

8 Ways to Convert More Candidates Into Applicants



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Mobile Apply

If your application process isn't optimized for mobile, you are losing out on candidates. Larger navigation buttons, reformatted content, reduced graphic sizes, and optimized images make the site easier to navigate from the small screen. Remember to also avoid making your candidates type unless absolutely necessary. Although many companies have incorporated this tactic, there are still some career sites that do not render well on mobile devices.

Career sites accessed via mobile should include reformatted content and graphics that are built to be easily navigated. Mobile optimization also means that you offer candidates the opportunity to take advantage of existing social profiles and cloud-based storage for completing their resume or work history information. This increases the amount of time your candidates will spend on your site and increases the likelihood that they will complete an application.



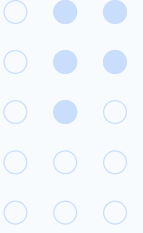
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Optimize Job Listing to Google for Jobs

When Google entered the recruiting industry several years ago, it sought to take freeform searches from job seekers and use Google machine learning to better match candidates to relevant jobs. Google for Jobs aggregates job listings across multiple job boards and removes duplicates, featuring listings on the first results page, even before organic results.

Unfortunately, most companies have no direct index to their corporate jobs on their career site. Don't miss an opportunity to ensure a seamless journey for your candidates. Optimize your job listing on your own career site to adhere to the published structure data markup from Google and make simple changes to your sitemap file, in accordance with Google recommendations. With all the time and investment you've put into your career site, make sure you are driving traffic to the right place and not splintering opportunities for conversion.





Jobvite, an **Employ Inc. Solution**, delivers a purpose-built, scalable, and proven end-to-end solution that streamlines complex talent acquisition activities. We act as a strategic partner to empower our customers to meet their ever-changing business needs, driving predictable outcomes, creating engaging candidate experiences, and



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