

RECRUITMENT MICROSITES

A COMPLETE GUIDE

If you're looking for job applicants, recruitment microsites are your best bet, as they tell job seekers everything they need to know about your organization. With just a few clicks, they can find the perfect job opportunity that aligns with their skills, career aspirations, and values.



What Are Recruitment Microsites?

Microsites are targeted landing pages that aim to attract qualified job candidates.

While a company's main website shows everything the company has to offer (and places emphasis on the brand's vision and mission), a microsite focuses on a specific subject or project.

Common recruiting microsite themes are based on:

- Department
- Location
- Initiatives/Programs (Interns, Diversity, etc.)

The company hosts the microsites on a different subdomain or URL - either with the company's name before the microsite URL (companyname.microsite.com) or with its own URL (microsite.com.)

**What is the difference
between landing pages and
recruitment microsites?**

Landing Page



- ✓ It is only one page within the company website.
- ✓ It's rooted in the website's domain.
(website.com/landingpage)
- ✓ They are preferred for users to get an announcement instantly upon entering the company's website.

Recruitment Microsite



- ✓ It contains one or more pages.
- ✓ It has its own domain.
(microsite.com)
- ✓ They offer more meaningful interactions for job seekers, such as a job filtering menu.

Benefits of Using Microsites

- 1 Users can have a fully immersive experience with additional features, like quick quizzes and surveys
- 2 Users get the content and service they are looking for without distractions from other website sections
- 3 The microsite offers a meaningful interaction between your users and your brand
- 4 Improved quality and quantity of website traffic
- 5 You can always check if the content works for your target audience by tracking website analytics
- 6 Well-organized information for various company departments



Microsite Components

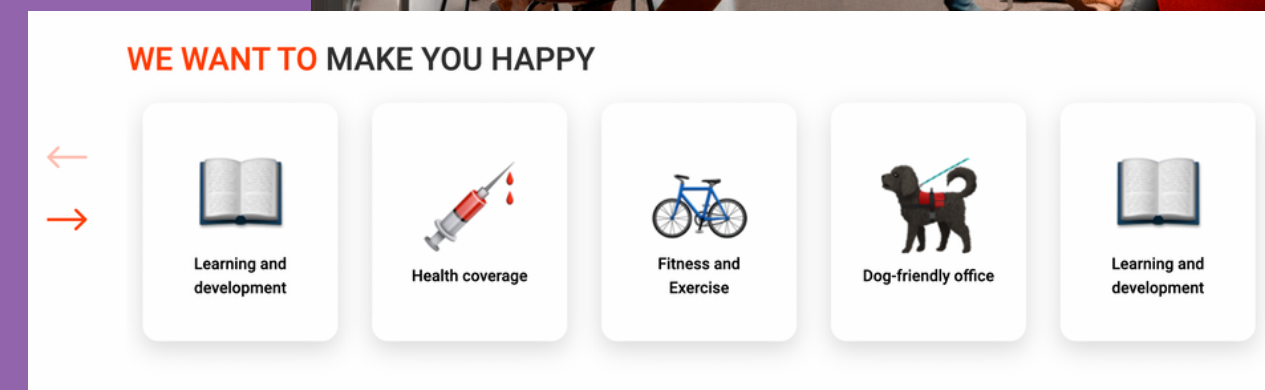
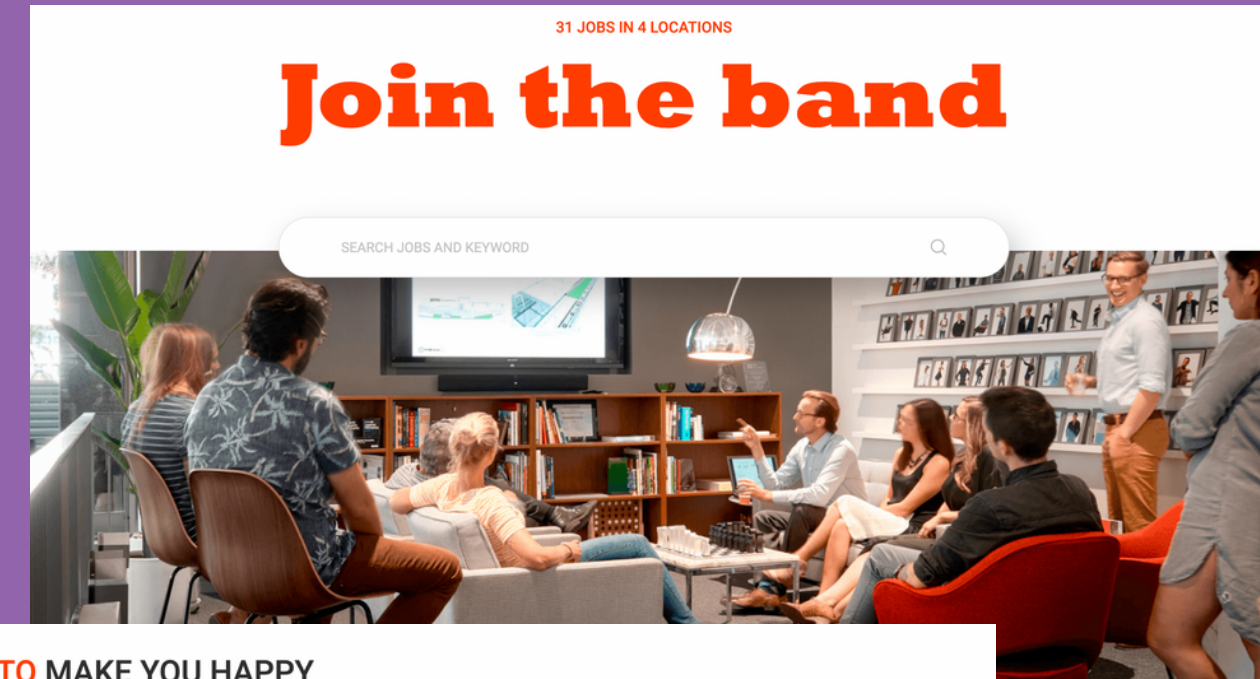
If you're planning to create a microsite, here are the elements you need to consider



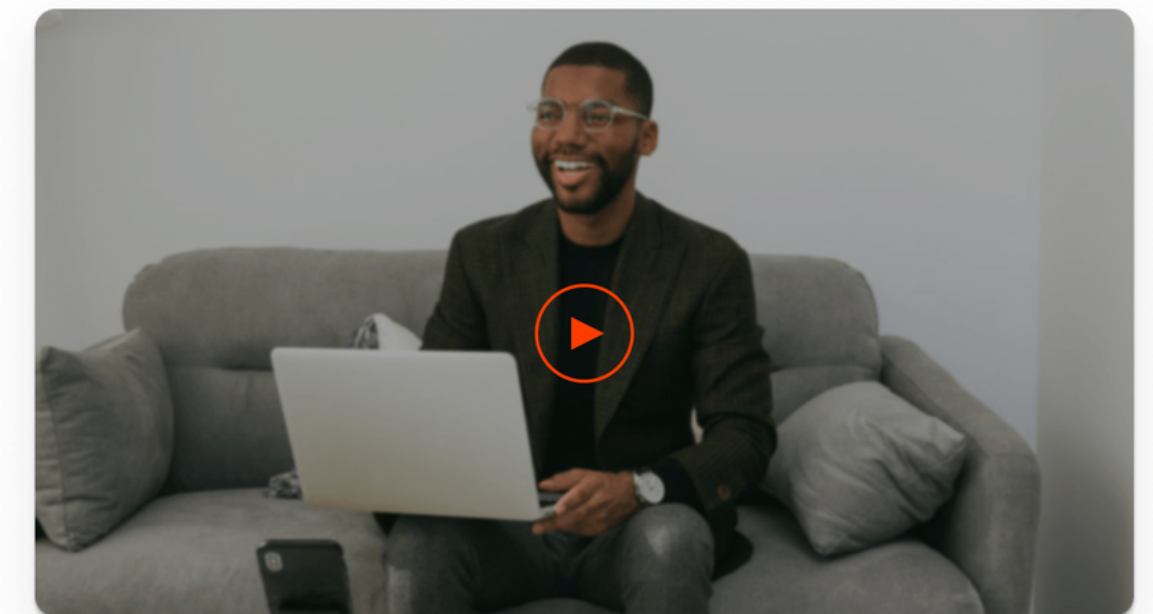
Graphics

Videos and photos, at first glance, tell the user what the microsite is about. It helps in relaying a good first impression upon entering the site. If the audience engages with the graphics, their attention shifts to that topic; they're more likely to read all the information on that page.

For example, let's say you're about to start recruiting for a company office in New York. It's a good idea to add some engaging photos of New York that showcase “life in the big city.” Such graphics encourage the applicant to imagine what life would be like if they lived and worked in NYC. It's all about helping the visitor form a personal connection to the content.



MICAH EVANS - CHIEF MARKETING OFFICER



We're giving people an alternative to traditional career structures and building the next generation of high impact companies.

We're giving people an alternative to traditional career structures and building the next generation of high impact companies.

Learn more



We're giving people an alternative to traditional career structures and building the next generation of high impact companies.

Every day, we work hard to produce technology that brings people closer together. Collaboration is at the core of what we do, and so is individuality. We're a collection of driven, original thinkers who help each other succeed.

R&D

Senior Product Designer

📍 Seattle

Revenue

Head of Revenue Enablement

📍 Seattle

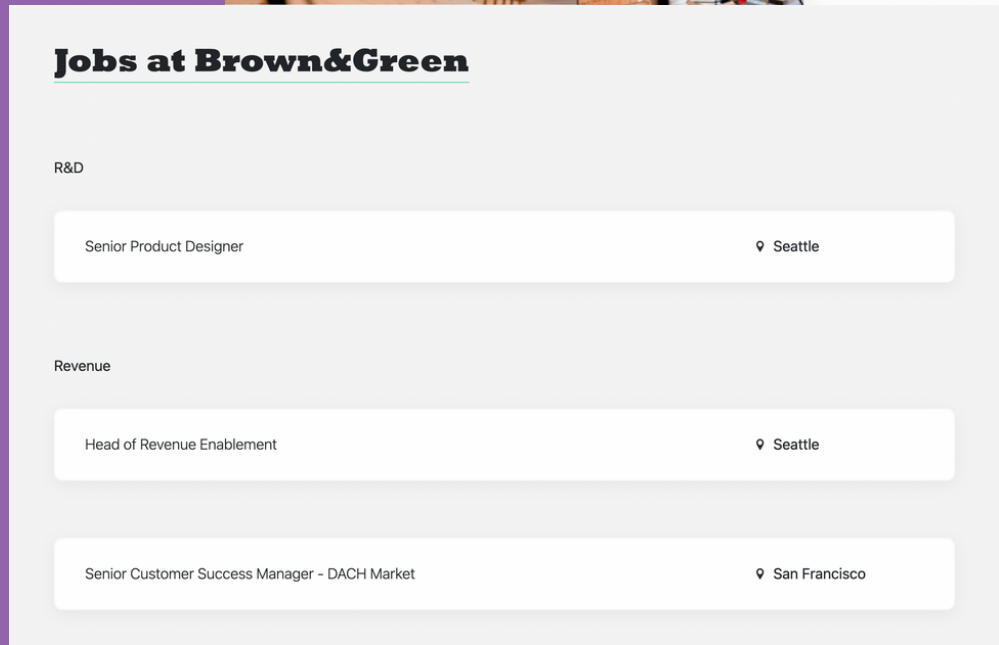
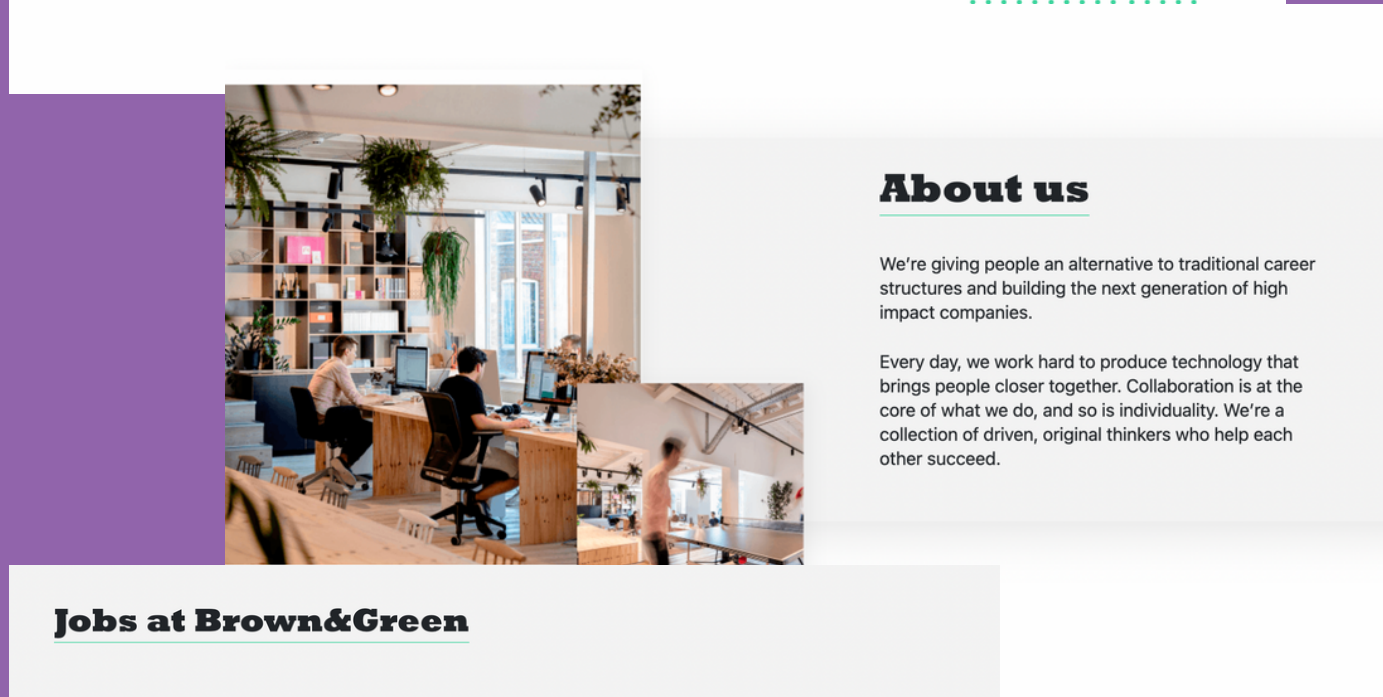
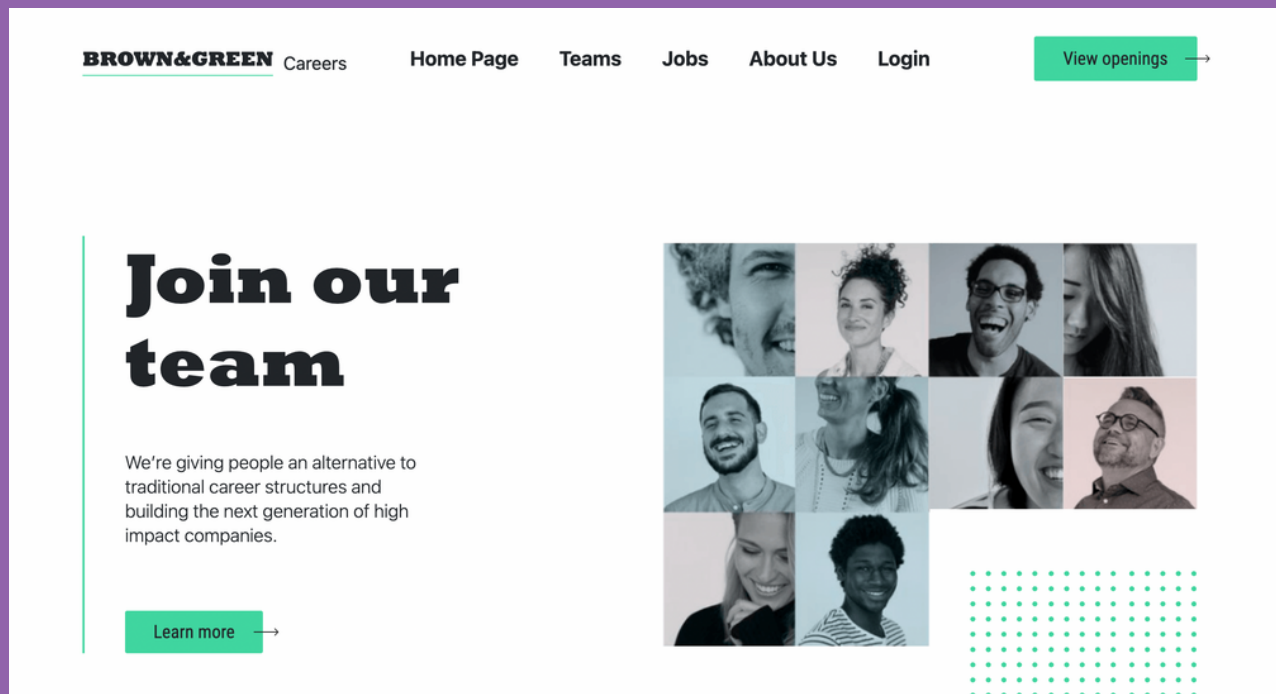
Senior Customer Success Manager - DACH Market

📍 San Francisco

Complete Details

Make a thorough checklist of what you want to include on the microsite. Then, determine which content you are prioritizing - and make it the first thing users see when they enter the site.

Following the example from the previous section, if you have a job opening in New York, it's best to organize the positions according to the department and have all the qualifications listed for the job.

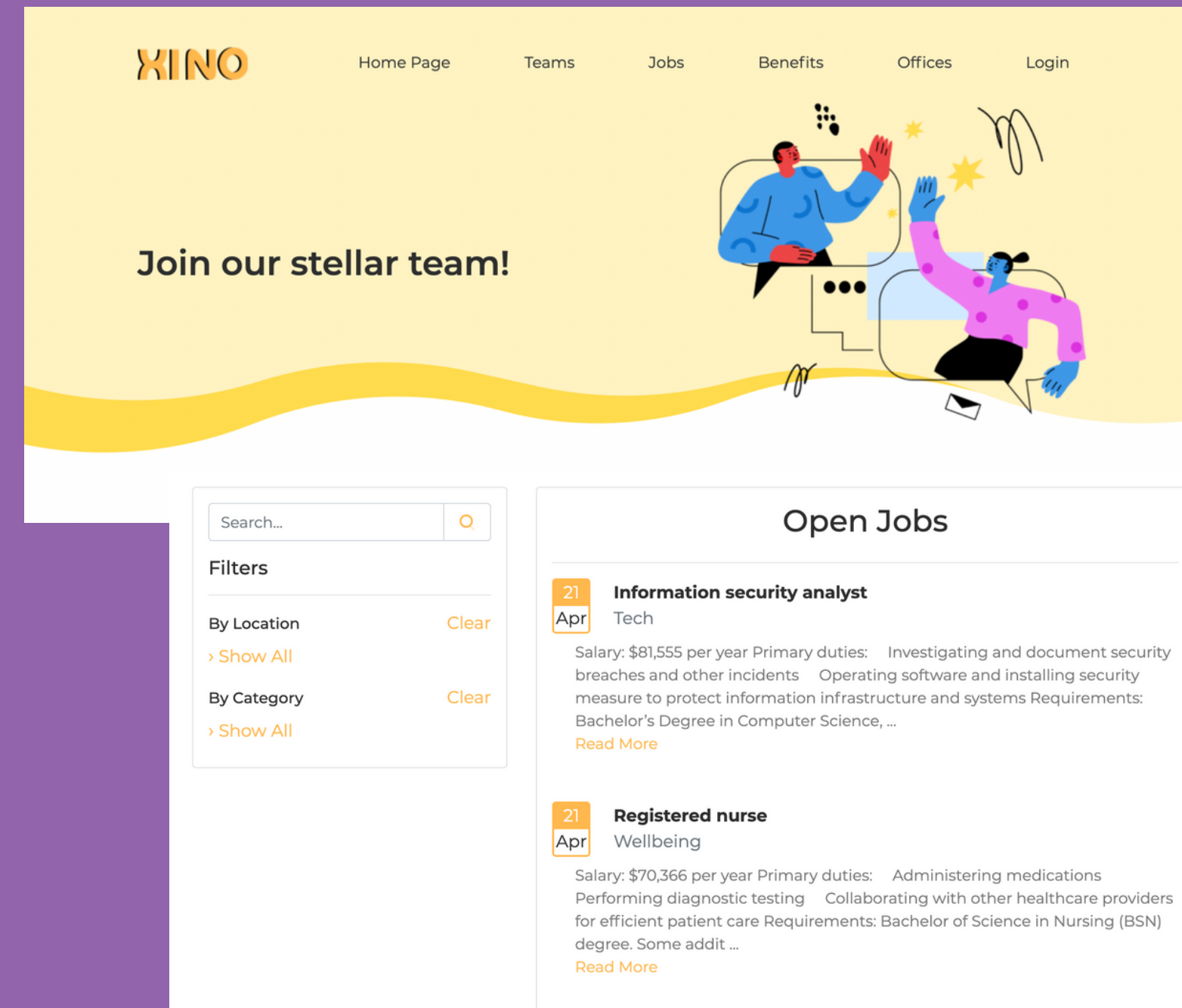


Complete Details

- Employee testimonials
- Personalized job recommendations
- FAQ section
- Company description
- Company values
- Consider a Management Page
- Employee Value Proposition
- Company awards
- Steps in your hiring process
- Glassdoor reviews
- Career Paths

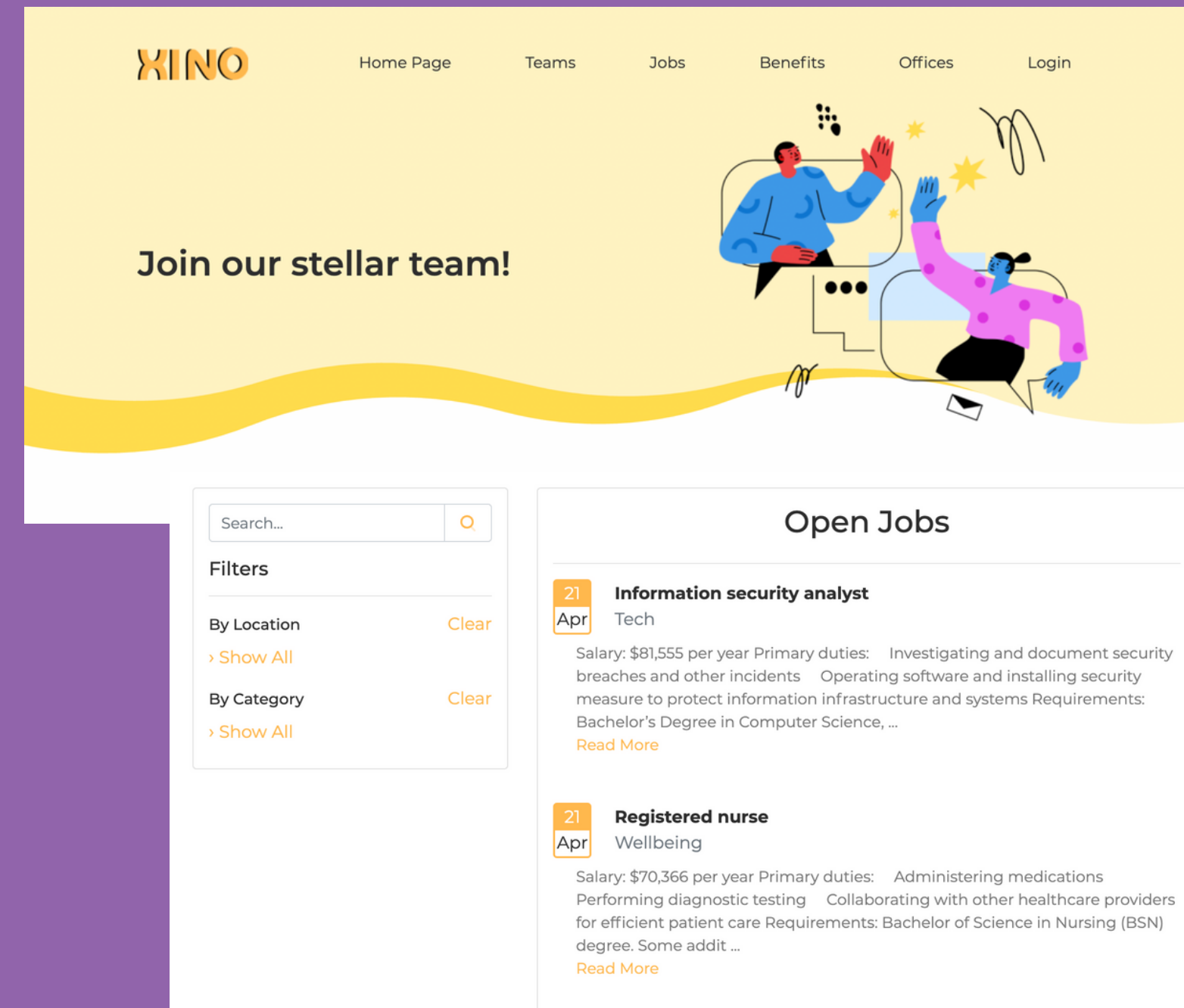
Organized Page Elements

Since a microsite is a new website, the navigation within content should be user-friendly. It should be your top priority to organize links. Dropdowns are great for filtering content so users can easily navigate the site and easily find the information they need.



Organized Page Elements

- Application forms (allow LinkedIn button)
- CTA button: apply for a particular job
- Search bar
- Share button
- Multilingual capabilities
- Job filters
- One-click job application facility





Widgets

Widgets are stand-alone elements embedded within your site; they can provide interactive functions for the user, such as booking an appointment or scheduling an interview.

The best microsite builders should have a variety of widgets for you to choose from - and make sure they are automatically updated to increase efficiency and effectiveness.



APPLY FOR THIS JOB



Widgets ideas

- Chatbots
- Quizzes, tests, and gamification
- Talent community widget with CTA
- Candidate magnet widget
- Integrated interview scheduling

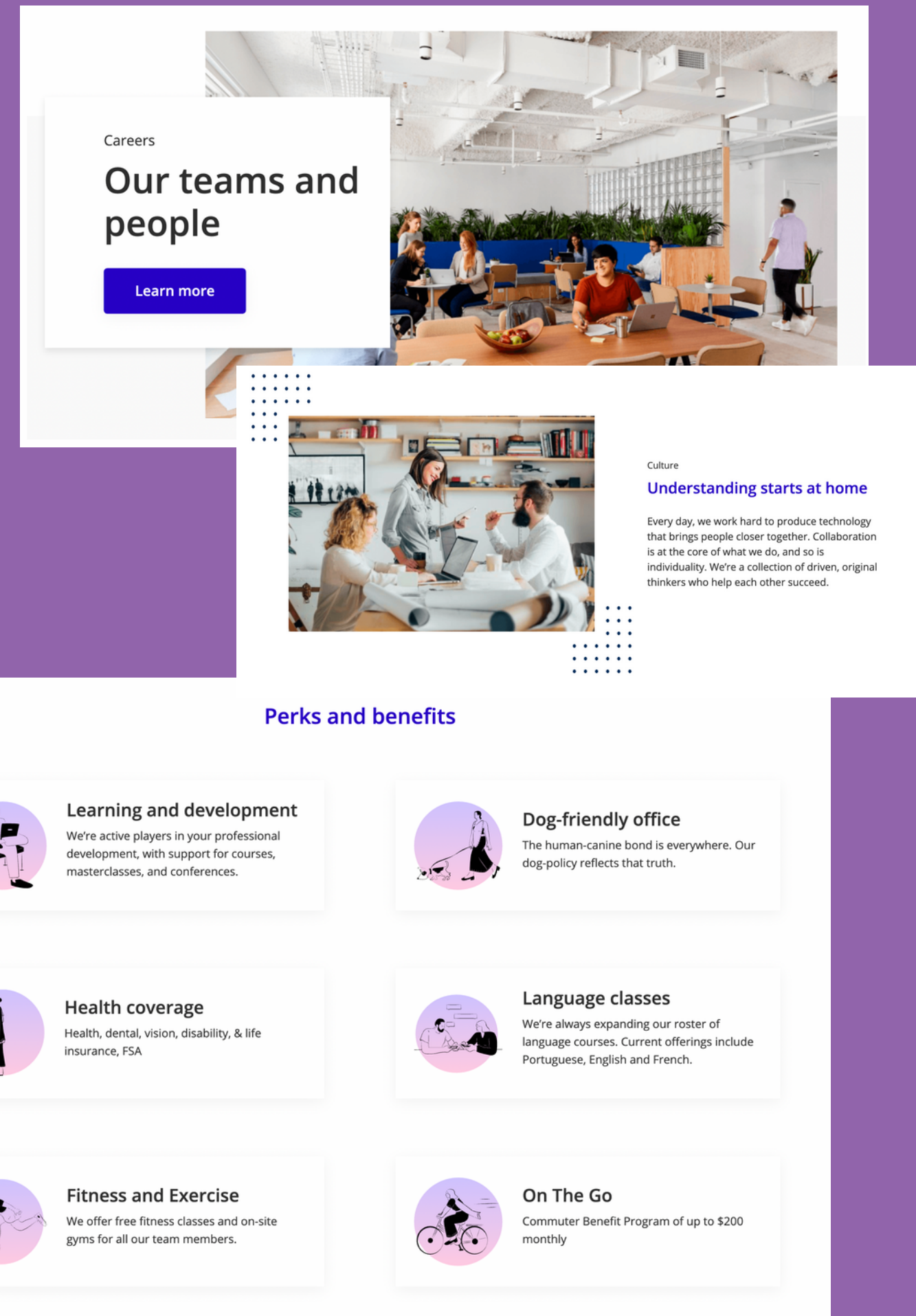


APPLY FOR THIS JOB

FAQs

Users have many inquiries when they have an interest in being a part of the company. Usually, people have the same questions when they see your content. So, it's good to evaluate the site by asking a few users to try it and then collate their common questions.

Then, you can add the inquiries at the bottom of the page, so subsequent users who may have the same questions will be answered before leaving the site.




Sample FAQs


Office locations and rules
Health coverage
Perks and benefits

Careers

Our teams and people

Learn more





Culture

Understanding starts at home

Every day, we work hard to produce technology that brings people closer together. Collaboration is at the core of what we do, and so is individuality. We're a collection of driven, original thinkers who help each other succeed.

Perks and benefits



Learning and development

We're active players in your professional development, with support for courses, masterclasses, and conferences.



Dog-friendly office

The human-canine bond is everywhere. Our dog-policy reflects that truth.



Health coverage

Health, dental, vision, disability, & life insurance, FSA



Language classes

We're always expanding our roster of language courses. Current offerings include Portuguese, English and French.



Fitness and Exercise

We offer free fitness classes and on-site gyms for all our team members.



On The Go

Commuter Benefit Program of up to \$200 monthly

Microsites in Details

Domain

Your microsite needs a name or address where users can access it. You can either create a domain hosted by the main company site or establish another domain directly related to the product or service of the microsite. It's best to create a clear and direct domain about the site's content.

Call-to-Action

A call-to-action engages and encourages users to “do” something. You can add catchphrases and photos that site visitors can click on if they want to know more about the product or service the site is offering.

For example, if you have a new food product, you can set up a microsite with simple games that will give coupons to users.

Analytics

Make sure to track if the microsite is working for your target audience. Building analytics on-site visits and clicks is an easy and systematic way to know the effectiveness of the campaigns, so you can adjust them accordingly.

Design

Traditional company sites have a congruent theme and design. With a microsite, you can have another creative way of introducing the site's purpose without needing to adhere to the company website's main design themes.

Content

Make sure your microsite only contains appropriate, timely, and updated content. It's best to be straightforward with your users' needs. Your users will only be interested in content that are significant and interesting to them.

Strategy

Most microsites have a short span of existence. So, you need to make sure that the domain of the site will not be misused. Create a plan where users will be redirected once the campaign is over instead of the Error 404 page. You can alert users ahead of time of when the site will close so that they know where to go.

Microsites for Remote Workers

Working from home is still the usual trend today because of the pandemic. To recruit workers, you need to create attention-grabbing microsites that will capture and engage your potential candidates.



1. Have a Convincing Headline

Job seekers are usually attracted to titles that promise them the best job. So, create an attractive headline like the following:

- Your Ultimate Work From Home Job
- Earn While You're at Home
- Side Hustles for Women
- High Paying Work From Home Jobs
- Legitimate Online Jobs





2. Add Media Content

Pictures and videos are an easy way to upgrade your user's experience because they automatically understand what the site offers. With remote working, you can add some images of the company's vision and mission or those of your current employees.


3. Indicate the Benefits of the Job

The most important part of recruiting microsites is showcasing your company's offer to potential employees.

Why should job seekers choose you?

You can indicate that office time is flexible, and you can have your own work schedule as long as deadlines are met.





Adding microsites to your company's online presence can be a big help, especially for recruitment processes. Job seekers can get all the information they need and can interact right away for application submissions and interview scheduling.

To make a microsite, you don't need to have advanced coding knowledge. By using Talenteria, the #1 microsite builder for recruiting, you can multiple career sites for different purposes, add application forms, customize your domain, create intuitive navigation, and much more.

Reach out today to learn more!

www.talenteria.com

sales@talenteria.com