

Careers Page Guide

Checklist for Making a Standout Careers Page on Your Website

Must Have's

1. Job Postings

- Easy to Find on Your Website
- Searchable List of Positions

2. Engaging & Informative Copy

- Attention Grabbing Headline
- Shine A Spotlight on Your Company's Best Qualities
 - Company Culture
 - Mission
 - Benefits

3. Support Your Brand & Culture With Visual Content

- Graphics
- Photos
- Videos

The Cherry on Top

Non-Financial Incentives (examples below)

- Working Remotely
- Flexible PTO
- Paid Training
- Volunteer Opportunities

Additional Bonus Content

- Employee Testimonials
- Company Awards
- Company Reviews

For more inspiration on a national scale, check out [builtin.com's](#) article on best practices and their list of 15 careers pages that are relevant in 2022.