



# Career Site Refresh Checklist

Refreshing your career site doesn't have to start with a full rebuild. Even small, intentional updates can make a big impact on candidate engagement and conversion. As you plan for the year ahead, consider these foundational questions:

- Is the site easy to navigate and mobile-friendly?**

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- Does it clearly communicate who you are as an employer?**

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- Does it include real photo and video content?**

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- Are employee testimonial videos featured?**

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- Are there opportunities to engage beyond applying?**

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- Is the application process fast, accessible, and inclusive?**

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- Can candidates easily find roles that match skills or interests?**

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- Is the site inclusive and veteran-friendly?**

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- Can you track what is viewed, clicked, and responded to?**

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- Does the experience feel current, intentional, and human?**

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Even addressing a few of these areas can significantly improve your career site and the candidate experience.