



CAREERS SITE REFRESH

You've got a careers site. Maybe it looks sharp. Maybe it checks all the boxes. But here's the real question: is it about you or is it about them?

Potential employees want more than job listings. They want to know what life inside your company really feels like. They want to imagine themselves there. Picture themselves as part of your team.

Your careers site provides a canvas for recruits to paint themselves into your business. Let's make sure it's telling a story from their perspective and isn't just another marketing exercise from yours.

HOW IT WORKS

We start with a full, front-to-back audit of your careers site with one core focus: cultural alignment through promises made and promises kept.

Our team evaluates your messaging, visuals, structure, and overall candidate experience through the lens of what your company culture is and what your employees experience every single day.

Then, we look for opportunity gaps: What's overstated? What's underplayed? What's missing that could help the right candidates say "I'm in"?

WE'LL ALSO CROSS-REFERENCE YOUR SITE WITH

- Internal culture signals – values, behaviors, Glassdoor reviews and employee stories
- External brand perception
- Competitor positioning and hiring narratives
- Turnover challenges and hiring goals, time to hire and productivity ratios, and future talent needs

You'll walk away with an executive-ready overview and practical recommendations for what to start, stop, and continue.

WHY IT WORKS

The best hiring happens when candidates feel like they already know you before they ever apply. That only occurs when your careers site is rooted in your story with recruits as the main character. And it's free from fluff, spin, and corporate speak.

When there's alignment between your culture and what your career site promises - as told through a story your recruits can relate to - candidates show up more engaged and likely to thrive.

This isn't about making your careers site a picture of you. It's about making it a mirror for them.

HOW LONG AND HOW MUCH



TIMELINE

6 to 8 weeks



FORMAT

Fully remote



FEE

\$9,750

When you work with Arketi Inside, you partner with experts in workplace change management and communications. We help your company connect leaders and employees, strengthen culture, and drive real business results.

JUST BEGIN. THE REST IS EASY!

Contact Arketi Inside's Managing Director, Jason Anthoine, at janthoine@arketi.com or 478.719.9990 to explore how Arketi Inside can help you build a stronger culture in the workplace for stronger results in the marketplace.

