



CSO – CAREER SITE OPTIMIZATION

WORKSHOP

DATA DRIVEN HR MARKETING / DIGITAL EMPLOYER BRANDING AUDIT / CSO

Your career site influences the quality and quantity of the applications you receive. It is your company's digital calling card. Our CSO workshop enables you to fully exploit the potential of your career site.

WHY CSO?

► **More Efficient Recruiting**

CSO expands your scope of activity in personnel marketing and employer branding.

► **Reduce the Bounce Rate**

An optimized candidate experience significantly reduces the bounce rate during the online application process.

► **Addresses Your Target Group Precisely**

Relevant content through the right channels is the basis for effectively addressing your target group.

► **Greater Visibility of Your Career Site**

Taking into account the technical and content requirements of search engines makes you easier to find on the web.

WORKSHOP



I. TMR-ANALYSIS

We investigate the current state of your website with our **TMR analysis tool**. The report shows what can specifically be improved and serves as the basis for our optimization strategies.



II. OPTIMIZATION PLAN & EMPOWERMENT

Following the analysis, we create an optimization plan. We improve your skills so that you can implement this yourself. The core topic areas of the CSO workshop are as follows:

Module I: Basis

- ✓ Candidate Experience
- ✓ Usability
- ✓ Addressing your Target Group

Module II: Methods

- ✓ Search Engine Optimization (SEO)
- ✓ Incorporating Social Media
- ✓ Harvard's 4 Factors



III. OPERATIONAL IMPLEMENTATION *(optional)*

We are happy to take on the operational implementation of your career site optimization or even the relaunch of your entire website.

In addition to our workshop, we offer extensive implementation consultation through our digital employer branding audit.