

# Buyer's Checklist

Ten questions you should ask before buying a Premium Career Site



In today's complex recruitment world, candidates want to apply with ease and be re-engaged with new opportunities. **That's why you need a Premium Career Site**, an optimized career site that gives candidates the best application experience by making it fast and easy to apply while automatically engaging them with new, relevant opportunities.

Making a talent network purchase is a big decision and—like any big decision—you need to weigh the facts and make sure it's worth the investment. Let us help you do some due diligence with this handy checklist of important questions you should take into consideration as you decide which one is right for you.



## Will the career site be easy to use?

It sounds like a basic question, but this is fundamental to getting candidates to actually use it without wanting to pull their hair out. Your career site must be user friendly. Make sure the solution you pick has been tested on a good number of candidates. Is the solution provider continually monitoring performance and ensuring that you are getting the right job in front of the right candidate, whether they are at their desktop or mobile?



## Will the career site integrate with your existing systems?

Getting a system that's incompatible with what you currently have can be quite a challenge. Make sure you have a dedicated integration team who will work with you on the integration — irrespective of the provider of your current system — as much as possible.



## Will the career site be mobile optimized?

Today's candidate is always on the go: As many as 65 percent of job seekers said they will rarely return to a job after failing to apply on mobile. That's why you must make it easy for candidates to apply to your jobs from their device of choice – whether that be a desktop or a mobile device. You need a career site that's fully optimised for mobile so you are providing candidates with a great and convenient experience.



## Will it allow you to build a pipeline of talent?

Don't start from square one every time a position opens up at your organisation. You need to have a continuous supply of the talent you need. Make sure candidates will have the opportunity to join your talent network by submitting a virtual business card with their information – even if they're not yet ready to apply for jobs. That way, you can keep candidates in an organised pool so you can tap them on the shoulder when the right opportunity comes up.



## Will you get proper training on how to use it?

Are you sure you will be taken care of – from the beginning of the process to the day-to-day usage? CareerBuilder professionals will work with you to ensure your career site and re-engagement tools follow best practices on how candidates interact with organizations while ensuring your recruitment process remains efficient.



## Will you have the option to make it configurable to your employment brand?

We offer a number of configurations which allow you to brand your career site while at the same time maintaining the ease of use which we built the career site to have.



## Will candidates be able to join your network in a few clicks?

Today's candidates are not willing to jump through countless hoops just to apply to your company – so stop forcing them to do so. Make sure they can easily and quickly join your Premium Career Site. With CareerBuilder's Premium Career Site, not only will candidates be able to join in as few as two clicks, but also 70 percent of them will leave a resume.



## Will you be able to give your talent network increased visibility?

Will you have the ability to capture members on your website, social media pages or any other web page where prospective candidates are likely to visit? CareerBuilder's Premium Career Site allows you to place portable "Join" buttons across your digital media, which will widen your net of candidates who could get pulled into your Premium Career Site.



## Will you be able to automatically re-engage candidates?

Will you have the ability to leverage a recommendation engine to automatically re-engage candidates? Make sure the technology you select will work behind the scenes to make sure members automatically receive targeted job alerts when your new positions are posted. For example, CareerBuilder's Premium Career Site job alert emails get three times the average email open rate and 10 times the average click-through rate.



## Is it a global solution that meets your needs?

Will you be able to automatically re-engage with candidates across the globe in their language? And it's not just about translating words – it's about knowing what words mean to candidates. CareerBuilder has professional writers doing the translation, so things won't get lost in translation. You need a truly global solution that will give you a recruiting edge.

## Get started

Building a relevant talent pipeline can seem like a daunting task, but you've got to ensure that job seekers have a way to connect and engage with your company so they can see the right job at the right time. CareerBuilder's Premium Career Site allows you to save you time and money, and empowers you to find more engaged candidates who are a better fit for your organization. You'll be able to cross all of the above considerations off your checklist, and you'll wonder how you ever spent a single day without it.

[Request a demo](#)