

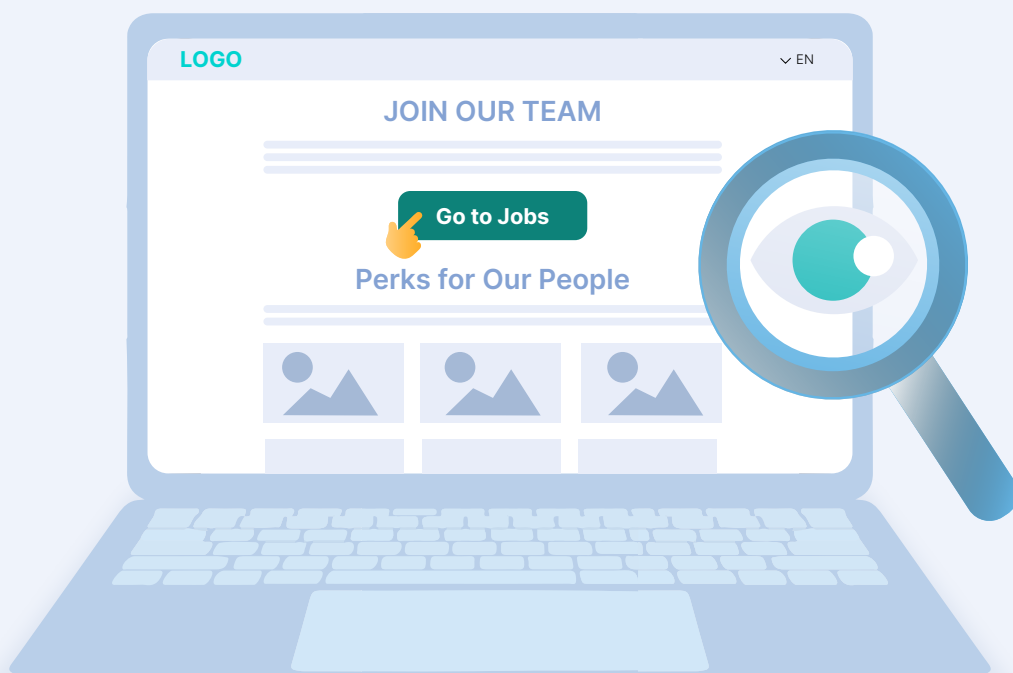


The Ultimate Guide to

Designing a Branded Career Page

that Attracts Top Talent

WHITEPAPER



A **branded career page** is more than just a place to list job openings; it's the gateway to your company culture and a powerful tool for attracting the right talent.

→ In this guide, we'll explore everything you need to know about designing a career page that resonates with top talent, highlights your employer brand, and encourages candidates to apply.

WHY A BRANDED CAREER PAGE MATTERS

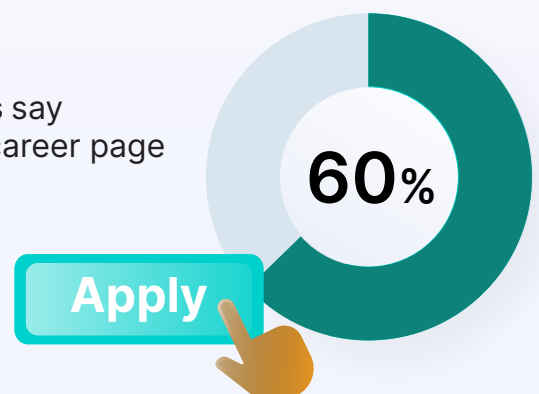
Your career page is often the first touchpoint potential candidates have with your company. It's your chance to make a strong **first impression** and communicate why they should join your team. Here are some reasons why a well-designed career page is essential:

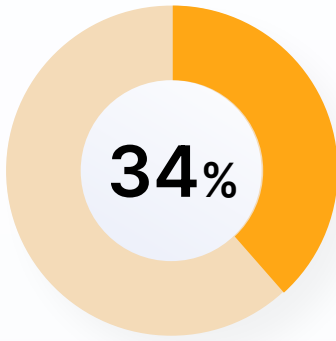
- 01 **Showcase your company culture:** Highlight your values, mission, and work environment to attract candidates who align with your vision.
- 02 **Stand out from competitors:** A unique career page differentiates you from others in the industry.
- 03 **Engage top talent:** A clear and visually appealing page attracts high-quality candidates.
- 04 **Improve the candidate experience:** Simplify the application process and reduce drop-offs.
- 05 **Attract the right cultural fit:** Gen Z and millennial job seekers prioritize company culture when choosing where to work. Use your career page to speak directly to their preferences and values.

THE IMPACT OF A STRONG CAREER PAGE

Did you know?

According to a recent survey, **60% of job seekers** say they're more likely to apply to a company with a career page that clearly communicates its values and culture.





And companies with a branded career page see **34% more applications** compared to those without one.

This means your career page isn't just an HR tool; **it's a critical part of your talent acquisition strategy.**



KEY ELEMENTS OF A WINNING CAREER PAGE

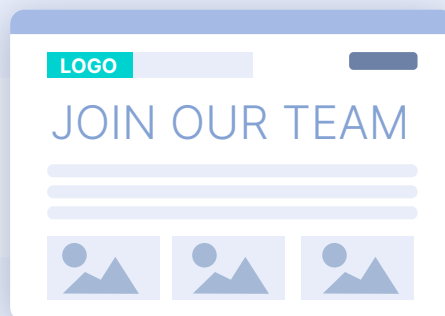
Creating a career page that attracts top talent requires a thoughtful combination of design, content, and functionality. Here are the essential elements:

01

Branded Design:

Ensure your career page reflects your company's **brand identity**:

- Use your company's colors, logo, and typography.
- Include team photos and office visuals to give a genuine feel.
- Maintain consistency with your website's design.



Lorem ipsum
Lorem ipsum
Lorem ipsum

02

Compelling Content:

Content is king! Use engaging and informative text to captivate candidates:

- Start with an **eye-catching headline** that reflects your employer brand.
- Share your mission, vision, and core values.
- Highlight employee testimonials or success stories.
- Include **diversity and inclusion** initiatives.

03

Clear Job Listings:

Make it easy for candidates to find relevant opportunities:

- Organize job postings by department or location.
- Use filters to help users search efficiently.
- Provide clear and concise job descriptions.

Job Title	Location	Department	Creation Date
Account Executive	Riyadh, Saudi Arabia	Sales	Jul 02, 2025
UI/UX Designer	Jeddah, Saudi Arabia	Product	Jun 28, 2025
Graphic Designer	Amman, Jordan	Marketing	June 19, 2025
Product Manager	Cairo, Egypt	Product	May 25, 2025
Software Engineer	Abu Dhabi, UAE	Development	Apr 20, 2025
Digital Marketing Specialist	Abu Dhabi, UAE	Marketing	Apr 04, 2025

04

Seamless User Experience:

A great user experience (UX) ensures candidates stay on your page longer:

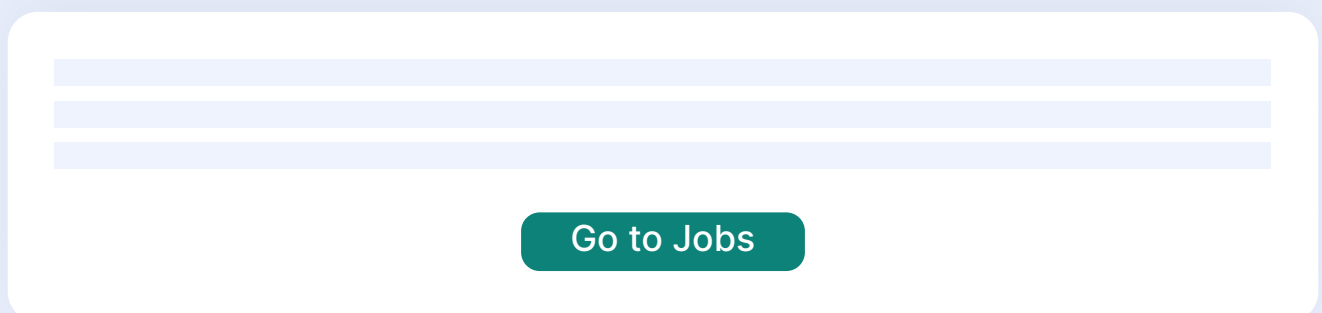
- Optimize for **mobile devices**.
- Ensure fast loading times.
- Make the navigation intuitive and simple.

05

Call-to-Action (CTA):

Encourage candidates to take the next step:

- Use CTAs like “Apply Now” or “Join Our Team”.
- Make buttons prominent and easy to click.
- And the pages & applications they direct to load quickly.



SEO Best Practices for Career Pages

To ensure your career page ranks high on search engines, follow these **SEO tips**:

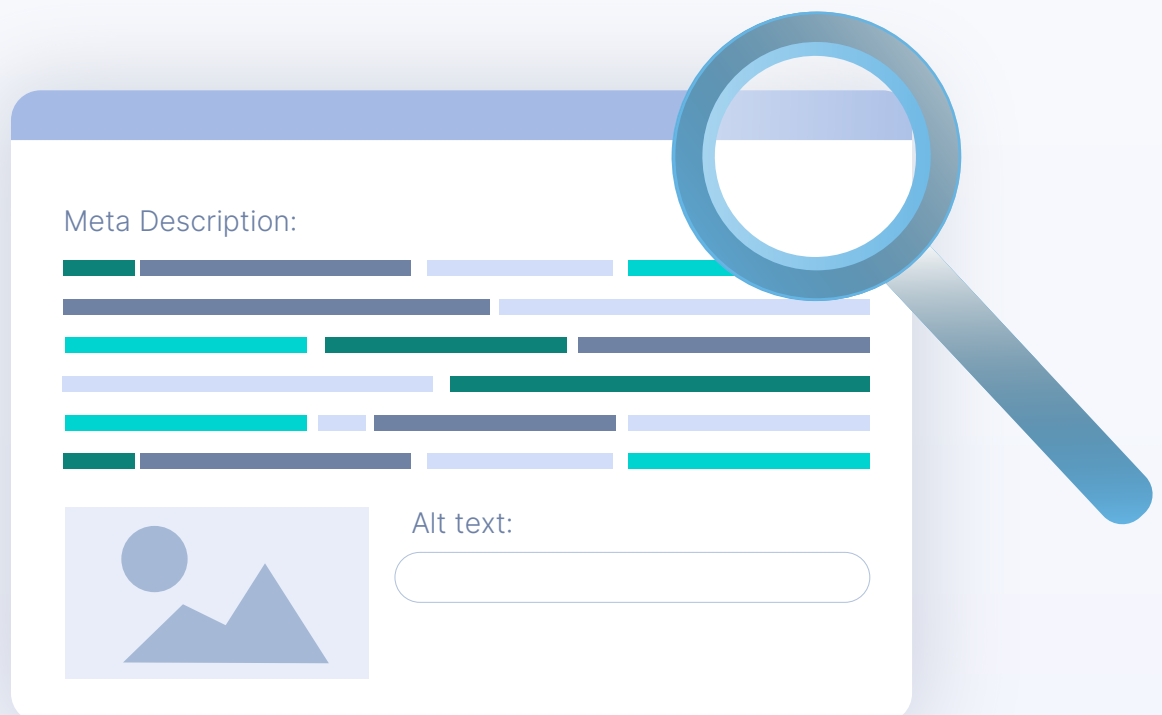
Use **keywords** like “careers at [Company Name],” “job openings,” and “join our team” in titles and descriptions.

Write a **meta description** that includes your company name and the word “jobs.”

Use **alt text** for images to improve accessibility and SEO.

Create **simple URLs** and include keywords (e.g., company.com/careers).

Add **structured data** for job postings to improve visibility on Google.



How to Attract Gen Z and Millennial Job Seekers

Today's workforce is dominated by Gen Z and millennials, who bring unique expectations to the job market. Here's how to make your career page resonate with them:

● **Highlight your company's mission and values:** These generations prioritize working for companies that make a positive impact.

● **Showcase flexibility:** Include details about remote work options and flexible hours.

● **Focus on diversity and inclusion:** Use statistics and testimonials to demonstrate your commitment.

● **Use visuals:** Incorporate videos, images, and interactive elements to create a dynamic experience.

● **Leverage social proof:** Share employee testimonials and Glassdoor reviews.



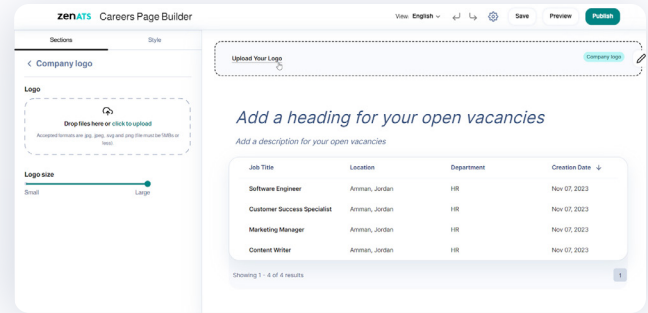
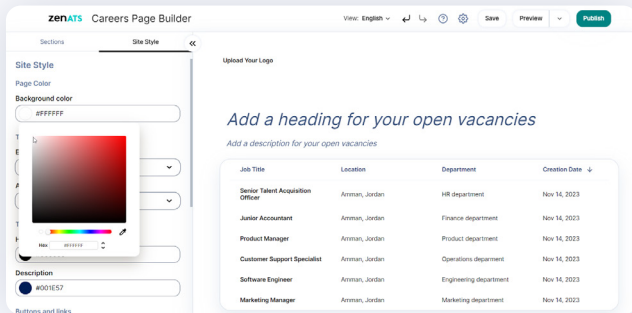
zenATS: Revolutionizing Career Page Design

Building a branded career page from scratch can be time-consuming and complex. That's where **ZenATS's customizable career page builder** comes in. With ZenATS, you can easily create a stunning and functional career page without the need for technical expertise.

Key Features of ZenATS's Career Page Builder:

Brand Customization: Incorporate your company's branding with logos, colors, and visuals to create a page that stands out.

Flexible Layouts: Add and rearrange sections such as videos, employee testimonials, and benefits with a simple drag-and-drop feature.

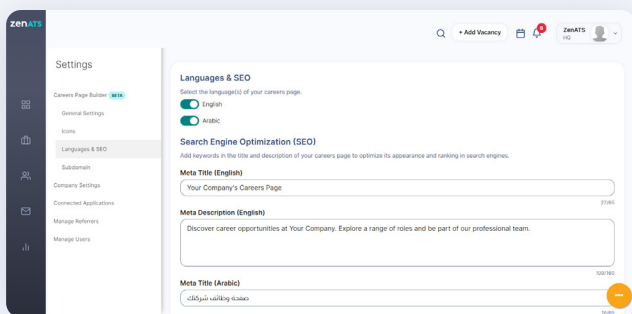
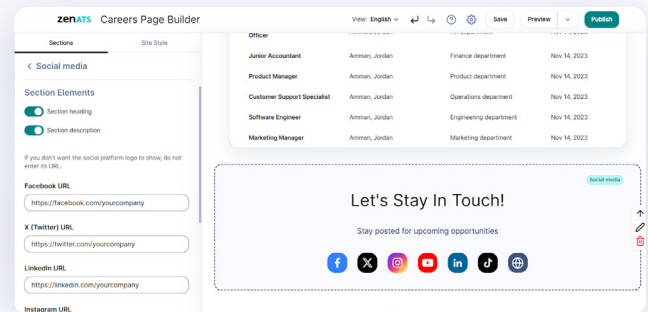


Mobile Optimization: Ensure your career page looks great on all devices, from desktops to smartphones.

Styling Options: Customize fonts, colors, and button designs to match your brand identity.

Integrated Job Postings: Display live job vacancies with detailed descriptions and application options.

Multilingual Support: Make your career page accessible to global candidates with language and SEO customization options.

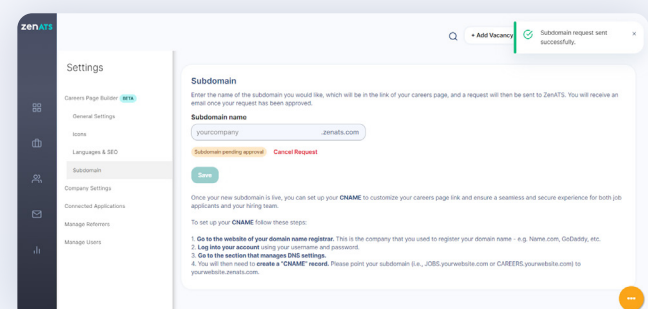


Social Media Integration: Add links to your company's social profiles to keep candidates engaged.

SEO Tools: Optimize your career page with meta titles, descriptions, and custom subdomains to improve search engine rankings.

Analytics Dashboard: Track visitor behavior and application stats to refine your strategy.

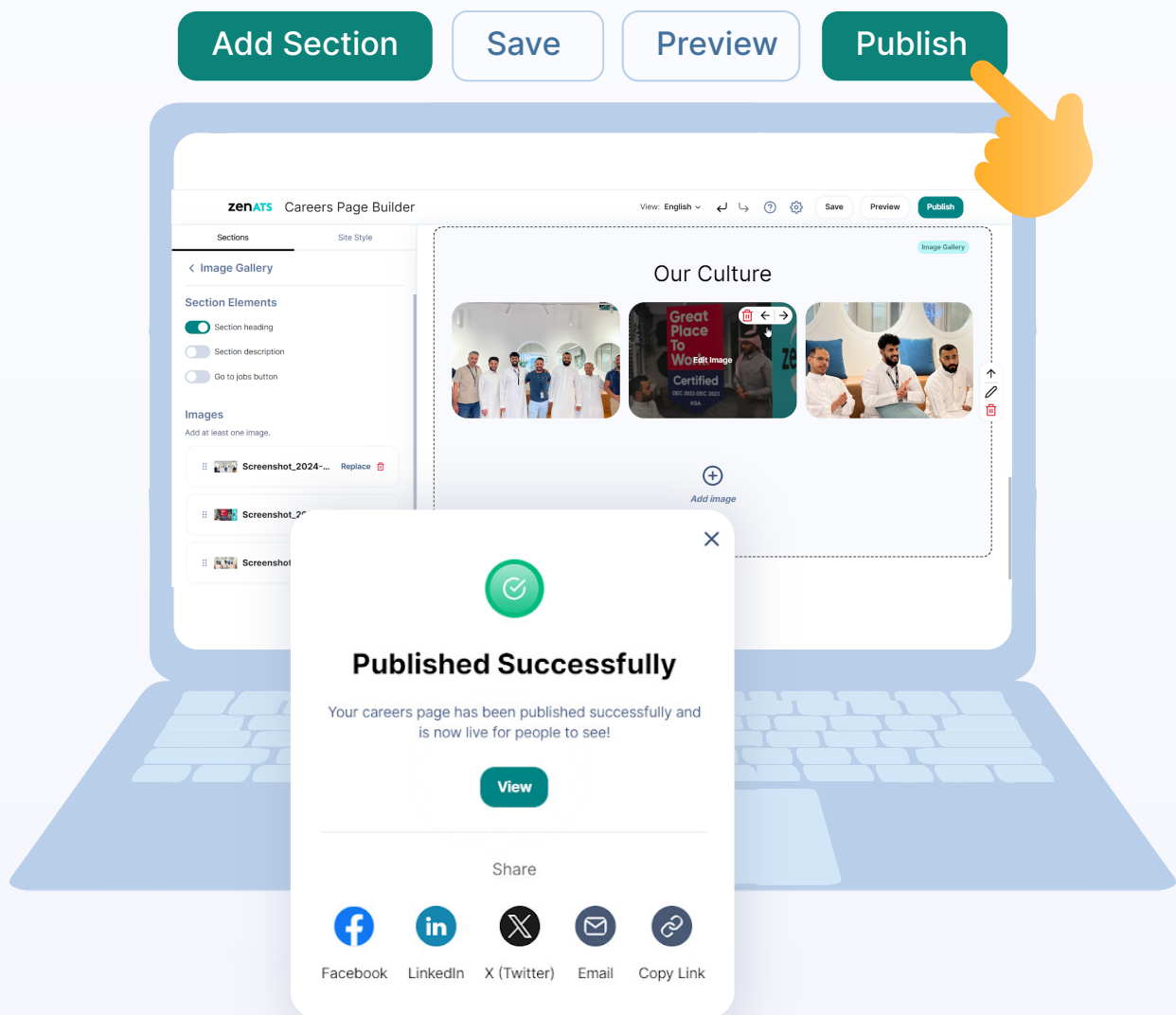
Customizable URLs: Personalize the URL of your career page to align with your company's branding and improve search engine discoverability.



With ZenATS's **Career Page Builder**, you have all the tools you need to create an engaging, branded career page that attracts top talent effortlessly. Say goodbye to complex coding and hello to a seamless hiring process.

A well-designed **branded career page** can make all the difference in attracting and retaining top talent. By following the tips and best practices in this guide, you'll create a career page that not only reflects your employer brand but also resonates with Gen Z and millennial job seekers.

With tools like ZenATS's **customizable career page builder**, the process becomes even simpler and more effective. Start building your career page today and watch as top talent knocks on your door!





Get in touch

sales@zenhr.com

KSA +966 54 129 8521

JO +962 6 577 7500

UAE +971 58 816 7685

اطلب عرض توضيحي

zenhr.com

سريش بالاك