



Attracting Potential Employees Online

7 MUST-HAVES FOR YOUR HIRING PAGE

Finding help can be difficult even in a good job market, so when jobs are tight, adding a hiring page to your website is an effective way to attract quality job applicants. To get you started, we've created a checklist of seven must-have details a hiring page should include. Share this information with your web developer to get your hiring page launched and those open jobs filled.

1

Company Culture

Share what makes your company a great place to be employed.

2

Employee Testimonials

Give the reasons employees love working for you.

3

Online Application

Make it easy for potential employees to apply for the opening.

4

Employee Benefits

Let applicants know what they can expect from the company.

5

List of Open Positions

Clearly show what roles are currently open in your company.

6

Job Descriptions

Craft informational and robust job postings that appeal to applicants.

7

HR Contact Information

Provide a convenient way for applicants to ask questions.