



webglass

A CLOSER LOOK AT CAREER SITE EFFECTIVENESS.

Creating a Career site that works as hard to attract and retain employees as you do isn't easy or quick. It takes team input. Planning. And designers who understand that function should never take a back seat to form.

An objective evaluation of your site's strengths and weaknesses from a "best practices" standpoint is the most important thing you can do to increase your organization's ability to connect and compete.

With **webglass**, an effectiveness evaluation solution offered exclusively by Alstin Communications, you get a closer look at what your site is doing well—and not so well. A webglass evaluation report will:

- Measure for key components of "best of" Career site, including functionality, ease of use, cultural content, engaging extras—and more.
- Compare your site's ability to attract and capture candidates with those of your top three competitors
- Give direction for implementing/enforcing Web 2.0 applications
- Analyze how appealing your site is to visitors of varying skill sets and experience levels
- Examine the outlets your site offers for feedback, questions and surveys
- Ensure you are well-informed in terms of technological options and industry trends
- Provide specific recommendations for immediate changes and long-term improvements
- Test your site's job search/application process from a candidate's point of view

A great Career site is about more than tapping into the latest technology or offering the most creative content. It's about partnering with an expert that understands your organization's goals, principles and culture and is ready to work with you to keep your site fresh, focused and functional.

By making your organization's Career site an informative, interactive and innovative tool for current and potential employees, the places it can take them are limitless. To begin a webglass evaluation of your Career site, contact Alstin Communications at powerofdone@alstin.com



webglass Case Study

organization: regional transportation provider
facing: attrition and new hiring challenges

A regional transportation provider used webglass to evaluate their Career site's functionality, design and features. Their HR team received a webglass report recommending a number of improvements and suggestions along with invaluable competitive analysis. Here's a glimpse at just a few of the webglass recommendations:

- the addition of an **Engineering Blog** to clearly communicate with and engage both experienced and entry-level engineers
- the creation of **video testimonials** of current peer-nominated engineering team members
- create a channel to promote blog content and engineering testimonials to give visitors an insider's view of the organization's engineering environment

Along with providing more robust and interactive content for their Career site, the blog and testimonials would serve a dual purpose—rewarding and retaining current engineers. In addition to the interactive site enhancements, webglass recommended more of a "what's in it for me" focus. Though the original Career site displayed detailed position descriptions and a long list of qualifications, featuring more employee-focused offerings would say a lot about internal opportunities for growth and the culture of support at the organization. The webglass report suggested adding content on career advancement, succession planning, mentorship resources and training and development programs.