

Employer Checklist

Your hiring process to-dos to avoid common candidate experience pitfalls





An exceptional candidate experience sets the stage for committed, quality employees. But actually getting your candidate experience into shape is decidedly difficult. There are so many potential touchpoints between your company and prospective hires that you must optimize to make the holistic experience a positive one.

That's where our checklist comes in. It goes through each phase of the candidate journey, as follows:

Phase 1: Awareness and exploration

Phase 2: Consideration and application

Phase 3: Acceptance and commitment

The checklist then details exactly what you need to evaluate and ameliorate within that phase.


This is the tool your talent acquisition team has been missing to audit your company's current recruitment strategy and candidate experience.



Phase 1:

Awareness and exploration

Job postings

 **Pain point:** Your job postings aren't gaining traction.

Action items

- Optimize your job postings.**
- Tag your job postings appropriately.**

Make sure you are imbuing your job postings with the terminology your candidates are actually searching for. Job titles should appear as candidates would type them into a Google search. If you're recruiting a Human Resource Manager, don't call them a Chief People Officer, Culture Guru or other clever title.
- Make sure postings are specific.**

Include specific information, like the job's location, salary, work hours, benefits, and whether it's a remote, hybrid or in-office opportunity. These important details could get picked up by search engines.
- Confirm that your postings are accurate.**

The Google algorithm aims to provide the most relevant results, so it's worth triple checking that you have a thorough job description so it can rank higher. The description should reflect a keyword and related terms throughout the post — including skills and experience requirements, plus insights on company benefits.
- Include all postings on your company's website.**

It may seem obvious, but too often a recruiter will post jobs on a job board or on their LinkedIn account — while failing to post them on their company's website. The beauty of Google for Jobs is that over time, you should rely less on job boards, thereby reducing your overall spend.

Optimize postings for Google for Jobs.

Google for Jobs doesn't allow employers to directly post on the platform. Instead, you need to ensure you have the job posting schema marked up on the back end of your website. Then, your jobs can get picked up.

Ensure applicants can easily find your open positions.

Utilize helpful search filters.

Job openings on your career site shouldn't be organized by your company's internal hierarchy. That's proprietary at best, and confusing to prospective hires at worst. Make it intuitive from the outsider's perspective instead. Adding search filters, like category, distance, schedule and shift, can also help applicants find what they're looking for.

Support location-based searches.

Consider adding an instant geolocation function. This function should go beyond basic location filtering to show candidates nearby jobs on page load — without them having to enter anything into a search bar. This allows candidates to seamlessly find jobs near them. At the same time, they can also search other regions if they're considering a relocation.

Enable job notifications.

A notification system to alert applicants when new positions are posted keeps applicants who are interested in your company engaged. In turn, you're less likely to lose out on potential talent.

Employer brand



Pain point: Employer brand needs improvement — your unique culture and differentiators are not articulated impactfully.

Action items

Develop employer branding that resonates.

Create or update your employee value proposition (EVP).

This fuels your employer brand and establishes clear reasons why future employees should choose your company as well as why current employees stay.

Be consistent with your employer brand messaging across all platforms.


Make sure your candidate experience reflects your employer brand.

- **Manage your reputation on employer review sites.**
 - **Authentically respond to reviews.**

At the same time, be selective about what you respond to and how.
 - **Encourage employees to share their experiences working for your company.**

Don't force it, but offer employees the opportunity to provide feedback on their employee experiences when appropriate.
- **Make sure your employer brand is reflected in your career website.**

Career website

 **Pain point:** Your career website is outdated and doesn't add value for candidates. You don't have a mobile-friendly job search. Your data reveals users aren't engaging or staying on your site.

Action items

The goal of every career website is to attract, inform and attain talent, while providing a user-friendly, informative application process.

- **Include company branding and messaging.**

An effective career website should showcase your company's brand and messaging to help potential candidates understand your company's culture, values and mission.
- **Allow candidates to filter by location, job title and other relevant criteria.**

Make sure you have an easy-to-use application process that is mobile-friendly and accessible.
- **Include employee testimonials.**

Testimonials help candidates gain a better understanding of your company's culture and work environment, helping them decide if the role is a good fit for them.
- **Provide benefits and compensation information.**

Including compensation packages can help attract top talent who are looking for competitive salaries and comprehensive benefits packages.

- Include current company news and updates.**

This information helps keep potential candidates engaged and interested in the company.

- Integrate social media.**

Social platforms are great places to promote your company's career opportunities and engage with potential candidates.

- Ensure your career website is accessible.**


Every candidate should be able to access your site, including those with disabilities. This means making certain your website is designed with accessibility in mind and meets web accessibility standards.



Phase 2:

Consideration and application

Applications

 **Pain Point:** Applications are abandoned midstream.

Action items

- Make sure your application is accessible.**

- Check that your application can be completed on a mobile device.**


Candidates will quickly abandon an application that doesn't function well on their phones. This is especially important for hourly candidates.

- Write instructions that are clear and free of company jargon.**

- Continuously review and edit your application and process.**

Ask new hires for feedback on the application process to optimize it with real data points in mind.

Interview and follow-up process

 **Pain Point:** Candidates are unclear on what to expect after submitting an application. If there is little to no transparency (or even confusion) about this process, they may begin to second guess if this is the right fit for them and if they want to move forward.


Action Items

- Keep open lines of communication with candidates throughout the process.**
Emails and phone conversations are critical.
- Send email follow-up.**
This must happen after an application is submitted. Include an idea of how long until the candidate can expect to hear from you again.
- Be transparent.**
Explain your full interview process. Clearly outline everything candidates should expect and ways they can prepare for each stage.
- Continue email outreach.**
Write another email after the interview with expectations for the next steps.



Phase 3: **Acceptance and commitment**

Acceptance communication

 **Pain point:** Follow-up communication is lacking between job acceptance and first day. Don't lose momentum now or leave people with unanswered questions.

Action items

Equip your new hire for their first day so they can maintain their excitement, validating their job choice.

- Create communication that is ready to go.**
Once a candidate accepts your offer, immediately send them the communication you have prepared.
- Confirm their start date and time.**
- Share details and schedules.**
Let the new hire know what they can expect the first and second weeks, and provide them with a point of contact.
- Include a timeline and expectations for paperwork and forms that need to be completed.**

Onboarding



Pain Point: New hires are getting overwhelmed by the onboarding experience or having trouble feeling confident in a new role and setting. High turnover rate.

Action items

- Schedule an informal in-person or virtual “meet & greet.”**
On day one, give your new hire the chance to meet and talk with their manager and co-workers.
- Share the onboarding schedule for the first two weeks.**
- Schedule a daily 15-minute check with the direct manager for the first two weeks to share questions, insights, etc.**
- Ensure your onboarding website or platform is user-friendly, clear and accessible.**
- Assign a mentor to guide your new hire through the first six months and beyond.**
- Determine a timeline for a more formal check-in to monitor progress and share feedback.**