

4 Ways to Create a World-Class Career Site That Converts Top Talent

Evolving your organization's talent acquisition (TA) strategy is imperative to achieve business goals, thrive in a tumultuous market, and meet job seeker expectations. The strongest TA strategy starts with a positive candidate experience — and by extension, a **compelling career site** that turns visitors into leads, applicants, and hires.

In our 7th annual *State of Candidate Experience: 2023 Benchmarks Report*, we analyzed career sites of some of the biggest brands to see how well they're attracting, engaging, and converting candidates.

Below, we highlight some of the biggest challenges when it comes to creating a career site that converts — and how to solve them.

Challenge 1 Candidates Are Struggling to Find Relevant Jobs

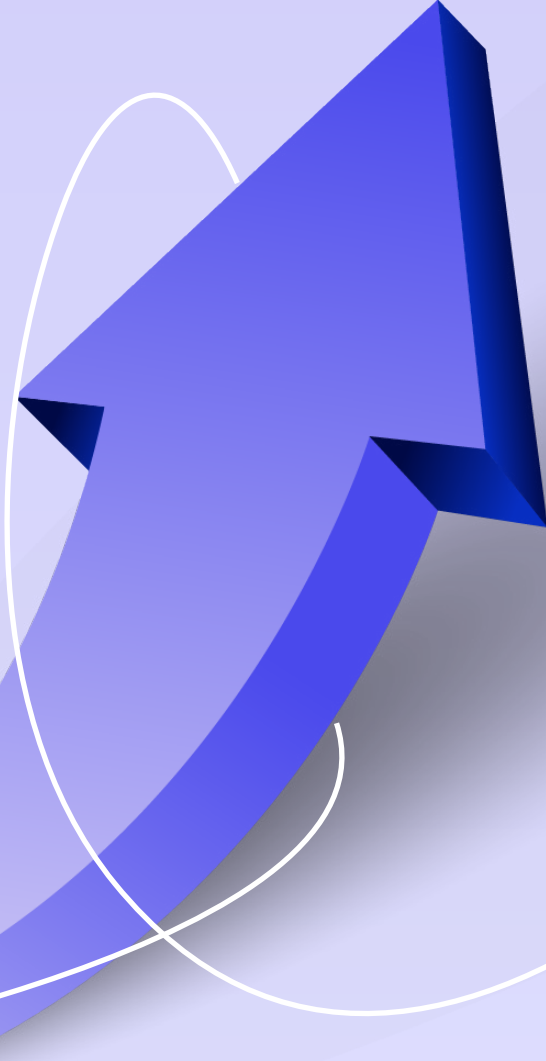
No candidate wants to spend hours on a company's career site searching for relevant job opportunities — nor do they want to be redirected to a third party site and asked to set up an account just to complete an application.

If it's difficult for candidates to discover and apply for relevant jobs on your career site...

Adopt intelligent search functionality that matches candidates with relevant jobs based on their skills, fit, location, and experience, ensuring they find and choose you faster.

Add a **conversational chatbot** that can screen, schedule interviews, and answer questions 24/7 — helping candidates move through the job discovery process faster, while boosting engagement and conversion rates.

The use of recruiting chatbots increased **150%** since 2020¹



Challenge 2 Applying For Jobs is Long and/or Confusing

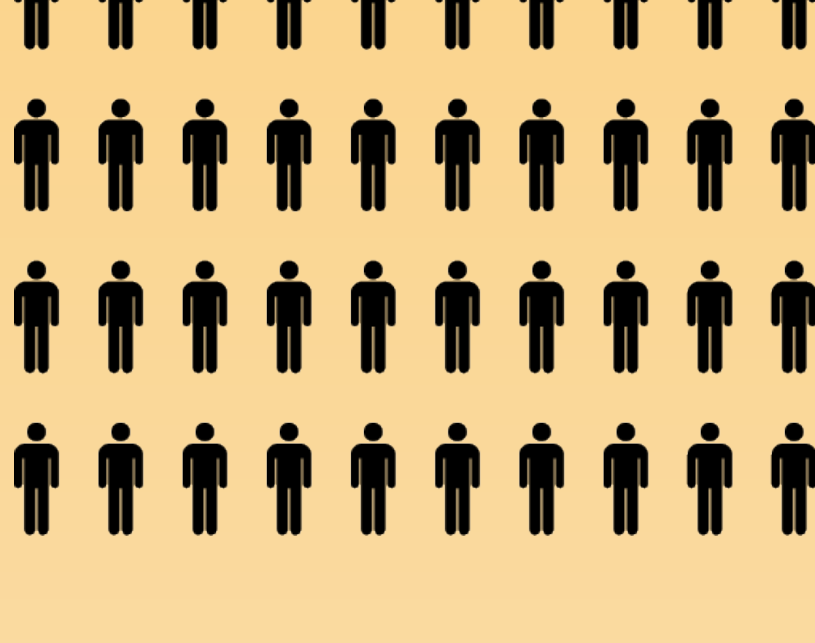
When applications are lengthy, confusing, require the candidate to input duplicate information, or take candidates to a third party site with unfamiliar branding, candidates are quick to abandon the process altogether for something more straightforward.

If you're noticing significant drop-off rates once candidates begin an application...

Seamlessly integrate your ATS and career site experience using a no-code interface, resulting in a quick, easy, and user-friendly hosted apply process for candidates. This also means that job seekers can complete the entire application process without ever leaving your career site.

↑82% IN COMPLETED APPLICATIONS

Sweetwater Sound, a 2,500+ employee online retailer of audio and musical equipment, increased completed applications 82% after launching hosted apply²



Challenge 3 Personalized Candidate Experiences Are Sub-Par

Hyper-personalized career sites that offer job seekers a consumer-like experience strengthen attraction, engagement, and conversion. Personalization helps candidates quickly find what they're looking for while making them feel seen and valued, which boosts their impression of your company as well.

If your career site **lacks** the ability to surface jobs based on browsing history, geographic location, or candidate-specific information...

A **career site** that leverages AI and automation is a must-have, as it can provide job suggestions based on location, browsing history, user profile, skills, experience, and more. This both expedites the job search process and connects candidates with the right roles faster.

250% increase in presenting job recommendations based on candidate browsing history since 2020¹



Challenge 4 Companies Lack User-Friendly Tech

Many organizations are cutting back on tech spend, leaving TA teams with limited resources to efficiently and easily make career site updates on their own. Instead, they must resort to a third party — or a marketing team that is most likely primarily focused on the corporate site. Simple career site customization is crucial for showcasing your employer brand, personalizing the candidate experience, broadening talent pools, and more — in less time.

If it's difficult — or impossible — for your TA team to easily make updates to your career site...

Consider a **CMS** that empowers TA teams and talent marketers to create, edit, and publish a personalized and engaging career site in minutes. With no coding experience or help from other departments necessary, making changes is a breeze, allowing you to publish multiple forms of content and configure with ease.



The Leukemia and Lymphoma Society, a 1,000 person company, is using their career site, CMS, CRM and more to capture passive candidates, fill roles faster, and reduce time to accept 38%³

Ready for a top-performing career site that converts best-fit candidates faster?
Get a complimentary career site audit from Phenom

Learn what's working well in your candidate experience and opportunities for improvement.

[Learn more](#)

¹ The State of Candidate Experience: 2023 Benchmarks Report

² How Sweetwater Sound Rocks the Candidate Experience

³ How LLS Is Filling Roles Faster as a Nonprofit Employer of Choice