates won't be able to find you.

A careers site requires constant content updates. You need to keep it targeted and relevant but also consistent — as it progresses.

Be realistic about timelines and priorities. You can't come up with a content strategy and expect immediate results. Finding the right people to produce good-quality content takes time and you may require buy-in from department managers.

Prioritise your candidate experience. If you understand their expectations and make your application system as easy and engaging as an online shopping system, you'll attract more quality candidates.

# Presentations

You can view the full videos of our event speakers by clicking on the images below:



*Panel discussion: How to re-invent your careers website*

**Ellie Harte**  
Recruitment Partner, Atkins  
**David Johnston**  
Account Director, 4MAT



*Your career site, ATS and Google for Jobs*

**David Johnston**  
Account Director, 4MAT

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Thank you for reading!

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