

CAREER

# CAREER SITE & JOB POSTING AUDIT TOOLKIT

---

- ✓ **The 30-Second Career Site Audit**
- ✓ Job Postings That Sound Human
- ✓ Digital Front Door Diagnostic
- ✓ Converting Visitors to Applicants

Frameworks from

***The Talent Brand***

by Jody Ordioni

**Your career site is your most important recruiting asset. Make sure it works.**

Let's talk · [branding@brandemix.com](mailto:branding@brandemix.com) · (212) 947-1001

---

# Your Digital Front Door

---

Your career site is often the best-designed, most-visited page on your entire website — and the one most candidates judge you on before they ever talk to anyone.

Most career sites fail the 30-second test: can someone understand what it's like to work here in 30 seconds or less? If the answer is no, you're losing candidates before the conversation starts.

- 1 First impressions happen in under 3 seconds. Before anyone reads your job postings, they've already formed an opinion. Your hero image, headline, and visual design make the case — or lose it.
- 2 Job postings are brand touchpoints, not legal documents. Every job post is a candidate's first real conversation with your employer brand. If it reads like a compliance checklist, that's the first impression you've made.
- 3 The application process is part of the brand experience. A 30-minute application tells candidates exactly how you treat your people. The process signals the culture before anyone is hired.

**Want us to audit your career site and tell you exactly what it's communicating?**

We offer a free 30-minute Career Site Diagnostic. [branding@brandemix.com](mailto:branding@brandemix.com)

# Signs Your Career Site Is Costing You Talent

*You don't need analytics to know something's off. These patterns are the signal.*

**Candidates apply but can't describe what makes you different**

If your career site doesn't communicate your EVP clearly, candidates arrive with no context — and leave with no reason to stay interested.

**Your apply rate is low despite high career site traffic**

Traffic without conversion means your site is interesting but not compelling. The gap is almost always messaging, not design.

**Job postings are copy-pasted from internal job descriptions**

Internal JDs are written for HR, not candidates. If your postings read like they came straight from a spreadsheet, they did.

**The hero image on your career site is a stock photo**

Candidates know a stock handshake when they see one. It signals you haven't invested in showing who you actually are.

**Your application takes more than 10 minutes to complete**

Every extra minute in the application process loses candidates. You're measuring their patience before they've met anyone.

*If you checked two or more — your digital front door is working against your hiring goals. This toolkit shows you where to start.*

---

# What's Inside

---

## 01 The 30-Second Audit

Pass or fail the test every candidate silently runs on your site

## 02 Career Site — First Impressions

Hero, above-the-fold messaging, design, and load time

## 03 Career Site — Navigation & UX

Job search, mobile, apply flow, and conversion

## 04 Job Posting Audit

The Human Test — does your posting sound like a person wrote it?

## 05 The Close

Benefits, next steps, and EVP reinforcement at the end of every post

## 06 Common Career Site Mistakes

The five patterns that quietly lose you candidates every week

## 07 Your Scoring System

Rate five dimensions, find your total, and know where to start

# The 30-Second Audit

Open your career site in incognito mode. Set a timer for 30 seconds. Close it. Then answer:

QUESTION	NOTES	RESULT
<input type="checkbox"/> <b>Can I describe what this company does?</b> If your career site can't explain your business in 30 seconds, candidates are confused — and confusion kills conversion.	_____ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partial
<input type="checkbox"/> <b>Can I describe what it's like to work here?</b> This is the EVP test. If the answer is no, your career site is an information page, not a brand experience.	_____ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partial
<input type="checkbox"/> <b>Would I feel excited to apply?</b> Excitement comes from authentic stories, real people, and a clear sense of what makes this place worth choosing.	_____ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partial
<input type="checkbox"/> <b>Did I see real employees — not stock photos?</b> Authenticity is the only differentiator you can't copy. Real photos say more than any headline you could write.	_____ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partial
<input type="checkbox"/> <b>Was the value proposition clear?</b> If your EVP isn't above the fold, it doesn't exist to a first-time visitor. Clarity comes first — then personality.	_____ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partial
<b>3 or more No answers = your career site is losing you talent before a single conversation happens.</b>		

# Career Site Audit

*Check each item honestly. Add notes in the column on the right.*

## FIRST IMPRESSIONS

**Hero: real employees, not stock?** \_\_\_\_\_  
 Real photos outperform stock in click-through, trust, and time-on-site. \_\_\_\_\_

**Above fold: communicates your EVP?** \_\_\_\_\_  
 If your value proposition isn't in the first 100 words, most visitors never find it. \_\_\_\_\_

**Visual design matches your archetype?** \_\_\_\_\_  
 Your design either reinforces your personality or contradicts it. There's no neutral. \_\_\_\_\_

**Loads in under 3 seconds on mobile?** \_\_\_\_\_  
 53% of mobile visitors leave a page that takes more than 3 seconds. Speed is brand. \_\_\_\_\_

## CONTENT CLARITY

**Value prop in the first 100 words?** \_\_\_\_\_  
 If your strongest candidate has to hunt for why they should work here — they won't. \_\_\_\_\_

**Employee stories: real and specific?** \_\_\_\_\_  
 Generic testimonials are worse than no testimonials. Specificity builds trust. \_\_\_\_\_

**Benefits clear, not a laundry list?** \_\_\_\_\_  
 Benefits are table stakes. Lead with culture and growth — benefits confirm the decision. \_\_\_\_\_

**Culture shown through evidence?** \_\_\_\_\_  
 'We're collaborative' is a claim. A photo of your team solving a real problem is evidence. \_\_\_\_\_

# Navigation, UX & Conversion

*The best content in the world doesn't convert if candidates can't find what they need.*

## NAVIGATION & UX

- Job search: findable in 3 clicks?** \_\_\_\_\_  
More than 3 clicks is 2 too many. Complexity kills intent. \_\_\_\_\_
- Filters: location, dept, and level?** \_\_\_\_\_  
Candidates who can't filter by what matters leave. Filtering is table stakes. \_\_\_\_\_
- Fully responsive on mobile?** \_\_\_\_\_  
Over 50% of career site traffic is mobile. If it breaks on a phone, half your candidates are gone. \_\_\_\_\_
- Apply button visible on every page?** \_\_\_\_\_  
If your candidate can't find Apply in 2 seconds, you've lost the moment of intent. \_\_\_\_\_

## CONVERSION

- CTA: clear and compelling?** \_\_\_\_\_  
'Apply Now' is a direction. 'See if this role fits' is an invitation. \_\_\_\_\_
- Application under 10 minutes?** \_\_\_\_\_  
Every extra minute filters out passive candidates — who are often your best hires. \_\_\_\_\_
- Path for not-yet-ready candidates?** \_\_\_\_\_  
Most visitors aren't ready to apply today. A talent community keeps the door open. \_\_\_\_\_
- Employee referral pathway visible?** \_\_\_\_\_  
Your best candidates know your best employees. Don't bury the referral path. \_\_\_\_\_

# Is your career site making the right promises?

---

**We look at what your career site is actually communicating — and tell you exactly what to fix.**

Career site, job postings, application flow — we go through all of it and come back with a clear, prioritised list. Actual fixes, in order of impact.

**Let's talk →**

[branding@brandemix.com](mailto:branding@brandemix.com) · [brandemix.com](https://brandemix.com)

*Or continue to the [Job Posting Audit](#) →*

# Job Posting Audit:

## The Human Test

*Pull 3 recent job postings. Read them aloud as if talking to a friend. Do they sound human?*

### THE OPENING

**Opens with EVP, not requirements?** \_\_\_\_\_  
 Requirements first signals you're screening people out, not inviting them in. Flip it. \_\_\_\_\_

**Tone matches your brand voice?** \_\_\_\_\_  
 A warm, people-first brand that opens with '5 years required' is already misaligned. \_\_\_\_\_

**Would you keep reading after para 1?** \_\_\_\_\_  
 If the answer is no — so would your candidates. The opening is the only paragraph most read. \_\_\_\_\_

### THE BODY

**Requirements: needs, not a wish list?** \_\_\_\_\_  
 Wish lists screen out more women than men. Cut anything that isn't truly required. \_\_\_\_\_

**Responsibilities in active language?** \_\_\_\_\_  
 'You'll lead a team of...' puts the candidate in the role. That's the goal. \_\_\_\_\_

**Can a candidate picture the role?** \_\_\_\_\_  
 Specificity converts. 'Mornings in code review' beats 'varied responsibilities' every time. \_\_\_\_\_

**Career development mentioned?** \_\_\_\_\_  
 The number one thing candidates want to know is whether this role goes somewhere. \_\_\_\_\_

# The Close

*Most postings fall apart at the end. This is where candidates decide whether to act.*

QUESTION	NOTES	RESULT
<input type="checkbox"/> <b>Benefits: highlighted without being a laundry list?</b>  One compelling benefits sentence beats a bulleted list every time.	<hr/> <hr/> <hr/>	<input type="checkbox"/> Yes  <input type="checkbox"/> No  <input type="checkbox"/> Partial
<input type="checkbox"/> <b>Next steps: is it clear what happens after Apply?</b>  Silence after applying is a brand experience. Tell candidates what to expect.	<hr/> <hr/> <hr/>	<input type="checkbox"/> Yes  <input type="checkbox"/> No  <input type="checkbox"/> Partial
<input type="checkbox"/> <b>Does it tie back to your EVP at the end?</b>  The close is the last thing a candidate reads. Make it confirm the role — and why this company is worth their time.	<hr/> <hr/> <hr/>	<input type="checkbox"/> Yes  <input type="checkbox"/> No  <input type="checkbox"/> Partial

***Your career site is where promises are made.***

Every job posting is part of that promise. Make sure it's making the right ones.

**Want us to review your job postings for you?**

We rewrite job postings so they sound human and convert. [branding@brandemix.com](mailto:branding@brandemix.com)

# Common Career Site Mistakes

Check any that apply. Mark the priority. Use the fix as your starting point.

MISTAKE · WHY IT COSTS YOU · THE FIX	PRIORITY
<input type="checkbox"/> Applies to us <b>MISTAKE</b> <b>Stock photos instead of real employees</b> <i>Candidates know a staged handshake. Authenticity is the only differentiator you can't copy.</i> <b>FIX</b> One real employee photoshoot changes everything. It doesn't need to be a production — it needs to be real.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us <b>MISTAKE</b> <b>Generic 'Join our team!' messaging</b> <i>Every company says this. If it could describe any organization, it describes none.</i> <b>FIX</b> Replace the hero headline with one specific, honest reason someone should work here. Name the actual thing.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us <b>MISTAKE</b> <b>No EVP above the fold</b> <i>Most visitors decide to stay or leave before they scroll. If your strongest message isn't visible immediately, it may never be seen.</i> <b>FIX</b> Move your EVP or clearest culture statement into the first 100 words on your career site homepage.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us <b>MISTAKE</b> <b>Application process over 30 minutes</b> <i>You're filtering out your best passive candidates first — they're the ones with options who won't wait.</i> <b>FIX</b> Audit your apply flow. Remove every field that isn't essential for the first interview.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us <b>MISTAKE</b> <b>No mobile optimization</b> <i>Over 50% of career site traffic arrives on a phone. A broken mobile experience is a broken first impression.</i> <b>FIX</b> Test your career site and top 5 job postings on your own phone today. Fix what breaks first.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch

# Your Scoring System

Rate each dimension honestly — 1 (needs work) to 5 (excellent). Total out of 25.

DIMENSION	SCORE	BIGGEST GAP
<b>First Impression</b> Hero, messaging, and visual design above the fold	1 2 3 4 5	<hr/>
<b>Content Quality</b> Authentic, specific, and engaging throughout	1 2 3 4 5	<hr/>
<b>User Experience</b> Navigation, mobile, speed, and findability	1 2 3 4 5	<hr/>
<b>Job Postings</b> Human language, clear value, active voice	1 2 3 4 5	<hr/>
<b>Conversion</b> CTA, apply flow, talent community, referrals	1 2 3 4 5	<hr/>

**Total Score / 25**

<b>20–25</b> <b>Competitive Advantage</b> Your site is working for you	<b>15–19</b> <b>Room to Improve</b> Address gaps before they cost you hires	<b>&lt; 15</b> <b>Costing You Talent</b> Prioritise fixes — start with First Impression
--	---	---

**BIGGEST GAP** · Which dimension needs your attention first — and why?

---



---

< 15

**If your career site scored below 15, it's actively working against your hiring goals — and you're losing candidates who would have been a great fit.**

---

Every week your career site fails the 30-second test is a week you lose passive candidates to companies who made the investment. This is fixable — but only if you start.

---

## **We know where to start.**

We audit career sites and job postings and tell you exactly what to fix — in order of impact.

branding@brandemix.com · brandemix.com

# Here's how we help.

We've spent 20+ years helping organizations build employer brands that look credible, sound human, and convert. Here's what that looks like in practice.

## EVP Development

We research what's genuinely true about your organization — through employee interviews, focus groups, and competitive analysis — and build an EVP that's specific, defensible, and real.

*Delivered 200+ EVPs across industries*

## Employer Brand Strategy

Once your EVP is validated, we build the brand architecture and messaging system that lets it show up everywhere — from job posts to onboarding to all-hands meetings.

*From strategy through activation*

## Career Site & Content

We audit, redesign, and rewrite career sites and job postings so they communicate your employer brand clearly, convert visitors into applicants, and reflect who you actually are.

*Award-winning creative & media*

## Let's talk about what your career site is actually saying.

A 30-minute conversation. We'll look at what you have, tell you what's working, and where to go next.

branding@brandemix.com · (212) 947-1001 · brandemix.com

**brandemix**

bonding through brand strength

---



# Your career site is where promises are made.

*Make sure it's making the right ones.*

---

## Your career site should work as hard as you do.

We audit, redesign, and rewrite career sites and job postings for organizations that are serious about converting talent — not just attracting it. We've done it 200+ times. We know what works.

**Let's talk →**

branding@brandemix.com

(212) 947-1001

brandemix.com