

8 things your recruitment website needs to have to succeed...



 **ADDICTIVITY**
RECRUITMENT WEBSITE DESIGN

A lot of recruitment agencies struggle to use their websites effectively

You literally have seconds to make the right impression with first-time visitors, or you lose the opportunity.

Do your clients and candidates understand your brand message correctly?

We design recruitment websites that outperform the competition, and run intelligent marketing campaigns to drive traffic.

As a result, our clients see scalable growth using the latest marketing technologies.

If you can implement these basic elements to your recruitment website, you can increase registrations, applications and long-term candidate engagement.



Your website should include the right messaging

#1

You need a clear and easy to understand tag line that summarises what your agency does.

People do not read online, they scan, and consume chunks of information, so you need to be compelling.

The website visitor doesn't care about your story, they care about their own internal struggle, and that's their career.

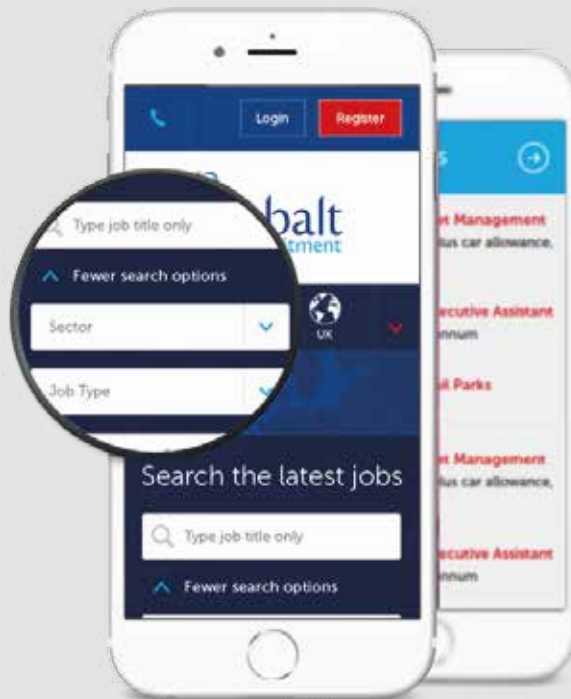
Backup your messaging with clear and empathic copy to convey how your agency can help the user in their journey to finding a better job.



Use easy to understand imagery that shows your target demographic actually enjoying the success they can hope for if they follow this path with you.

Action points:

- Clarify your brand messaging on the homepage, in a clear and easy to understand tag line.
- Use easy to read digestible chunks of content to showcase how you can help solve their issue.
- Back it up with real-life imagery showing others benefiting from your agency service.



Your website should include a simple navigation

#2

Simplifying what your agency offers can be difficult in many cases – but cutting back on the noise and giving less choice and confusion, makes the users initial experience easier to understand.

You can trim back the top navigation to just your core offering, and utilise a secondary navigation area, such as the footer, or other alternative to stack the rest.

At this stage of the user-experience; especially on the homepage; the less clutter and distraction the better.

Action points:

- Use a secondary navigation area or footer, in addition to the main top-level navigation.
- The main navigation options can then focus on your key pages.



Your website should include a clear call to action

#3

Unless you're a smaller recruitment agency not listing live jobs, then your job search should be the prominent call to action.

Candidates should immediately be able to start their search through a simple and easy to understand search mechanism, allowing keyword search and optional additional search criteria.



Adding a well-designed optional advanced search feature can let the candidate drill-down to location, sector, discipline, the type of role and at what level, for example.

Having made the right impression and correctly conveyed your brand message, you want potential candidates finding and applying for their next role.

Action points:

- Have a clear search feature as the main call to action.
- Consider adding an advanced feature for additional search criteria.



Your job listings should be easy to apply for

#4

Sounds obvious, but the application process should be optimised for ease-of-use across all devices, especially mobile.

Don't force candidates to register if they don't want to.

Utilise LinkedIn as an optional method of registering and/or applying for jobs.

The easier it is to apply, the more candidate applications will come through as a result.

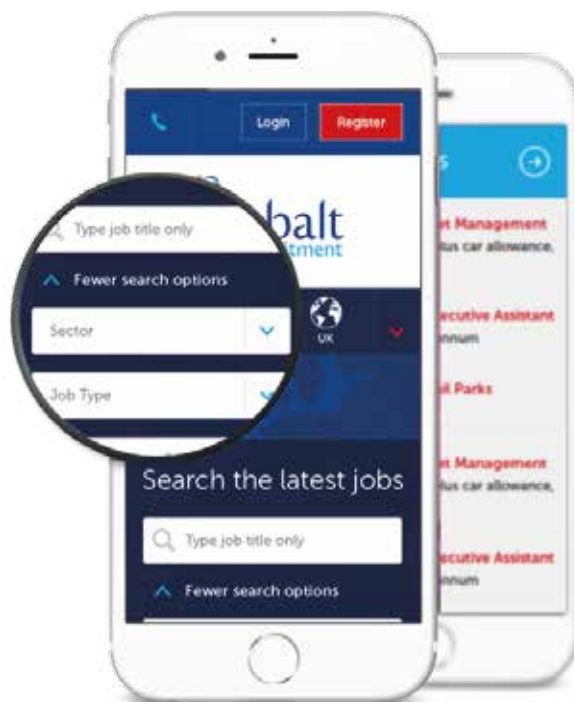


Consider showing other suggested vacancies that are similar to the one being viewed or applied for. Show recently viewed jobs that relate to, or are in the same search criteria.

Make sure you are utilising the page immediately after the successful application – don't simply show a thank you message, use that moment to showcase other jobs, a feedback tool, blog content or promote your social channels.

Action points:

- Thoroughly test and streamline your application process across all devices.
- Use social media such as LinkedIn to speed up the process.



Your website should include a job alerts system

Offer an option to sign up for alerts on new jobs. This is an easy way to keep in touch with candidates on a permission-basis.

This can be shown throughout your site, if your search results come back empty, and after job applications of course.

Let your candidates set their own preferences for jobs they want to hear about, and at what frequency. The last thing you want to do is spam them and cause them to unsubscribe.

Look at collating the results into a daily or weekly email with all the most-relevant vacancies for them individually.

Extend this to optional SMS alerts as well as email depending on your candidate demographic.

Action points:

- Use an intelligent, optional, email alert system.



Integrate with a marketing automation system

#6

Using a long-term email nurturing system can increase candidate applications by up to 451%.

Build brand loyalty, candidate engagement and client acquisition through value-first content delivered over time.

You can track user behavior and deliver relevant and timely content via email, keeping clients and candidates alike coming back.

You can also use automations for onboarding and educating candidates post-application to improve success rates.

Action points:

- Get into marketing automation now before your competitors steal a march on your agency.



You need a traffic system

#7

With your website finely-tuned, you need a traffic system to bring in targeted traffic that converts.

SEO, or search engine optimisation, is a must to build long-term value and organic traffic.

Content marketing needs to be used to build your authority, and spread your message through outreach and social media.

But SEO and social alone aren't going to cut it. You need a scalable candidate and client acquisition system, and that means smart paid advertising.

Gated content, lead magnets and value-first features like training and webinars will all help feed your site and marketing automation systems to get the most bang-for-your-buck.



Don't forget to use remarketing techniques across Facebook and Google to keep your website visitors engaged with your brand.

Retargeted candidates are 4x more likely to convert than new candidates.

Action points:

- A solid SEO campaign is the foundation of your digital marketing.
- You also need a quality content marketing plan and social media strategy.
- Use paid traffic systems to engage with your audience and capture their details, to promote back to them on an ongoing basis through remarketing and marketing automation.



Your need to measure your success and ROI

#8

All these changes are going to be pointless if you can't measure their success or failures.

You need to monitor your website traffic, and set goals – such as candidate registrations, applications and job alert subscribers for example.

Monitor your conversion rate and key metrics over time to assess your ongoing marketing efforts.

Track your organic rankings on the search engines for your target keywords, and keep on an eye on where your traffic is coming from.

With your paid campaigns and automations, its critical to keep on top, by measuring, anyalising, and tweaking to get the most value for your agency.

Action points:

- Track and monitor your key metrics to work out your ROI



Testimonials



Working with them for over two years has been a breath of fresh air. Compelling creative solutions, the best lead developer and SEO engineer we have ever worked with and never afraid to give us their professional opinion. It has been a privilege to work with Alex, Pat and Allan. Our website performance has gone from strength to strength and we rank for so many keywords; keywords that convert through to application. Key SEO signals have surpassed all of our objectives.

Dylan Lees-Jones, Resourcing Solutions



Addictivity have been great in developing a new blog and working with our own web developers to integrate it to our existing website. They were always contactable and we now have a website that is delivering a 50% uplift in traffic compared to our previous blog.

Chris Howard, Recruitment & Employment Confederation



Addictivity are without doubt the most professional, creative and forward-thinking web design agency that we have ever used in our business. The quality of the work they produce is second to none, to the point where they have now built over 50 different sites for us and our customers with varying degrees of complexity and functionality.

James Osborne, The Recruitment Network



Cobalt Recruitment was keen to improve its website to make it responsive and improve the infrastructure to support SEO campaigns. I was looking for a partner that responded well to my many questions and offered a consultative approach and Addictivity certainly met this criteria. From the design phase through to development and launch, I have been impressed with the level of service.

Liz Rowden, Cobalt Recruitment

We design best-in-class recruitment websites

- Bespoke design • Feature-rich • Built-in SEO
- 20 years experience

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