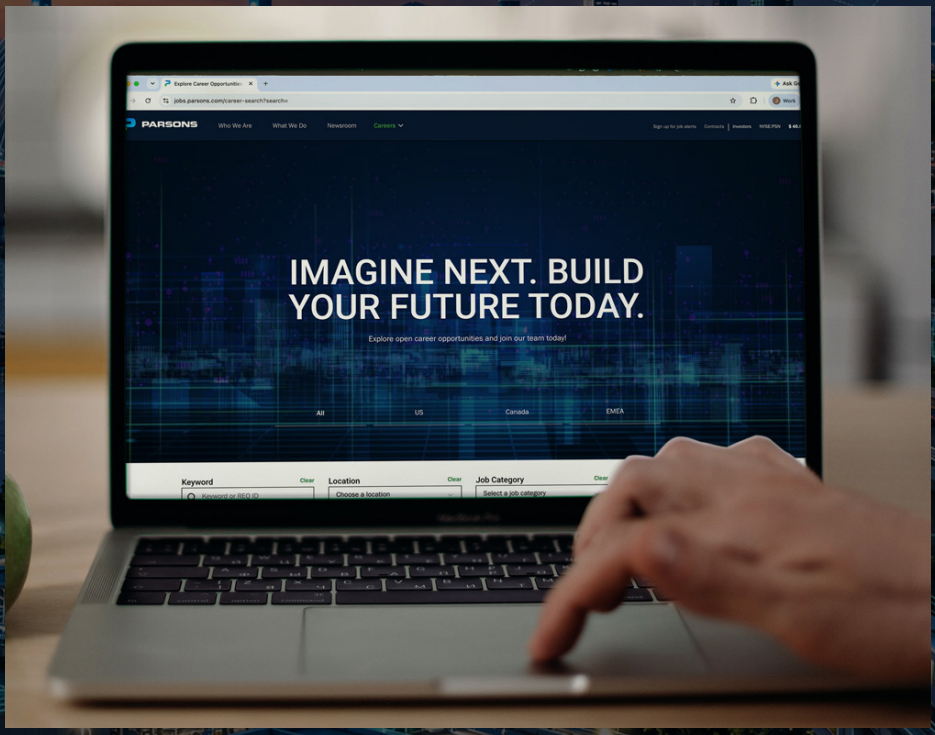

hireclix®
MIGRATING & MODERNIZING
CAREER SITES
TO BETTER ENGAGE QUALITY CANDIDATES
HIRECLIXSTORIES
Career Site Solutions

THE CHALLENGE

MIGRATING & MODERNIZING CAREER SITES TO BETTER ENGAGE QUALITY CANDIDATES



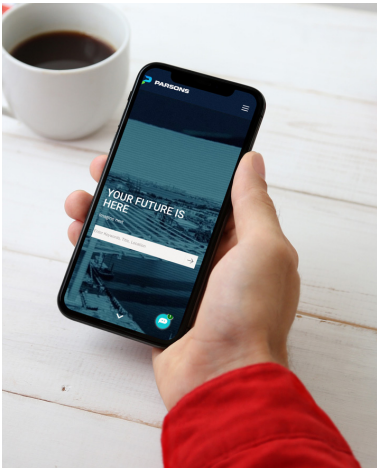
When a global defense and infrastructure technology company's career site solution became too costly and difficult to work with, the team called on HireClix to step in. The client's legacy career site contract was coming to a close, creating a sense of urgency to quickly and effectively migrate to a HireClix Career Site. The client's main priority was to transition and modernize their career site, delivering a more engaging, user-friendly experience while supporting ongoing hiring goals. HireClix's extensive industry knowledge, as well as the previous collaborations with the client, set up the foundation to achieve the client's goal with open communication and a clear vision.

THE APPROACH

MIGRATING & MODERNIZING CAREER SITES TO BETTER ENGAGE QUALITY CANDIDATES

The HireClix Career Site team began a comprehensive discovery phase, revealing significant opportunities for strategic improvement. Key recommendations that stemmed from this analysis included the development of dedicated regional pages to deliver localized content and bolster relevance for job seekers. The HireClix team proposed incorporating authentic employee photography to add a more personalized element into the new career site.

To optimize the candidate experience, a robust job search was also recommended, incorporating advanced filtering capabilities and location mapping. This would be complemented by a streamlined job search process designed to enhance usability and provide candidates with a clear pathway to the most relevant jobs. Visually, the adoption of a unified brand identity would also establish greater consistency across the site. Additionally, the team recommended an interactive map to improve site navigation, along with HireClix's Second Chance pages, which redirect job seekers to relevant roles when their original search is no longer active and highlight reapplication opportunities - further engaging potential candidates.



By pushing branding boundaries and refining the site's functionality, HireClix ensured a significantly improved user experience while aligning with the client's hiring goals and overall employer brand.

THE RESULTS

MIGRATING & MODERNIZING CAREER SITES TO BETTER ENGAGE QUALITY CANDIDATES

103%

INCREASE IN VISITS FROM GOOGLE, IMPROVING ORGANIC TRAFFIC.

The first two months of the new HireClix Career Site yielded significant positive outcomes, and bolstered its success in attracting and engaging talent. The implementation of strategic SEO/AEO improvements resulted in a 103% boost in visitors originating from Google, directly contributing to an increase in organic traffic to the new site. This heightened visibility ensures a broader reach to candidates who are actively searching for new career opportunities.

17% BOOST **IN OVERALL ENGAGEMENT, REFLECTING STRONGER USER INTEREST.**

The changes implemented also fostered a more engaging user experience across the site. In the first two months post launch, engagement increased by 17% with users taking additional actions on-site and spending more time navigating various pages of the career site. This indicates that visitors were not only finding the content more relevant and compelling, but are also increasing their interaction with various site elements.

Additionally, launching HireClix's Second Chance pages resulted in an increase in engagement time. With Second Chance pages, candidates were kept engaged more than 45 times longer than they would have stayed on an inactive job listing, showcasing the effectiveness of this feature in maintaining the interest of job seekers.

45x

SECOND INCREASE IN ENGAGEMENT TIME ON THE NEWLY INTRODUCED SECOND CHANCE PAGE.

This growth in user interaction and engagement has directly translated to a higher rate of qualified candidates exploring and applying for positions. These collective improvements underscore the positive impact of the recent updates and position the client's career site for continued success in attracting top-tier talent.



INNOVATING FORWARD

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

Contact HireClix - sales@hireclix.com