CHAMELEON-I

4 WAYS
TO BUILD AN ENGAGING
RECRUITMENT WEBSITE

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CHAMELEON-I PRESENTS

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Introduction

Your time is precious. Social media has trained us to scroll endlessly, faster and faster to find brilliant content that we want to digest.
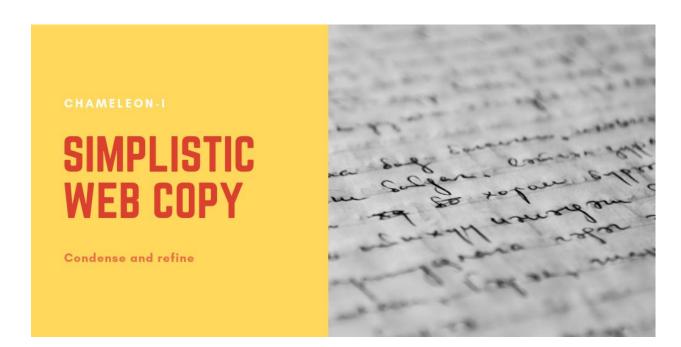
We won't settle for anything less.

Do you remember the last time you searched for something, clicked on the website, and almost immediately clicked back to the search results page to find something better?

It probably happened to you today.

Perhaps the reasons you didn't stay on the website for more than a few seconds were:

- I didn't trust the website
- The design was so bad my eyes were offended
- I had no idea what they were offering

Give yourself the best chance by making sure that your visitors will stay on your site long enough to digest and engage with what you're offering.

Colleen from [Chameleon-i](#) recruitment software has put together a list of four tips that will help your recruitment agency build a website that users can engage with.

1. Simplistic web copy

A confusing website is likely to put off potential clients and candidates, but taking the time to create clear web copy is a sure-fire way to make sure that your agency's message is delivered.

You have around 10-20 seconds to convince new visitors that they're in the right place and the best way to do this is to make it immediately clear what you're offering.

So, how can you make sure your message is understood?

Provide answers

Take the time to sit down and write out what your agency offers candidates and clients, both types of visitors need to know what you're offering and fast.

If you can, ask a friend or relative outside of your business to have a look at your website homepage for 30 seconds. After the 30 seconds, turn off your monitor and see if they can tell you what they think you do.

If they can't, you will know that you need to make some changes to your copy.

Put yourself in your users' shoes – at the top level, what is it they need to know? Pre-empt what your users want to know and make sure you've answered common questions on your homepage.

Here are some good examples to get you started:

- Does the user know what your agency specialises in?
- Does the user know whether you offer temporary, contracts, or full-time vacancies?
- Does the user know what locations your agency covers?
- Does the user know what recruitment processes do you offer?

Help the client or candidate to trust your website by answering the questions above.

Remember - there is no point in lying about what you offer. Feedback can be listed on all kinds of websites, so just be honest and write plainly.

Clever layout

Use headings and subheadings to clearly signpost all the important topics for your recruitment agency.

We know that web users are busy, and tend to scan the page to decipher whether or not they want to commit to reading it properly.

Clear headings and subheadings can be used to help quickly convey prominent and meaningful messages.

Short paragraphs

Ultimately, web users are selfish. They want to discover the information they are looking for, and they want it fast.

Our clear and useful headings and subheadings have already educated them on what to expect from our agency. Now let's look at how we can inform them and make sure they want to keep on reading.

The key to keeping web users reading is small, bitesize paragraphs. These small chunks of text include only one or two sentences, to help users easily digest the information you're giving them.

Small paragraphs can help hold their attention by giving them bitesize pieces of information to take in. The shortness of the paragraph means that they can understand it faster.

Read through the copy on your website and break it up as much as possible. Separate each point you are making into small paragraphs.

If you have several of these mini paragraphs making up one larger point, then put a sub-heading above it. The user can then identify what that section is about and choose whether to read it.

Bucket brigades

The longer people spend on your website, the more Google likes you. Adopt a conversational tone through your website with the use of bucket brigades and keep people reading.

Here are some examples of bucket brigades:

- And that's not all
- Wait, there's more

Bucket brigades are small phrases that you can slip in between paragraphs to help stitch together your story.

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TELL YOUR STORY

Get personal

2. Tell your story

We're humans, so we tend to be curious about other people. It's probably why reality television shows are so popular!

These types of shows are so popular because they show the human side of life and not just the glossy, perfect side.

It's your recruitment agency, so it's your chance to show a bit of your personality and create the content that your visitors will be interested in. Just because you're a business, it doesn't mean that your web copy needs to be stuffy. Equally, you don't want to be too flippant.

It's important to find the right tone of voice for your agency and brand. Once you've discovered it, the copy will be easier for you to write, and far more engaging for those who are reading it.

Blog about it

Blogging is a great way to tell stories about your recruitment agency. It's a chance for you to share stories that web visitors might not know about. Blog posts can assist in setting a tone

for your business that helps to persuade a candidate or client in deciding if they want to work with you.

If your office or individual members of your office are involved in charity work, or interesting sporting ventures outside of work, why not blog about it?

Use testimonials

Shape your website message by highlighting stories from satisfied clients and candidates. Testimonials are a useful tool in confirming the type of service you offer and how successful you are at offering it.

Place testimonials strategically on your web pages. If you offer a particular service such as interview preparation guides, then be sure to include testimonials from candidates who have benefited on the page in question.

Do you check websites such as TripAdvisor to see how a restaurant is? The same applies to your organisation. If a web user reads about a positive experience, then they are more likely to want to use your agency.

Show off industry awards

Has your recruitment agency has won or been nominated for an industry reward? There is no need to be humble, it's time you shared the news on your website, e-mails and social media channels.

If you're lucky enough to win an award, be sure to:

- Blog about the award
- Place the digital award badge on your homepage
- Place the digital award badge in e-mail signatures

Don't be humble, show off how great you are and help build trust in your agency.

3. Use genuine images to build trust

Do you know those shiny stock images filled with laughing coworkers having a fun time in a meeting room?

Your brain can spot these images a mile away and will subconsciously choose to ignore them. Becoming little more than wallpaper on your site, these images look nice from a distance, but won't hold attention.

Web visitors prefer genuine images that show real people in real situations. Don't worry if they aren't polished - the more realistic they look, the more it will show the human side of your agency.

'Real' images on the blog

Make blog posts more interesting by using photos taken by recruiters in your agency. Remind everyone that photos of team-building events or charity work are welcome and encourage people to take them.

Web users will get a glimpse behind the scenes and can discover what the team is really like. It will help them to decide whether your agency is one they want to work with.

Testimonial images

Use real photos of clients next to their testimonials. Include coloured images of people, especially if they have a recognisable office background that includes a logo.

This helps to show the reader that a real person offered a positive story supporting your company.

Photos of the team

Another way to stay authentic is to include photos of your team on your website. Team pages are the first place to show these images, as well as on the contact page. If a web user can see a face next to a phone number, they won't feel that they will be answered by an automated service.

Include photos of the team together in the blog or on social media. It's a great way to humanise your brand.

4. Use Social Proof

Social proof is where people are driven to copy the actions of others. If lots of people are doing it, it must be good - right?

Candidates and clients

Perhaps your agency wants to show how popular are through the revealing of candidate and client numbers. If this number is impressive, then display them on the homepage with pride.

If web visitors can see that you've placed a huge number of candidates, or filed hundreds of open roles for clients, they will be more likely to trust you to get results for them.

Social media followers

Has your agency amassed a great number of Facebook, Twitter or LinkedIn followers? List these numbers on your website, and help users to see that you're worth that Like or Follow.

This will also help to increase engagement on your social media channels.

**With copy, storytelling, images, and social proof, you can
build an engaging recruitment website**

Use the four tips that I have given you, you now know how to start building your engaging
recruitment website. To recap:

1. Work on creating simple web copy to inform and educate.
2. Tell your story through your blog, testimonials and industry awards.
3. Use genuine images to build trust and a rapport with your web visitors.
4. Use social proof to convince users to trust you.

If you want users to understand what your recruitment agency is about, and why they
should choose your business over another, you need them to engage with your website
and read what you have to say.

Follow this guide and you'll have more candidates and clients vying to work with you in no
time.

Good luck!