happydance

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Happydance

The ultimate employer brand audit checklist

## Transform your talent attractions in 2025

Employer Value Proposition (EVP)

○ **Document your unique value proposition**
What makes your company different?

○ **Survey current employees**
What do they love most about working here?

○ **Exit interview insights**
Why do people leave? (Address these in your EVP)

○ **Competitor analysis**
Why do people leave? (Address these in your EVP)

Careers site performance

Critical performance metrics

- **Mobile optimization**
  89% of job seekers use mobile devices

- **Page load speeds**
  Test with Google PageSpeed Insights
  (aim for <3 seconds)

- **Application completion rate**
  Track abandonment points
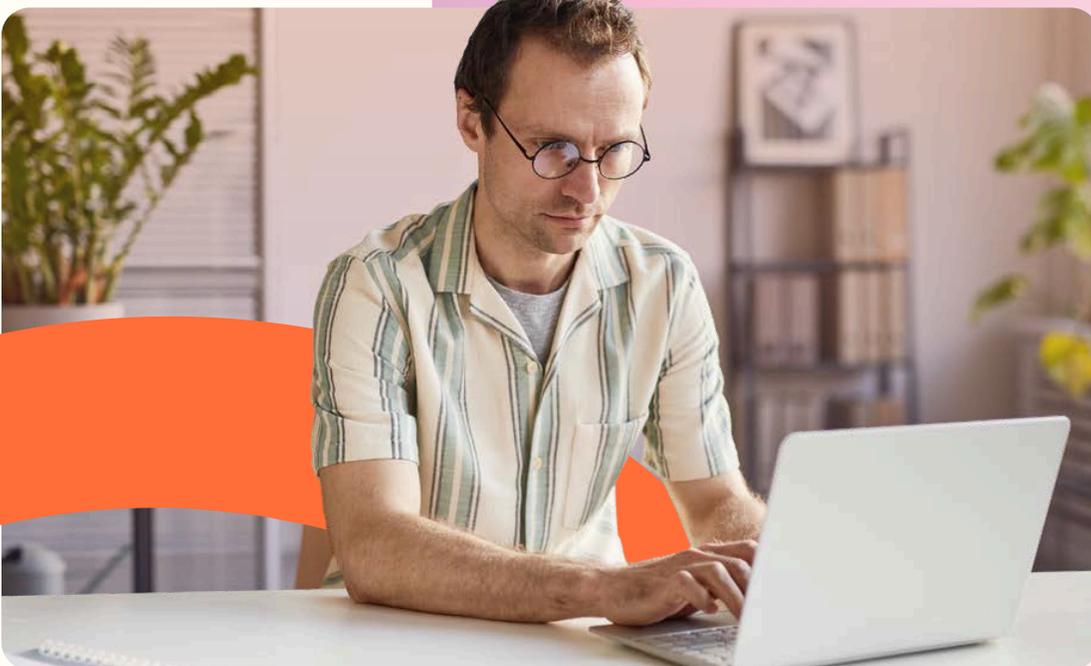
Content that converts

- **Authentic employee stories**
  Video testimonials, day-in-the-life content

- **Clear career pathways**
  Show progression opportunities

- **Culture showcase**
  Office tours, team activities, values in action

- **Diversity & inclusion commitment**
  Real examples, not just statements

- **Location-specific content**
  For multi-location companies

Technical must-haves

- **SEO optimization**
  Career sites account for 60% of total applications

- **ATS integration**
  Seamless application experience

- **Personalization capabilities**
  Role, location, or interest-based content

- **Analytics tracking**
 Conversion rates, source tracking, user behavior

Social media presence

LinkedIn company page

- **Complete company profile**
  All sections filled, keywords optimized

- **Life tab activated**
  Showcase culture through photos and posts

- **Regular employee-generated content**
  Real voices, not just corporate messaging

- **Employee advocacy program**
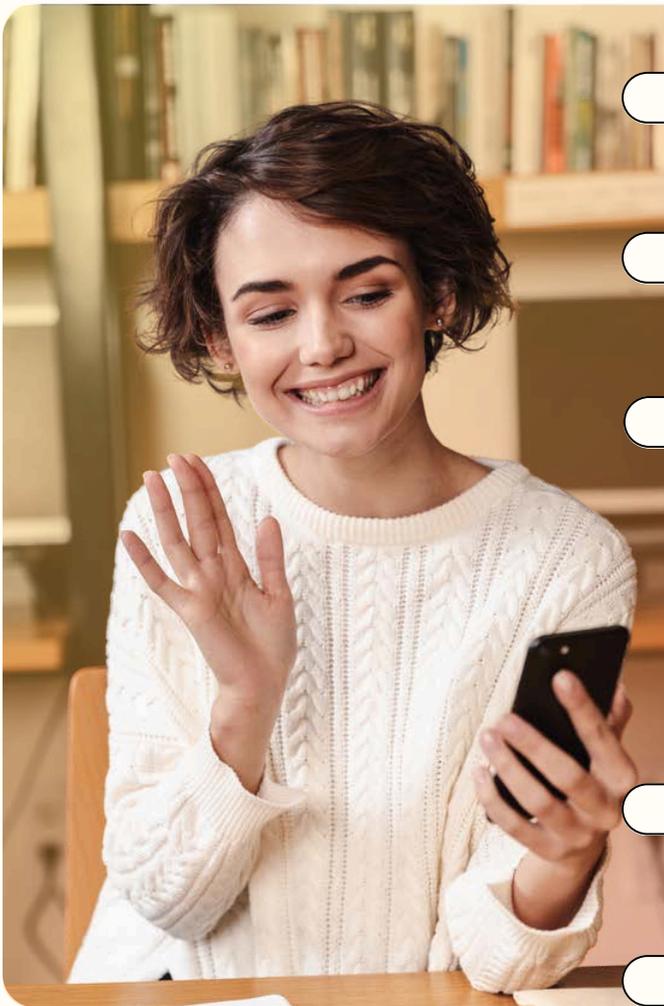 Tools like EveryoneSocial or LinkedIn Elevate

Instagram & TikTok

- **Behind-the-scenes content**
  Office life, team celebrations

- **Employee takeovers**
  Different departments/roles featured

- **Career tips and advice**
  Position as thought leader
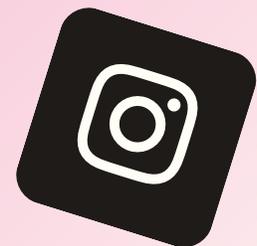
Content & storytelling

Video content strategy

○ **CEO/leadership messages**
Vision and values

○ **Team spotlight videos**
Different departments

○ **Why I joined series**
New hire perspectives

○ **Career growth stories**
Internal mobility examples

Written content

○ **Blog with career advice**
SEO-optimized for job seekers

○ **Employee spotlights**
Written profiles

○ **Industry insights**
Position as employer of choice

Candidate experience optimization

Application process

Simplified application
Remove unnecessary steps

Clear timeline communication
Set expectations

Mobile-friendly process
Test entire flow on mobile

Quick apply options
For returning candidates

Interview experience

Pre-interview resources
What to expect guides

Virtual interview best practices
Tech check, background tips

Timely feedback
Even for rejections

Post-interview surveys
Track satisfaction rates

Measurement & analytics

- **Careers site conversion rates**
  Visitor to applicant

- **Time to fill**
  By role and department

- **Source of hire**
  Which channels work best

- **Candidate NPS**
  Post-interview satisfaction

- **Offer acceptance rate**
  Are you closing top talent?

- **Employee referral rates**
  Strong employer brand indicator

Creative repurposing strategies

Content Calendar Integration

Monthly themes
Align all content

Cross-channel promotion
Every piece has multiple lives

Employee-generated content program
Sustainable content pipeline

Advanced strategies

AI & Personalization

AI-powered job matching
Better candidate fit

Chatbot for FAQs
24/7 candidate support

Dynamic content
Based on candidate behavior

Internal mobility

Internal careers site

Skills-based matching
Beyond job titles

Career pathway visualization
Show growth opportunities