

Employer Brand Checklist

Your Complete Guide to Building a Career Site That Converts
Brought to you by Dutch Bros

About the Checklist

This isn't a list of best practices; it's a roadmap for turning a static career site into an emotional experience. From foundational elements to advanced storytelling techniques, follow these steps to build an authentic, employee-first site that resonates with job seekers and supports conversion.

PHASE 1: The Foundation

Define Your Employer Brand

- Even without a "fully baked" Employer Value Proposition (EVP), you can identify the pillars that make you unique.
- **Think:** What is the psychological contract we offer? Build 2–3 key messages that define what it's really like to work at your company.
- **The "Vibe Check":** Use AI to scrape your current site. Ask it: "Based on this text, what is the psychological contract being offered?" If the AI can't find it, a candidate definitely won't. Use those insights to refine your voice.
You can also extend the AI search to Glassdoor, LinkedIn, Reddit and other community generated content.

Write CTAs That Cut Through the Noise

Ditch "Join Our Team" or "Apply Now." They are generic and invisible.

- **The Shift:** Use emotional, brand-aligned statements. Instead of "See Jobs," try "*Build the Future of Healthcare with Us.*"
- **Placement:** Sprinkle these CTAs throughout the page so a candidate never has to "hunt" for the next step.

Kill the Stock Photos

- Candidates want to see their future teams, not professional models holding coffee.
- **Tool:** Use real, candid photos of your team. If you must use AI, use it for background cleanup or branding elements only, never for fake "employees."

The JD is the Brand

- Your Job Description is often the first (and only) thing a candidate sees. It shouldn't just be a list of requirements; it should explain the "Why" behind the role.

Mobile-First is Non-Negotiable

- 60% of your candidates are browsing on their phones.
- **Audit:** Have a small group submit a real application on mobile. If it takes more than 3 minutes or requires 50 clicks, you're losing talent.

PHASE 2: Storytelling & Engagement

Employee Testimonials

- Capture 5–8 employees sharing their unfiltered experiences. Don't over-produce the pieces.
- **The Hook:** Ask them: "Why do you actually stay?" rather than "Why did you join?"
- **Pro-Tip:** Use Phenom Video Hub to keep these organized and on-brand without needing a film crew every time.

Department-Specific Landing Pages

- A generic career site is a net; a department page is a spear.
- **Strategy:** Create dedicated spaces for your talent personas i.e. Engineering, Sales, etc.
- **Pro-Tip:** Use Phenom Form widget or create a Talent Community sign-up on these pages. Even if they don't apply today, you've just built a targeted talent pool for later.

PHASE 3: Immersive Experience & Conversion

Automated Personalization

- The site should feel different for a Senior Developer than it does for a Marketing Intern.
- **The Strategy:** Use automated, behavior-driven widgets to surface relevant content. If they keep looking at "Remote" jobs, show them your "Remote Work Culture" blog post automatically.
- **The Goal:** Create a "Segment of One" experience where the site adapts to the candidate's intent in real-time.

AI Talent Companions

- A chatbot shouldn't just be a search bar; it should be a 24/7 concierge.
- **Pro Tip:** The Phenom Chatbot can answer FAQs, recommend roles based on a resume upload, and even schedule the first interview while the candidate is still excited.

The Culture Hub (Your Narrative Engine)

- A blog is your best friend for SEO and long-tail keywords to support recruitment. Feature employee spotlights, behind-the-scenes "build" stories, and leadership thought pieces.
- Every blog post is a "nurture" opportunity for your talent community emails.
- **Pro-Tip:** The Phenom Blogs feature allows you to embed tailored job recommendations into every story for candidate conversion.

See how Transforms Candidate Experience
and Hiring with AI & Automation

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