

CHECKLIST

CAREER PAGE AUDIT

Use this checklist to review your career site's performance and identify opportunities to improve employer branding and candidate experience.

First Impressions: Design & UX

Checklist Item	Yes/No	Priority (1,2,3)	Notes
Is the site mobile-optimized?	☐		
Do pages load in under 3 seconds?	☐		
Is site navigation intuitive (max 2 clicks to key info)?	☐		
Is the visual layout clean, modern, and uncluttered?	☐		
Is the design consistent with your brand identity?	☐		

Employer Value Proposition in Action

Checklist Item	Yes/No	Priority (1,2,3)	Notes
Is your EVP clearly stated above the fold?	☐		
Are EVP themes reflected in visuals and copy?	☐		
Are employee testimonials or stories present?	☐		
Can diverse talent segments see themselves represented?	☐		



Content & Storytelling

Checklist Item	Yes/No	Priority (1,2,3)	Notes
Are employee stories featured and current?	☐		
Is your tone conversational, warm, and jargon-free?	☐		
Are job descriptions human-centric & easy to skim?	☐		
Is there media content (videos, blogs, podcasts)?	☐		



Recruitment Funnel Functionality

Checklist Item	Yes/No	Priority (1,2,3)	Notes
Do job listings link directly to your ATS or apply flow?	☐		
Is the application process short (<5 mins)?	☐		
Is there a "join our talent pool" or job alert feature?	☐		
Are hiring steps and timelines explained per role?	☐		



Inclusive & Accessible Content

Checklist Item	Yes/No	Priority (1,2,3)	Notes
Is the site accessible (screen reader, alt text)?	☐		
Are visuals inclusive & representative of the team?	☐		
Are job descriptions free of exclusionary language?	☐		
Are DEI values visible through stories or stats?	☐		



Performance Tracking & Iteration

Checklist Item	Yes/No	Priority (1,2,3)	Notes
Are you tracking metrics (CTR, time on page...)?	☐		
Are you A/B testing content or CTAs?	☐		
Do you collect feedback from candidates or hires?	☐		



Bonus: Career Page Must-Haves

Checklist Item	Yes/No	Priority (1,2,3)	Notes
EVP messaging is clear and visible quickly	☐		
Visual brand consistency across the site	☐		
Social proof (awards, Glassdoor...)	☐		
Easy-to-find FAQ or contact section	☐		



How to Use This Checklist

Review your career site with your team, tick off what's working well, flag high-priority areas for improvement, set 2-3 action items to implement per quarter, repeat every 3-6 months for continuous improvement.

