



7 Steps to Attract and Engage More Candidates

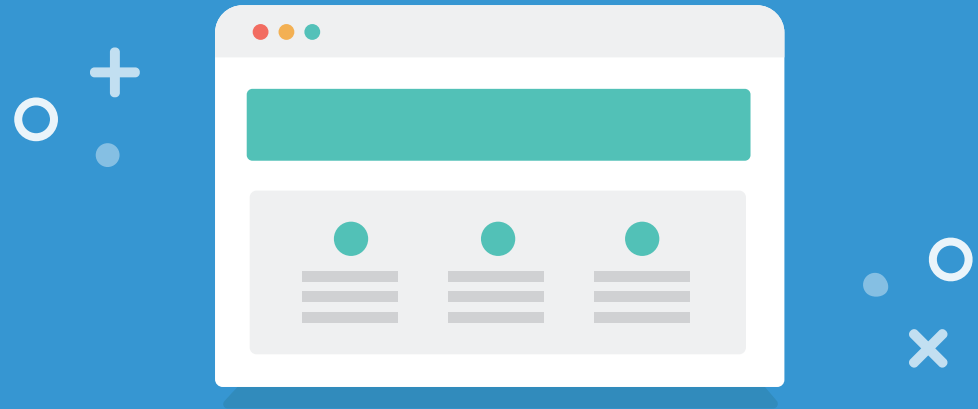
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Introduction

A major concern for any hiring professional is keeping that candidate pool filled with top talent. Although many factors go into this, it starts with the candidate experience of your online job applications. Today, the average candidate conversion rate from company careers pages remains below 5%. Want to break this trend and drive more candidates to apply to your jobs? Follow the 7 steps listed in this guide.



Presentation

You know the saying first impressions count? It totally applies to your careers page! Your careers page is the first point of contact that most job seekers will have with your brand. If you were searching for a job and came to an unprofessional looking careers page, would you want to apply? Probably not.

1.

Make your jobs easy to find on your website.

A large amount of job seekers come to your site through their own web searches. If they land on your homepage, is it easy for them to find your careers page? At a bare minimum, your careers page should be accessible via your header, footer, or both. Beyond this, on your careers page, job seekers should be able to search for and filter jobs by title, department, location, and even alphabetically so that they can quickly find the positions that they are looking for.

Something to keep in mind here, don't get too fancy in naming your careers page. Job seekers are looking for keyword triggers like "Careers" or "Jobs." You should name your careers page accordingly.

2.

Give your careers page a human element.

Sure, it's a "careers" page but you can't just list all of your open jobs and expect people to apply. Job seekers have a lot of options these days and applying for a new job is a major leap of faith. Potential applicants need reassurance that applying for your job is the right choice. When a candidate clicks-through to your careers page, give them some context beyond the job:

- What is life like at your company?
- What are your company values and what is the culture like?
- Why should job seekers be excited about applying for a role?

And this doesn't end with your careers page. Job descriptions should also include the above elements.

Insider Tip: For additional guidance on writing killer job description, check out [Newton's job description template here](#).





Length and Complexity

Saying that it's a job seeker's market is an understatement. Employers are at the mercy of applicants, who have certain expectations that must be met. Primary amongst these expectation is time. Applicants want to spend as little time as possible submitting their applications. If they come to your online application and realize it will take more than a couple of minutes, you better believe that they will look elsewhere to your competitors with shorter applications.

3.

Keep your application under 10 minutes.

The less time it takes to complete your application, the more qualified candidates you will have in your pipeline. Literally. A common misconception is that making your application more challenging will weed out less qualified candidates. In reality, the OPPOSITE is true. Research by Indeed based on data sets from every Fortune 500 company found that the more qualified a candidate is, the less likely they are to put up with longer job applications.

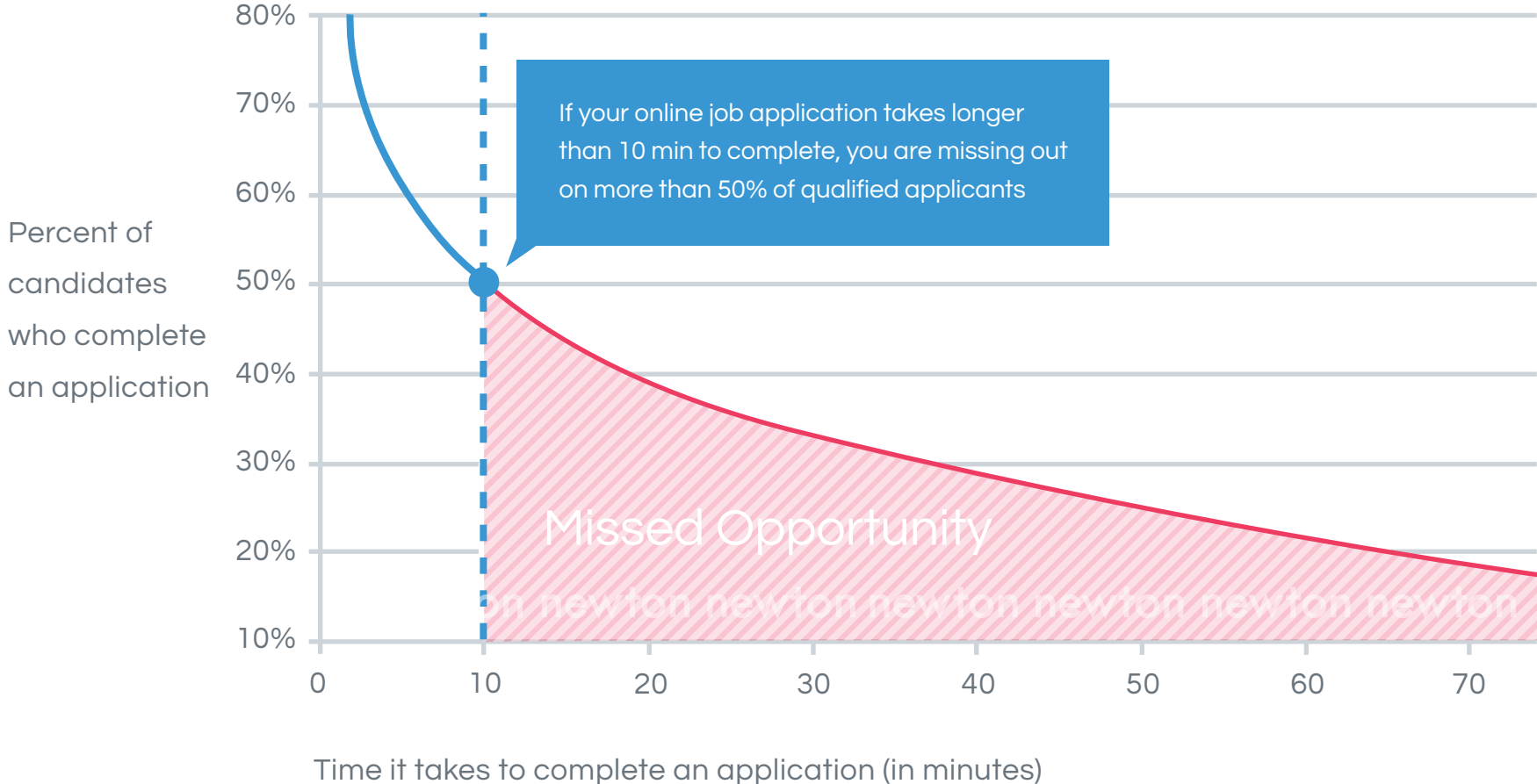
- For applications that take longer than 15 minutes to complete, 30% of all job seekers and 57% of more experienced job seekers will drop-off before finishing it

Within Newton, we found a similar trend. The following graph shows that for those applications hosted in Newton that take longer than 10 minutes to complete, 50% of qualified job applicants drop-off before finishing them.



Lengthy Online Job Applications Drive Away Qualified Candidates

Durations (in min) vs. success



Data produced by Newton Software © All Rights Reserved

4.

Limit the number of steps in your online application.

This directly correlates to duration, but the more complex your application is to fill out, the less candidates you will get.

- 60% of all job seekers won't finish an online job application due to complexity
- Companies with 45 screener questions or more lose 88.7% of their applicants during the application process to candidate drop-off

At Newton, our application only has 4 requirements:

- Resume
- First Name
- Last Name
- Email

Keep it as short as possible. Only ask the questions (minimum qualifications) that are absolutely necessary to make a decision as to moving forward with a candidate or not. Everything else you can tease out from the candidates resume, their LinkedIn profile, or during later rounds of the interview process.



Application Technology

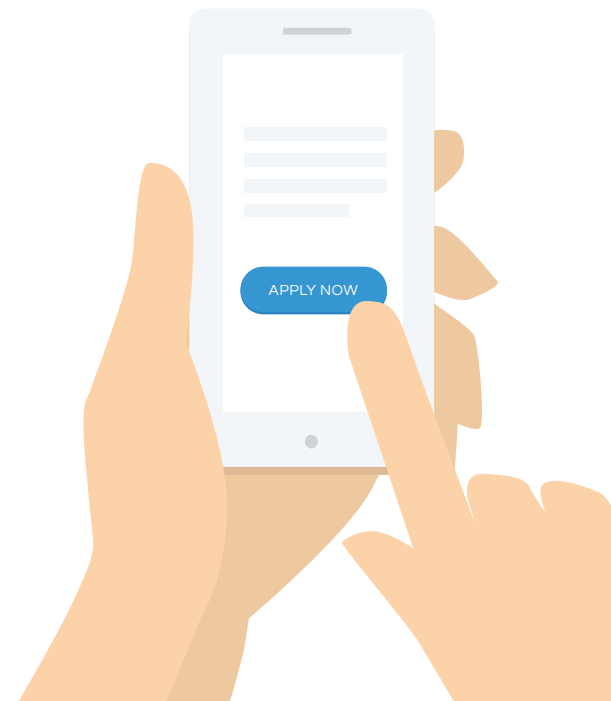
At Newton, we look at the application process as an online retailer would. Think of your candidates as customers - you need to reduce any friction and get them to “transact” (or in your case, apply to your jobs). Key for doing so it is offering up-to-date technology that makes it easy for job seekers to apply, regardless of what device they are using.

5.

Make it mobile-friendly.

Once thought of as a nice-to-have, mobile-friendly job applications are now essential for successful recruiting. Why? **9 in 10 job seekers conduct their search from their mobile devices and 70% of job seekers want to apply to jobs directly from their phones.** Despite this intent, application conversion rates remain extremely low for mobile devices. Of those mobile job seekers who land on an online application, only 1.5% actually complete them.

Considering that the majority of job seekers come to your careers page from their mobile devices, you need to make it easy for them to apply from their phones as well. This starts with responsive design. This is when and layout are pre-formatted to display properly on any device, regardless of screen size (iphone, tablet, desktop, you name it).



6.

Provide easy apply features.

Outside of reducing the number of questions and length of your online application, there are tools that you can offer to job seekers to make it easier for them to apply. With [cloud apply features like Google Drive or Dropbox](#), on-the-go job seekers can easily upload their resume to your application from anywhere on any device. Furthermore, with [resume parsing](#), job seekers can upload their resume once, and all relevant information is subsequently filled in throughout the rest of your application automatically for them. Lastly, by utilizing integrations with leading job boards, you can [allow candidates to apply to your jobs seamlessly, with the click of a button.](#)



Acknowledgement

The final step to creating a great candidate experience is communication. Did you know that 50% of job applicants never receive an update on the status of their application? ...It's no wonder that modern job seekers feel like they are shooting applications into a black hole.

7.

Follow-up with every candidate that applies.

Follow up with every candidate that submits a resume? Sound good in theory, but in practice, impossible, right? Well not so fast. There are tools that can literally manage this communication for you. From [thank you for applying emails](#), to [stage-specific recruiting emails](#), and even [digital offer letters](#), eliminate time spent drafting those recruiting emails while providing personalized communication to every candidate.



Attract More Candidates With Newton's ATS

With Newton's applicant tracking system, never worry about the candidate experience of your online job applications again. Our ATS covers each of the 7 stages discussed above through features like:

- ✓ Beautiful Careers Sites
- ✓ Customizable Online Applications
- ✓ Mobile-Optimized Careers Pages and Applications
- ✓ Personalized Recruiting Email Templates

Interested in learning more about how Newton can help you attract more candidates?

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