



A MODERN

CAREER SITE

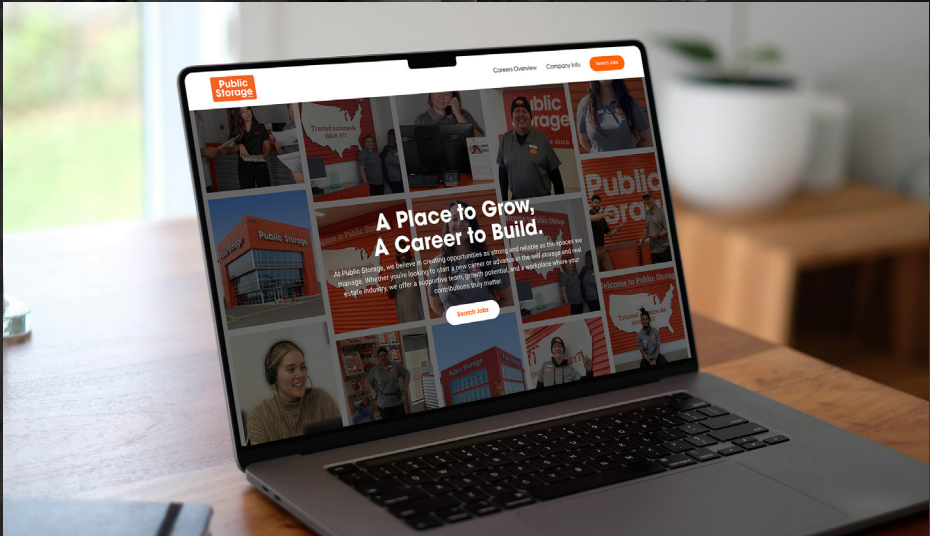
**BUILT FOR SCALE AND
SECURITY**

HIRECLIXSTORIES

Career Site Solutions

THE CHALLENGE

A MODERN CAREER SITE BUILT FOR SCALE AND SECURITY



When Public Storage partnered with HireClix to refresh their career site, the goal was to modernize an experience that no longer reflected their strong, consumer-facing brand. As a nationally recognized organization with ongoing, high-volume hiring needs, Public Storage required a career site that felt current, brand-aligned, and engaging for job seekers.

The existing site was dated in both design and functionality, with inconsistent styling and limited features beyond basic job search. The disconnect from the corporate website created a less cohesive employer brand experience and fewer opportunities to keep candidates engaged throughout their job search.

Adding to the challenge was a tight timeline and limited internal bandwidth. Public Storage sought a streamlined site refresh, one that elevated the site's look and functionality without a full content overhaul, while remaining flexible enough to support evolving technical and security requirements.



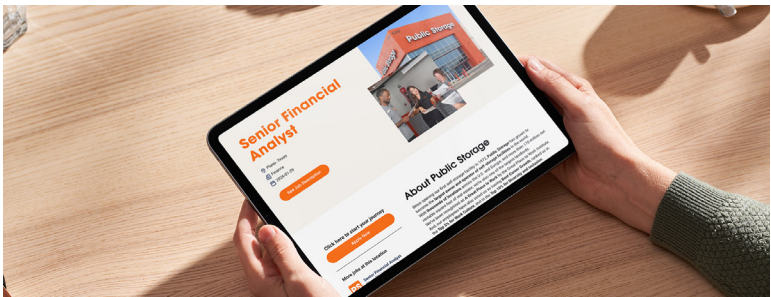
THE **APPROACH**

A MODERN CAREER SITE BUILT FOR SCALE AND SECURITY

HireClix led the strategy, design, and execution of the career site refresh, focusing on delivering a modernized, candidate-centric experience without disrupting existing content or structure. By retaining familiar layouts while introducing updated components, refined branding, and enhanced functionality, the HireClix team was able to quickly transform the site into a more engaging and effective recruiting platform.

Key priorities included aligning the career site with Public Storage's corporate brand, improving site usability, and adding features that encourage exploration and conversion. Subtle animations, refreshed typography, and updated button styling helped create a more polished, modern experience, while new functionality expanded how candidates interact with job opportunities.

Several enhancements played a critical role in achieving these goals:



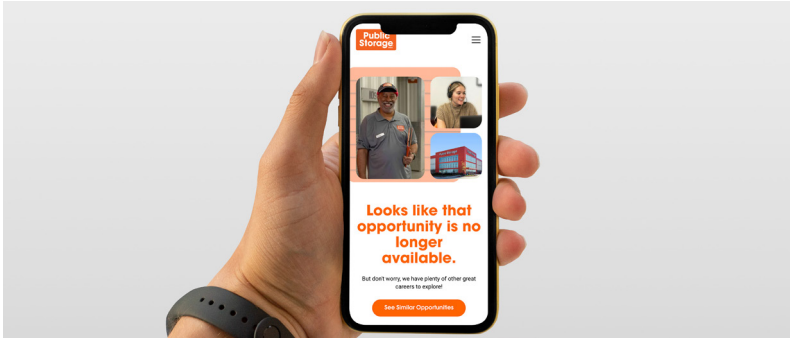
ENHANCED JOB SEARCH & NAVIGATION

To improve usability, HireClix upgraded the job search experience and restructured job categories pulled from the ATS. By consolidating and simplifying an overly complex list of departments, candidates can easily navigate roles and find opportunities that match their interests, reducing friction early in the application process.



SECOND CHANCE PAGE & SAVED JOBS

HireClix implemented Second Chance pages to ensure candidates



never hit a dead end when a role is no longer available. Instead of exiting the site, job seekers are redirected to relevant, active opportunities based on job type or location, keeping them engaged and increasing the likelihood of conversion. The addition of saved jobs functionality further empowers candidates to return and apply on their own timeline.

EMPLOYER REFERRAL PORTAL

To support internal hiring efforts, HireClix also created an employee-facing referral page, giving Public Storage a dedicated space to encourage and streamline employee referrals, an important component of long-term hiring strategy.

ENTERPRISE-LEVEL HOSTING & SECURITY ADAPTION

During the implementation process Public Storage also specified advanced security and infrastructure requirements. HireClix ensured the required security layer could be implemented without compromising performance or user experience. This ability highlighted HireClix's technical expertise and flexibility in supporting enterprise-level needs.



THE RESULTS

A MODERN CAREER SITE BUILT FOR SCALE AND SECURITY

The refreshed Public Storage career site delivered measurable gains in candidate engagement, retention, and visibility within the first six months of go-live. With modernized branding, improved navigation, and candidate-focused functionality, the upgraded site encouraged job seekers to spend more time exploring opportunities and interacting with content.

EXPANDED REACH TO NEW CANDIDATE AUDIENCES

The updated career site also expanded Public Storage's visibility and reach. New users increased by **124%** from traditional search and **125%** from job boards, while AI-powered discovery sources drove a **482%** increase in new users. This growth highlights the site's improved discoverability and its ability to attract new candidates across both traditional and emerging channels.

+124%

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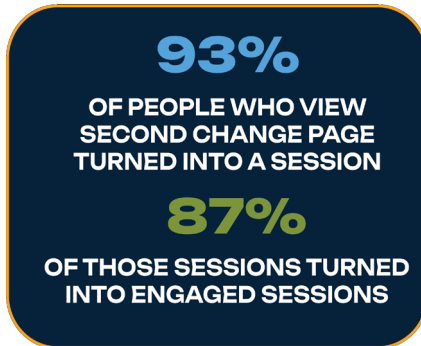
REDUCED DROP-OFF THROUGH A BETTER CANDIDATE EXPERIENCE

Enhancements to the candidate journey, including improved job search functionality and HireClix's Second Chance pages, played a key role in reducing candidate drop-off and protecting the Public Storage employer brand. During the



first six months, **3.6%** of total site sessions were candidates who reached a Second Chance page.

Rather than losing these job seekers to expired or unavailable postings, HireClix helped keep them engaged. Of the users who viewed a Second Chance page **93%** continued their visit, and **87%** of those sessions became engaged sessions, guiding candidates to relevant, active opportunities instead of dead end links. As a result, bounce rates from job board traffic decreased by **12%**, reinforcing the effectiveness of a candidate-first experience.





INNOVATING FORWARD

**ARE YOU READY TO INCREASE
CANDIDATE ENGAGEMENT WITH
AN IMPROVED CAREER SITE?**

Contact HireClix - sales@hireclix.com