

The Illinois Center for Specialized Professional Support's Best Practices for Making Your Website Effective for Recruitment.

1

USE CONSISTENT BRANDING

throughout the website and social media marketing campaign including font, logos, color schemes, and imagery

2

LEAVE PLENTY OF "WHITE SPACE"

(this can be any varying color white, grey, black, etc.) between elements for aesthetic and to separate elements

3

REDUCE CHOICES

Reduce the number of choices you offer visitors to your site

4

LIMIT HEADINGS & PATHWAYS

Limit menu headings and pathways to as minimal as possible for organized content

5

SIMPLE & EASY NAVIGATION

Provide simple and easy-to-use navigation including a search window that is accurate with key words

6

RULE OF THIRDS

Apply the rule of thirds so that the eye naturally drifts when looking at your webpage

7

COMPRESS

Compress images and files as much as possible to not overcrowd your server

8

COLOR AND CONTRAST

Use color and contrast to your advantage to appeal to call to action items

9

ANIMATE

Top bars and pop ups

10

ANALYTICS

Install Analytics (Google Analytics is recommended)

11

INVESTIGATE

Investigate into Search Engine Optimization (SEO)

12

CONNECT

Connect to social media on homepage

13

REACH OUT

to prospects via other marketing channels to draw them to your website

14

RESPONSIVE DESIGN

Make sure your website is comprehensive on mobile devices and has a responsive design to adjust to all browsers, screens sizes, and devices

15

CONSIDER ADDING VIDEO

One video can improve website engagement by 86%, a website is also 53 times more likely to end up on the first page of search engines that utilize video.

16

READABILITY

Check your readability--including your font selection, select 2-3 fonts for your whole site