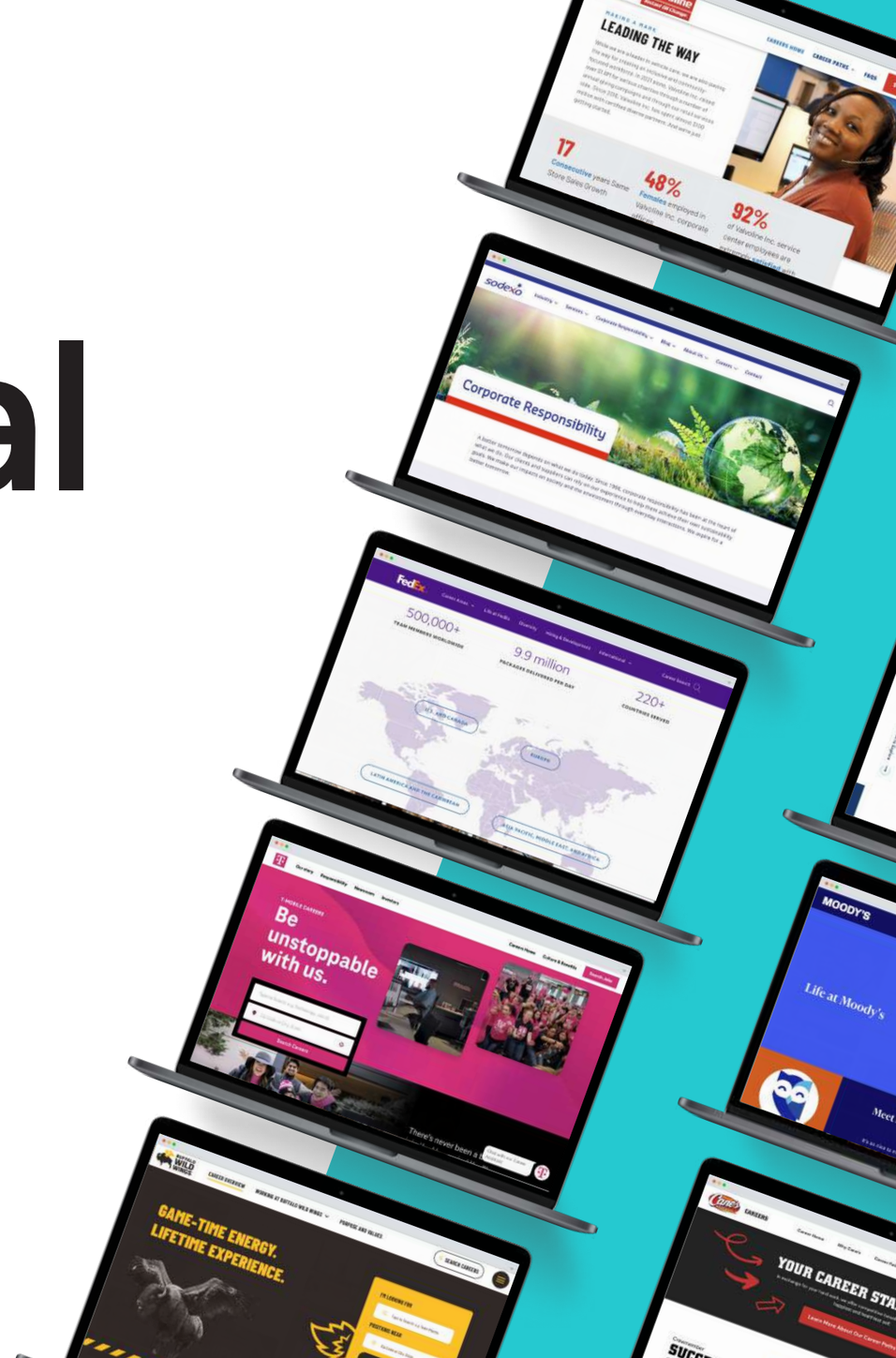
A visual guide to

Conversational Career Sites.

PARADOX



Career sites have been stuck in the past, but they don’t have to stay there.

Inside, learn more about how conversational AI turns a career site into a dynamic content hub, delivering the right content at the right time to candidates.

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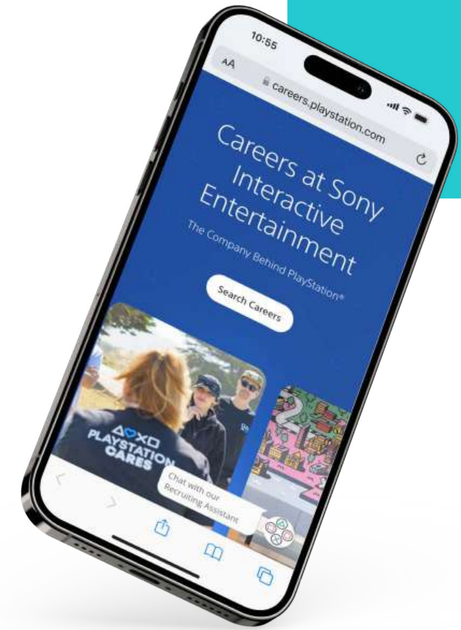
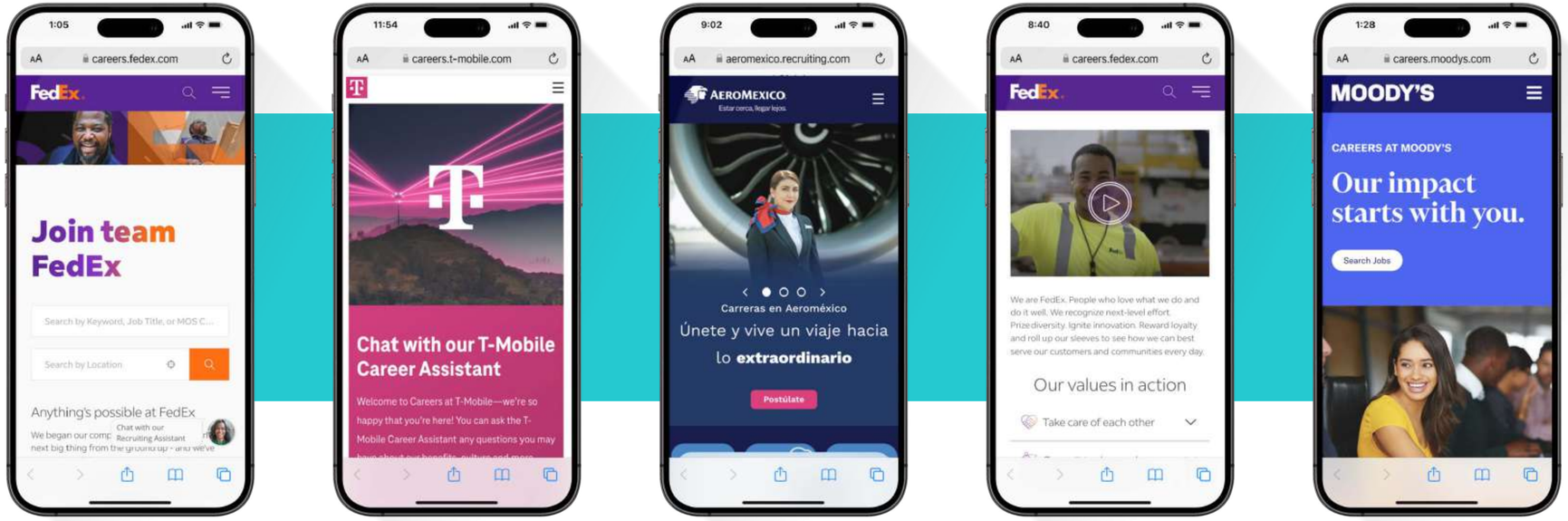


1 Exceed candidate expectations.

Your career site is an extension of your brand and needs to be treated with the same care as a consumer-facing site.



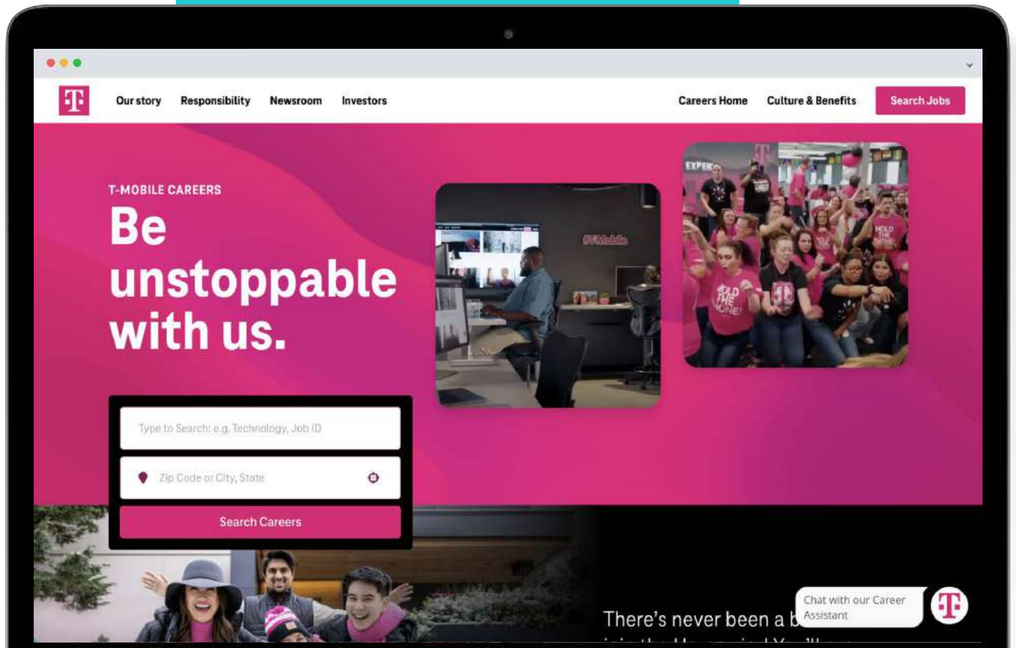
The career site status quo has changed.

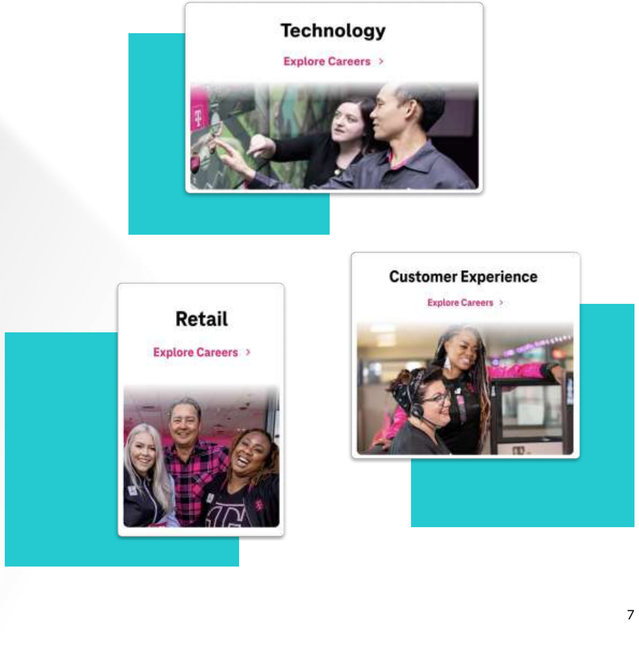
For many years, a career site has been nothing more than a place for candidates to find a job. They're often clunky and over-designed, with too many pages that candidates would never actually visit.

And for many years, that worked. Candidates eventually found a job, applied to it, and were hired.

Nothing more, nothing less. But the expectations of how a career site should look, feel, and operate have changed over time.

Web design has evolved exponentially, but career sites have stayed the same. Relics of the past with outdated UI, limited configurations, and lackluster employer branding.

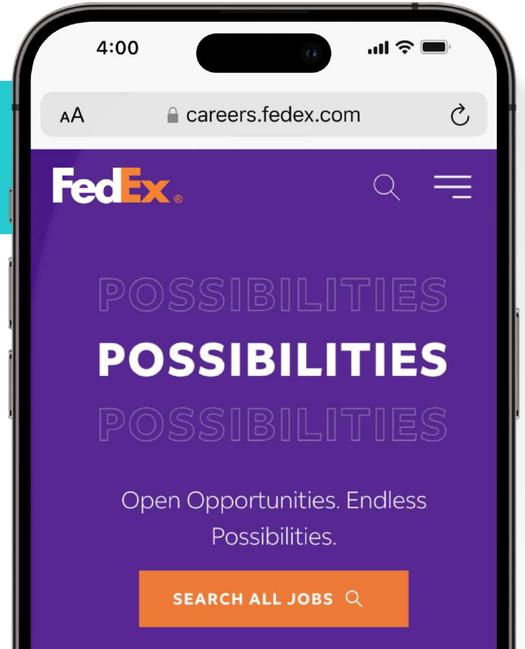


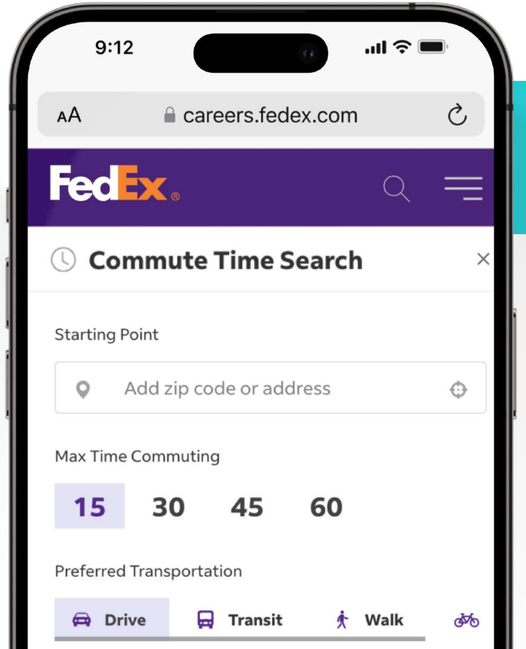


88% of people are less likely to return to your site after a bad user experience.

Candidates expect the same web experience of consumer brand websites, and they're increasingly impatient with career sites that don't reflect expectations. 88% of people are less likely to return to your career site after they have a bad user experience* — meaning less candidates finding open roles. Paradox believes that career sites can be beautiful, with elegant design that matches that of a brand website. Our world-class clients believe the same, and have stepped with us into the future of career site design.

And through integration with Google Cloud Talent Solution, Paradox is redefining how your candidates find jobs.



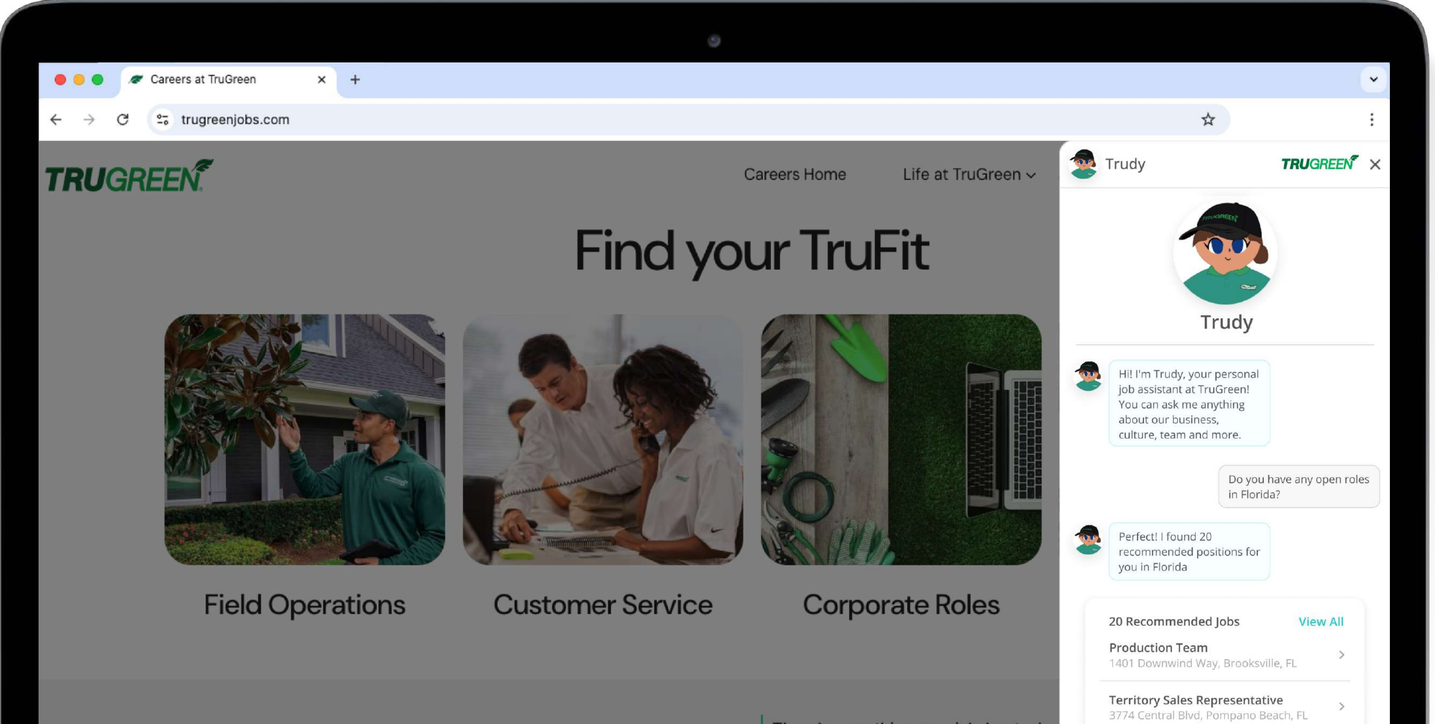


Providing efficient job hunting features improves the perception of your site.

The advanced job search automatically detects data including titles, seniority, and industry, helping candidates quickly find relevant roles. The military skills translator matches veterans with jobs based on their Military Occupational Specialty (MOS) code, helping smooth their transition into civilian careers. The commute time calculator helps job seekers find roles that fit their preferred commute time and mode of transit, down to the minute. Providing features that make job hunting efficient and personalized improves the perception of your site, and employer brand. Say goodbye to WYSIWYG editors and lackluster search functionality that don't engage or convert candidates.

** Leadpages data, 2023*

Say hello to Paradox's Conversational Career Sites.



2 Conversations convert visitors to candidates.

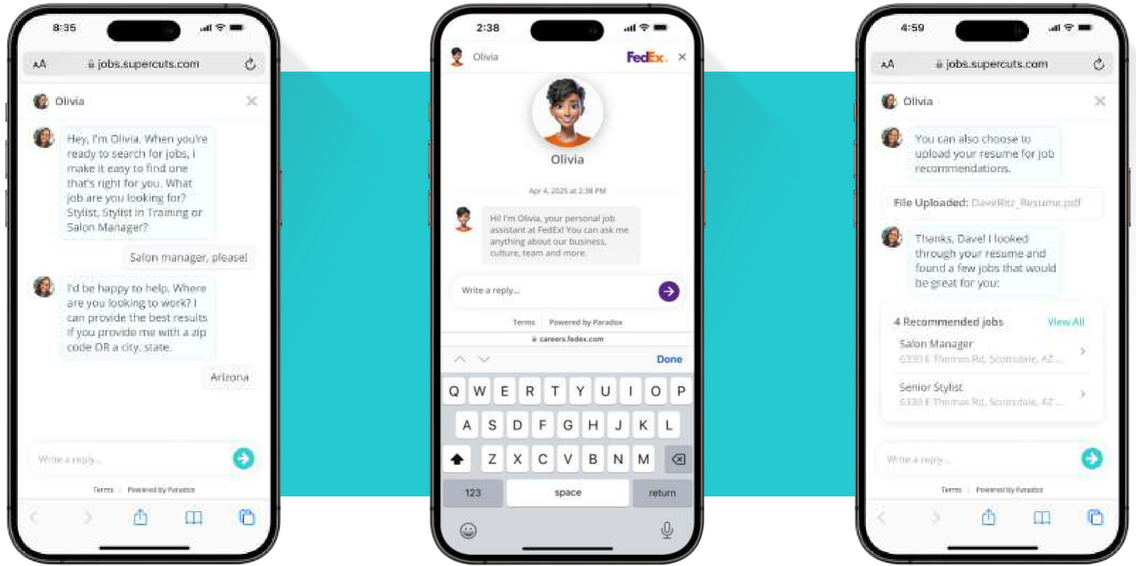
When it comes to candidate engagement, nothing performs better than conversational. Job seekers are able to experience a career site customized to their interests and connect them to job opportunities faster.

Conversational AI has revolutionized how candidates search for, find, and apply to jobs.

Why do conversations hold the key to converting visitors into candidates? It's simple: candidates want connection throughout their job search. And conversations provide that connection. In a world inundated with countless static, impersonal job postings and application processes, Conversational Career Sites stand out by fostering genuine engagement at all points in the hiring process.

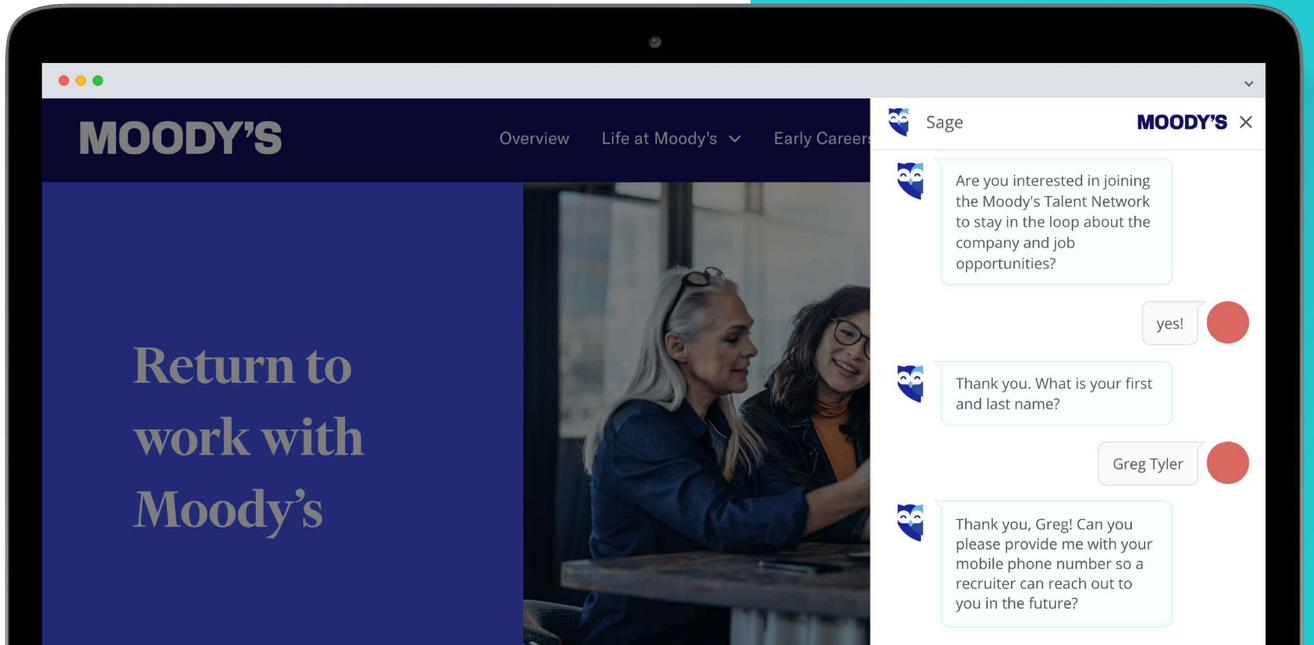
Imagine this: A potential job applicant lands on your career site. Instead of sifting through endless job listings or FAQ pages, they're greeted by a friendly conversational assistant eager to help them find the right role by asking only relevant, necessary questions. Through natural language processing (NLP), our AI assistant understands their preferences, experiences, and aspirations, delivers tailored job recommendations in real time, and helps candidates apply to those jobs.

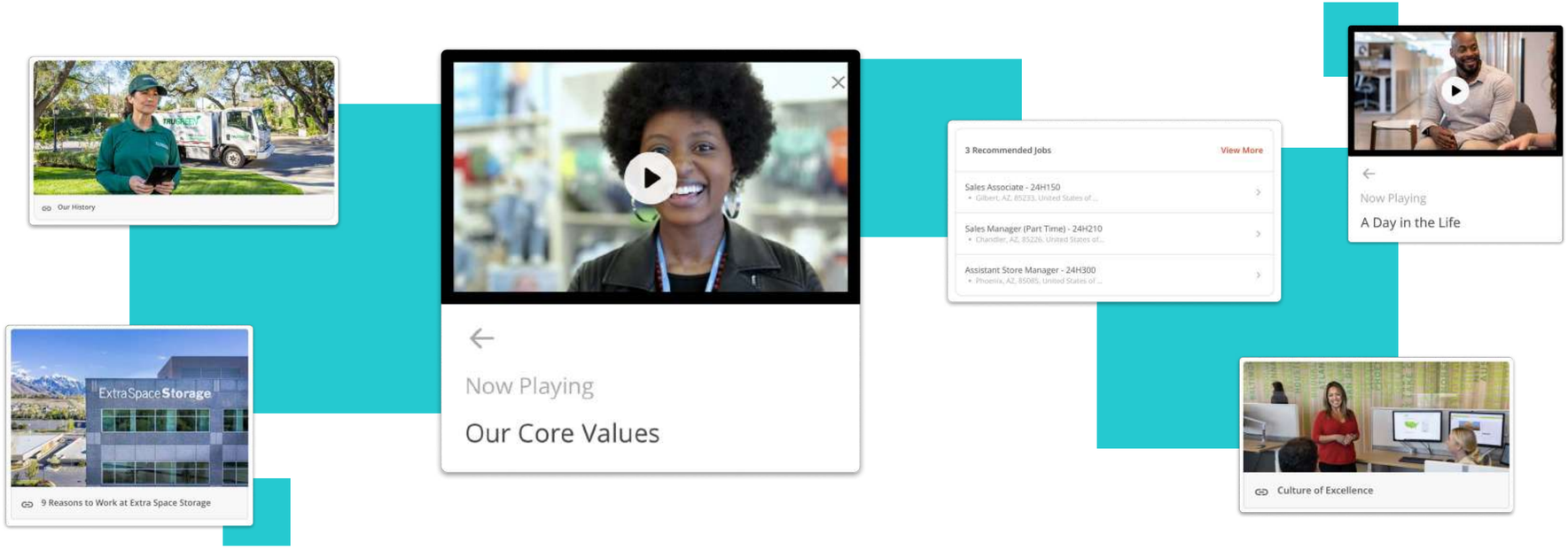
But the benefits of conversational AI don't stop there...



Talent communities.

If a candidate can't find a role that matches their experience, the assistant can help them opt into the right talent community — a seamless transition from passive observer to active participant. And when a job opens that does match their interest, our automated SMS job alerts notify the candidate, keeping your talent pipeline fresh and active.





Personalize every experience towards individual candidates.

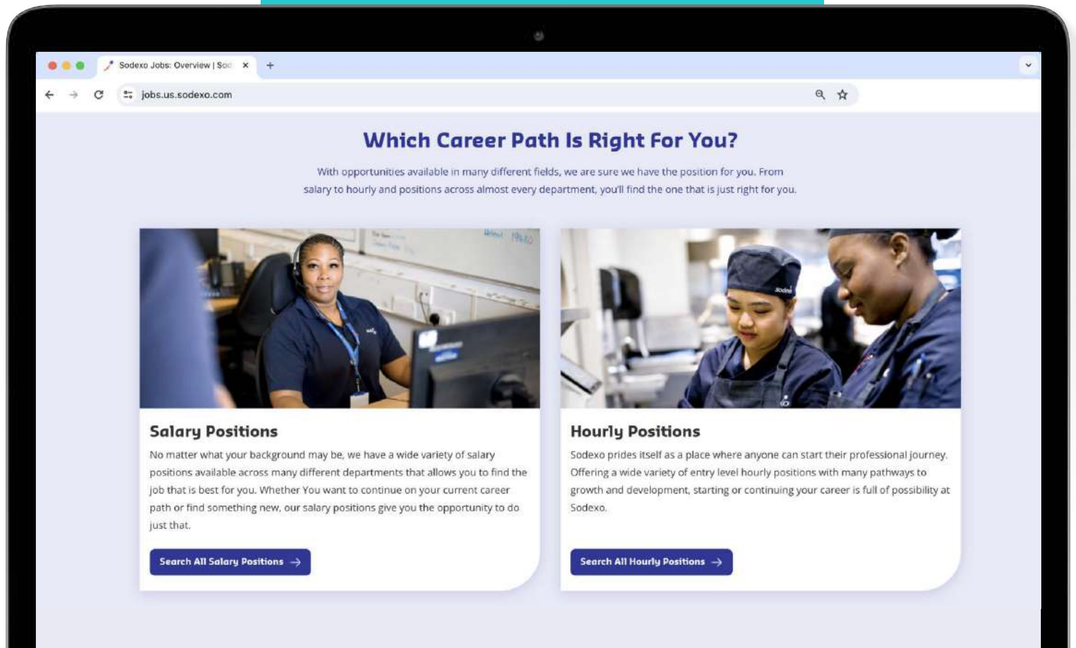
When candidates feel confident in the abilities and skills of an AI assistant, they will place more trust in the overall hiring experience — and convert to applicants at a higher rate.

By providing the right content at the right time, you can build a relationship with candidates that continues to persist through the application, interviews, and all the way to hire.

Gone are the days of one-size-fits-all recruitment strategies — now with Conversational Career Sites, every single candidate interaction is personalized, every single message is relevant, and every single individual feels appreciated and valued.

3 More pages doesn't mean more engagement.

Career sites have become bloated with never-ending pages and content for candidates to sift through. What if relevant content was automatically provided for them instead?



When it comes to your career site, our philosophy is the simpler, the better.

When designing career sites, there's a misconception that more pages equal a better experience. While this quantity may seem impressive at first glance, it can quickly become overwhelming to candidates who are trying to find information that's relevant to *them*. In a world where candidates spend less than 1 minute on average on your career site*, every click is a strategic step towards attracting top talent to apply.

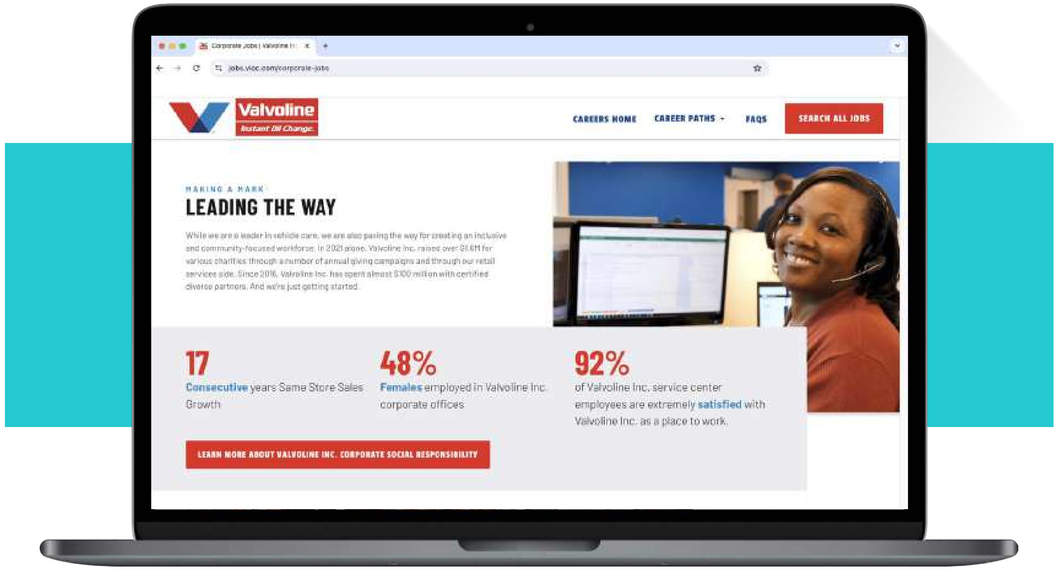
Instead of navigating through a long labyrinth of web pages, candidates can now encounter a curated experience tailored to their needs and preferences. That's the magic of prioritizing 1:1 candidate engagement.

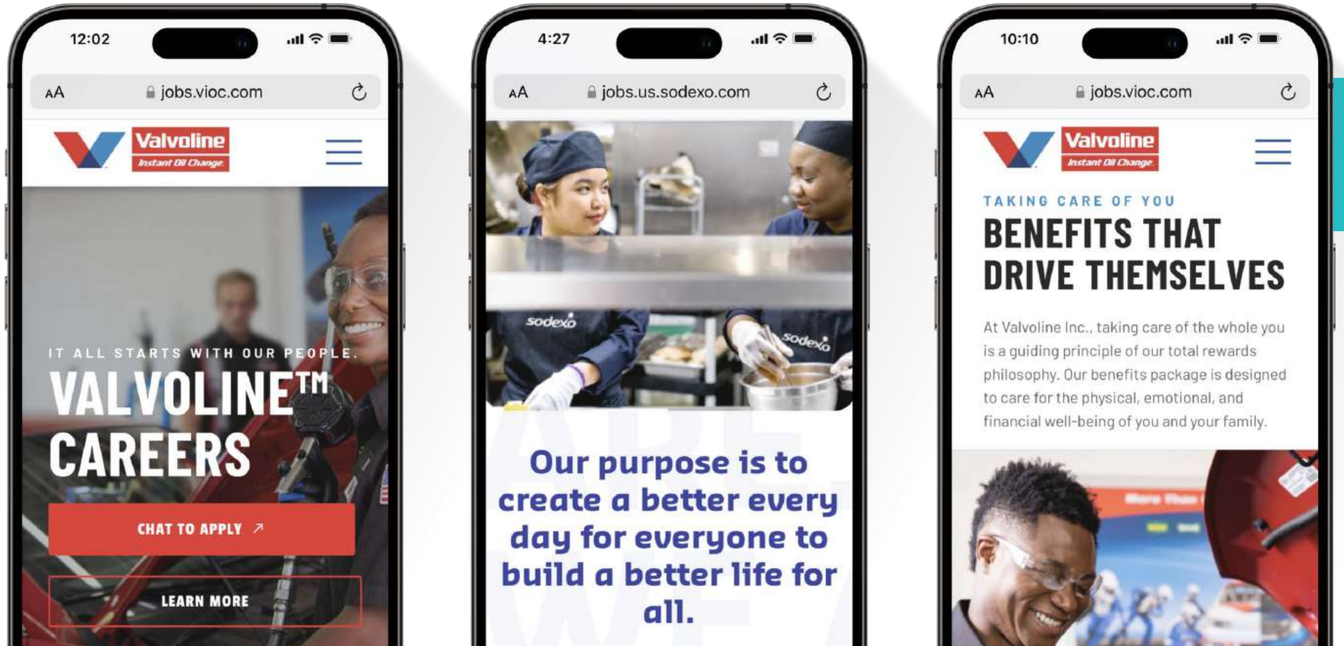
** Contentsquare data, 2021*

Sharing the right content at the right time.

By understanding candidate aspirations and long-term career goals, Conversational Career Sites ensure that each interaction feels personal and meaningful.

But here's the kicker: Providing the right content at just the right time is not only about retroactively catering to every candidate's immediate inquiries. It's about anticipating their needs and delivering relevant information throughout the entire hiring process. Whether it's offering up the right job openings, showcasing realistic job previews, benefits information, or interview prep materials, conversational AI provides an introduction to user-centric content when they need it.



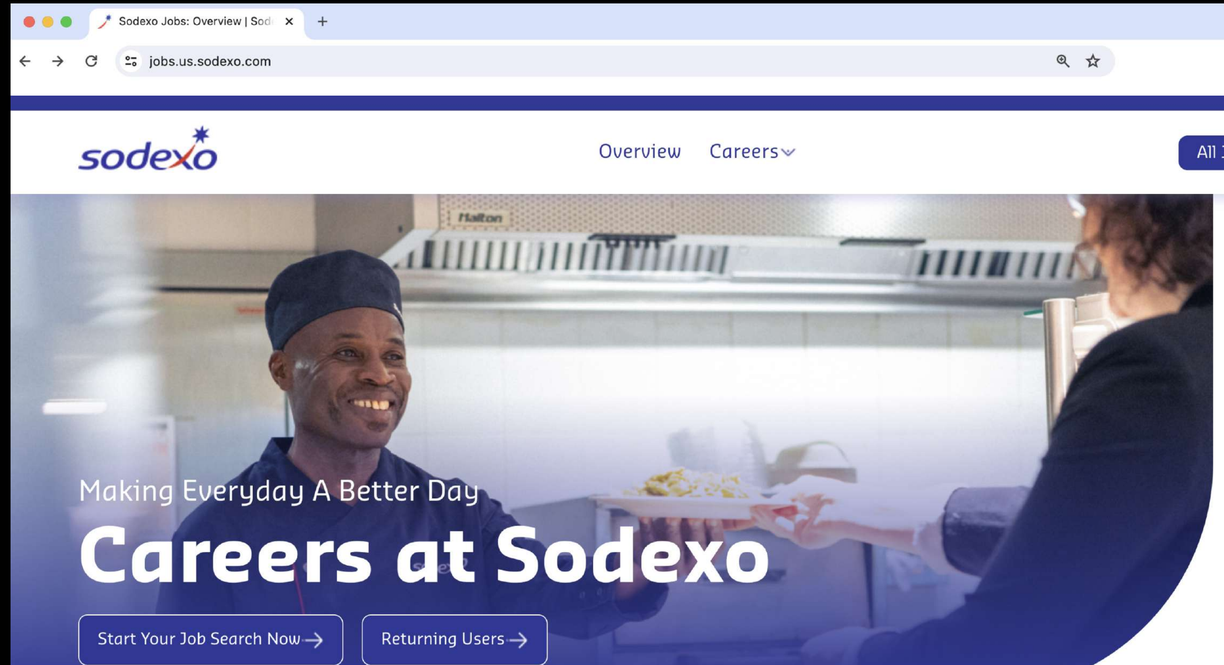


It's important to build a career site that's optimized for usability and candidate discovery rather than ranking.

Now let's talk about the elephant in the room: SEO.

You might have been told that the more pages, keywords, and content you have on your site, the better your search engine optimization will be. But SEO isn't just about climbing the ranks; it's about crafting an online presence that resonates with both algorithms and humans. Because, let's face it — it's very hard for a career site to outrank job boards. Flooding your site with countless pages might temporarily boost visibility, but it's the depth and relevance of your content that truly captures the attention of both search engines and potential candidates. In this new era of career sites, it's important to build a site that's optimized for usability and discovery rather than ranking.

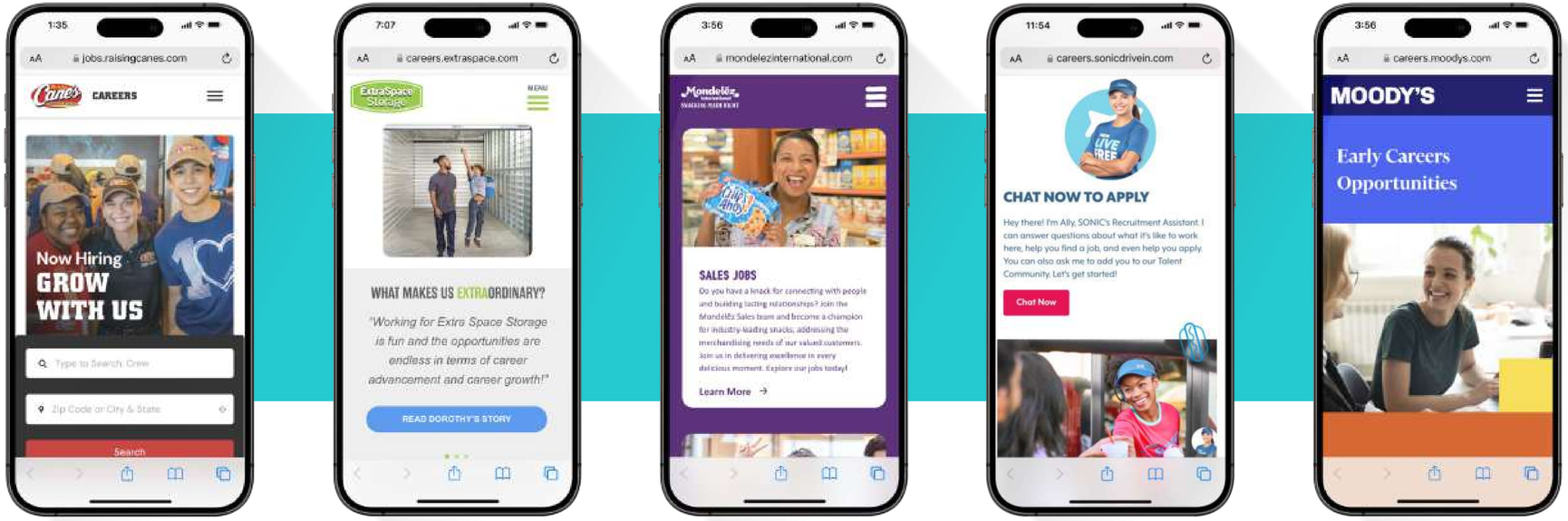
By scaling back the quantity of content to instead hone in on key topics and valuable information, a Conversational Career Site ensures that your website isn't just discovered — it's appreciated.



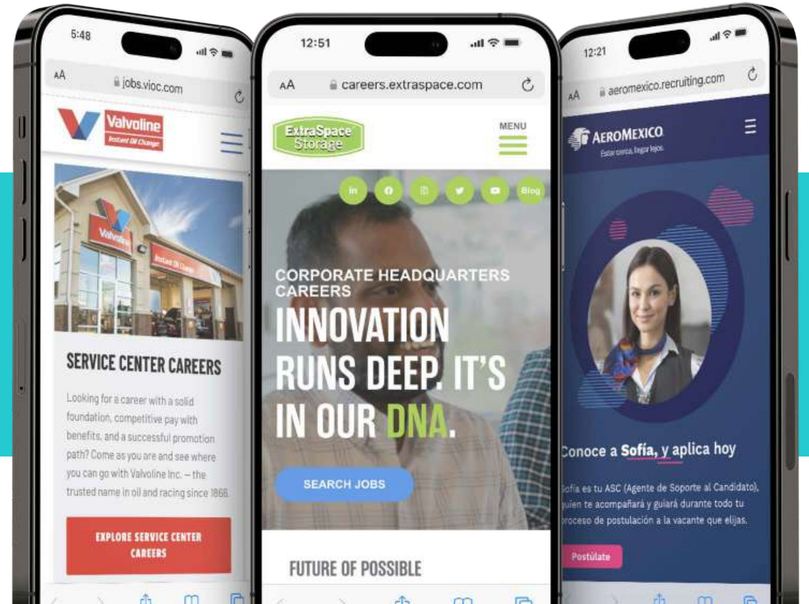
We know now that deep, sprawling websites are not serving employers or candidates. It's not about how many pages you have —— it's about how impactful each page is in shaping the journey of a job seeker.

4 Mobile experiences can't be an afterthought.

On average, 60% of career site traffic comes from mobile devices*, and that number will only increase. Career sites that aren't optimized for mobile have a frustrating user experience and drive candidates away rather than inviting them to apply.



** CareerBuilder data, 2022*



Career sites aren't built for mobile-first candidate experiences. Until now.

If you want your career site to be a successful source for candidates, it has to meet them where they are — which is on their mobile device.

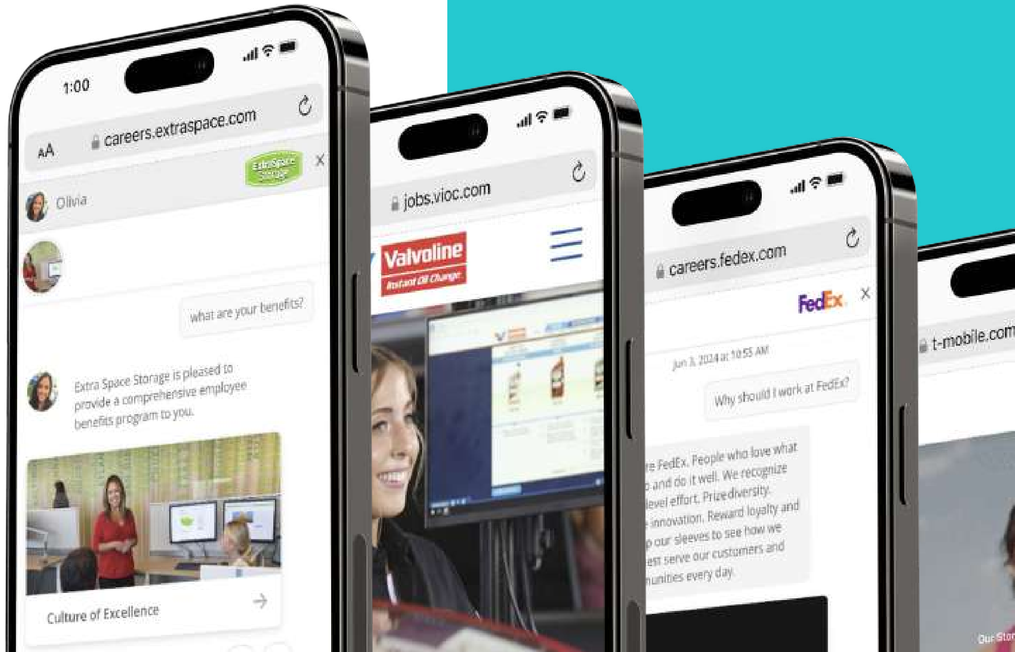
Your mobile career site can't be an afterthought. It should be strategically prioritized in order to compete for candidates who will immediately click away if they're presented with a messy, glitchy website.

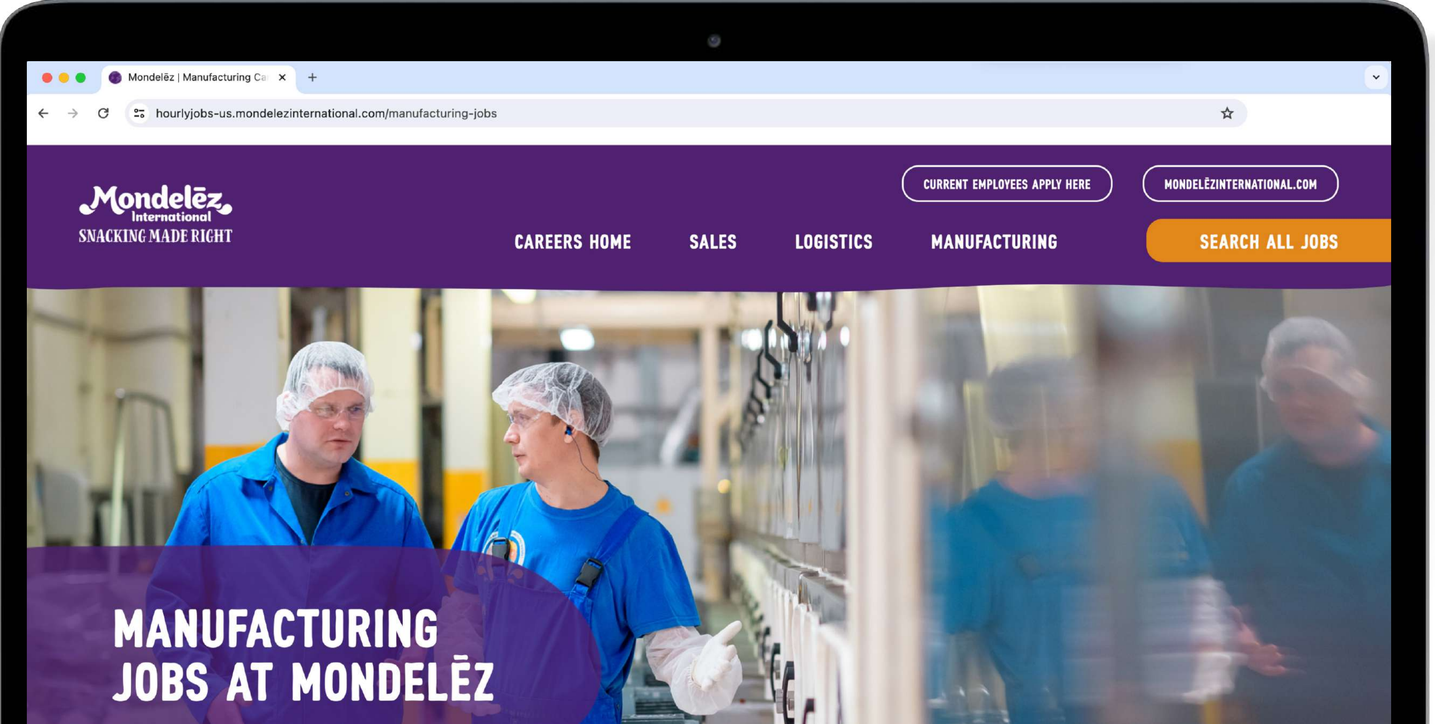
Outdated mobile career sites aren't just a bad candidate experience —– they're poor reflections of your employer brand. And consequentially, unoptimized career site designs will negatively impact your talent pipeline.

Conversational Career Sites have shaken up the status quo by focusing on being mobile-first from the very beginning.

It's important to put as much care, thought, and attention into the mobile-optimized designs and functionality as the desktop versions — and to follow the best practices for mobile utilization.

By analyzing candidate behavior beyond conversion and tracking conversations in real time, you can gain a better understanding of mobile user patterns. That behavior information, paired with adherence to modern mobile design principles, provides strong career site experiences that drive engagement and conversion.





5 Recruiters aren't web designers.

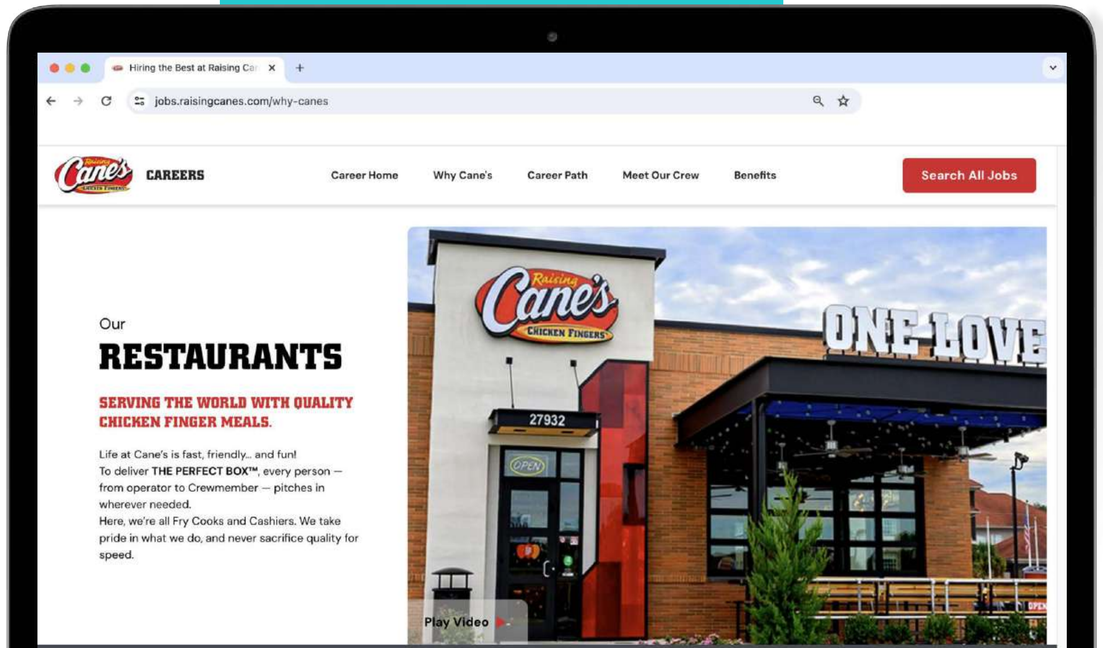
It's time to free your recruiting teams from the complexities of web design and management, and allow them to do what they do best: connect with people.

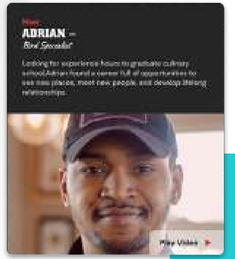
Level up your career site experience with white glove service from the experts.

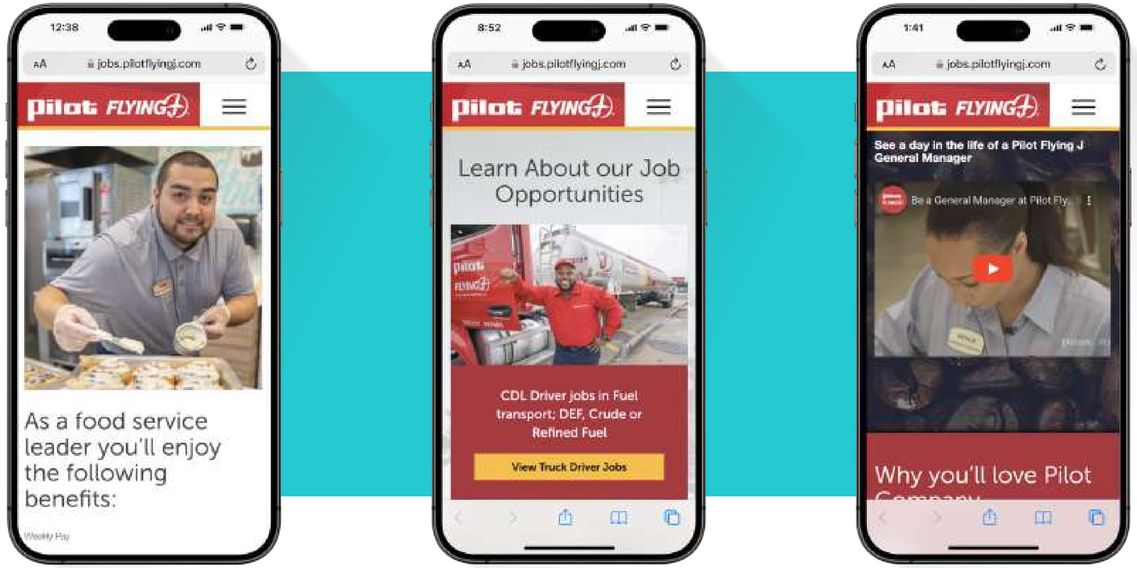
A career site is an extension of your brand, so it's only natural to be protective of it.

You may think that the more direct control you have over your career site, the better. But in reality, your recruiters end up spending more time tinkering with your career site than focusing on what truly matters: finding the right talent. With Conversational Career Sites, we take the stress of directly managing and updating your career site off your plate and provide you with a white glove service instead.

Every organization is unique, and the same, cookie-cutter solutions simply won't cut it anymore.





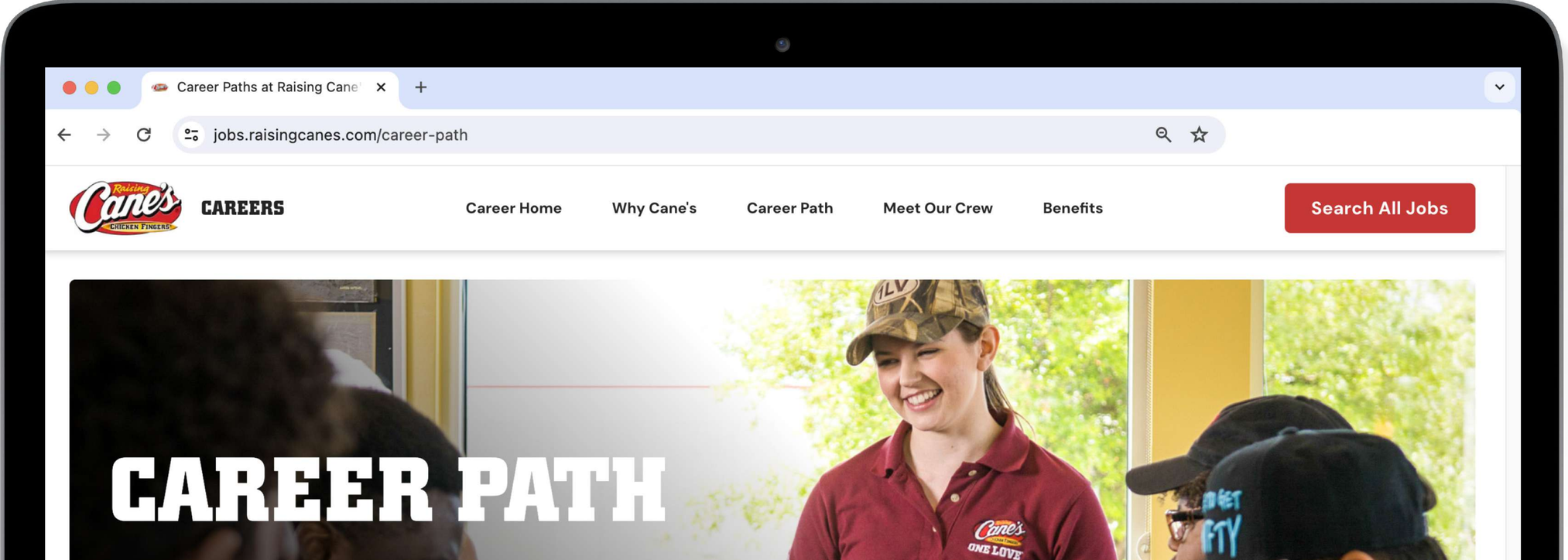


If you can dream it, we can build it.

That's why our team of experts will work closely with you to understand your vision and bring it to life, ensuring that your career site reflects your brand identity and values — while sparing your recruiters the headache of managing a career site on their own. Your teams don't have to work with templates or drag and drop builders, just ideas — and the possibilities are limitless. If you can dream it, we can build it.

In a world where talent acquisition is more competitive than its ever been, your recruiters need to be focused on building candidate relationships, not websites.

Our Conversational Career Sites allow them to do exactly that.



Move forward.

Say goodbye to web design frustration, and say hello to a streamlined career site design process that puts your talent team's time and energy where it belongs: on the hunt for the next perfect candidate.

If you’re ready to revolutionize hiring, we’d love to talk.

Launched in 2016, Paradox is the conversational recruiting platform behind the world’s first Conversational Career Site, ATS, and CRM. Serving clients like FedEx, Pfizer, Chipotle, CVS Health, Nestlé, and General Motors, Paradox is helping recruiters and hiring managers save hours every day on manual tasks like candidate screening and interview scheduling, while delivering unmatched, frictionless candidate experiences.

Paradox has won numerous awards, including Human Resource Executive’s Best HR Product of 2019, 2021, and 2022, and consecutive honors in 2020, 2021, and 2022 as one of Forbes Top Startup Employers.

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