



BUILD YOUR EMPLOYER BRAND, DIGITALLY.

Candidates expect a state-of-the-art web experience. Anything less impacts your potential as a future employer. That's why it's essential to ensure your career website is updated and optimized. **RCI's Career Site Development** services are designed to make your career website a candidate's destination of choice.

Your website is the digital hub of your employer brand.

Candidates search the web from many different devices. What does your website look like from a mobile phone? Will your site even show up in a candidate's search results? With all of the different devices and digital pathways, your employer website is a point of convergence that you can't afford to get wrong. That's why the first step in our website rebrand approach is to conduct a site audit. Check out a few highlights from our process below:

➔ PHASE I: SITE AUDIT

- Review graphic design standards for the mobile web
- Analyze content and linking strategies
- Share copywriting best practices for the mobile web
- Recommend ways to boost Search Engine Optimization (SEO) results

➔ PHASE II: IMPLEMENTATION

- Deliver graphic design recommendations
- Create content and adjust as necessary with client input
- Ensure a consistent voice throughout the site with correct spelling/grammar
- Enhance the overall layout and user experience of the career website
- Optimize the navigation for visitors to your site
- Enrich the corporate culture, brand essence, and value proposition through your site
- Streamline the ability for candidates to apply online for open positions

To learn more about **RCI's Career Site Development** services, INSERT CALL TO ACTION.