

White Paper

One Step to Improve Your Careers Pages

HireGround Software Solutions

Introduction

The first step in a positive candidate experience is a stellar careers page.

Almost all candidates would refer others to an organization if they had a positive experience. What's more, a good candidate experience means applicants are more likely to buy from the company, and much more likely to refer someone to apply¹. A great experience raises a company's brand awareness and improves public perception.

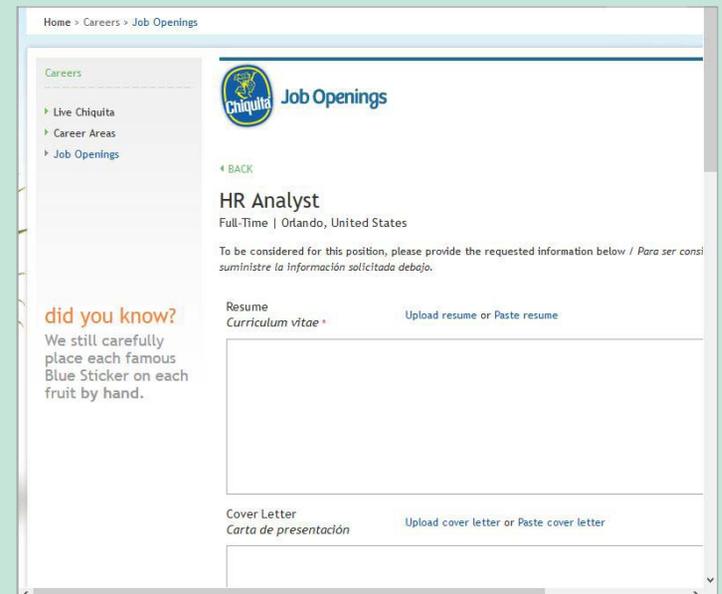
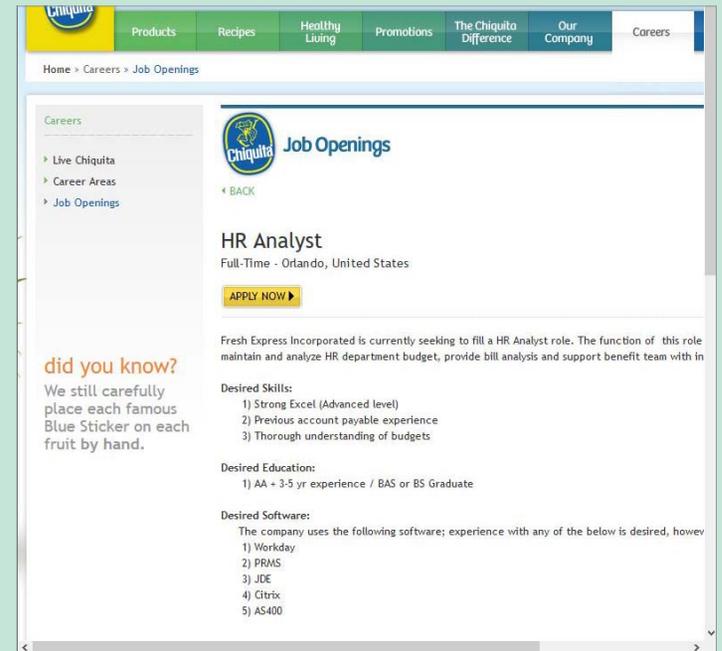
Most organizations are interested in putting up a careers page that meets this goal of allowing job seekers to apply to their openings easily and efficiently. You want the careers area to be inviting and easy to use while at the same time representing your company's vision and brand.

However, when using an ATS, there is one careers page solution which immediately challenges the usability and functionality of your website: "iframes".

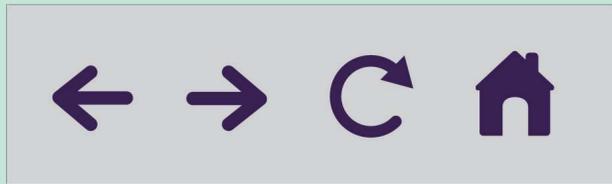
Pages that use iframe solutions (frame in frame) are generally adopted so that your company IT team has control over the surrounding page content. Because of this, showing the ATS content in an iframe remains a common solution for many companies. They may be a positive for the IT team, but are a negative for those searching for jobs, for many reasons.

In this whitepaper, we'll cover the following negative aspects of hosting your ATS in an iframe, followed by some alternative methods to avoid these issues.

- » Lack of security
- » Tricky navigation
- » Non-responsive design
- » Bad for SEO
- » No ability to save & share jobs



iframe examples



Lack of Security

If you try and use an iframe solution you will run into problems when it comes time for the candidate to either register or log in when applying to a job.

Software systems which handle personal information such as resumes require a certain level of security. For an ATS, this means applicant registration, login, and job applications all take place on secure web pages. When you look at the url in a job application process it will show a lock icon with 'https', meaning the data which is provided on this page and sent to the ATS is encrypted to protect against malicious attacks. However, in the case of iframes, it is impossible to run secure content inside a frame on a non-secure website. This means that job seekers will be taken off your careers site and directly into the ATS in order to apply, disrupting their experience and showing them a completely different looking website.

The best case scenario for iframes, is a partial solution to display and browse jobs, but redirecting job seekers to the full recruitment system for registration, login and application.

Tricky Navigation

Using frame-in-frame to display content from an ATS system within your careers page makes it difficult to navigate through job listings and descriptions using their web browser's navigation. Many visitors' natural behaviour is to click the 'back' arrow which will take them outside of your careers page entirely, forcing the user to start their search from the beginning. This can be extremely frustrating.

The reason this occurs is because content within the iframe window does not have a unique url, so the web browser only recognizes the page on which the iframe is hosted. There is no way to use browser navigation and iframes, so to make your careers page and application process as user-friendly as possible, the iframe should be eliminated.

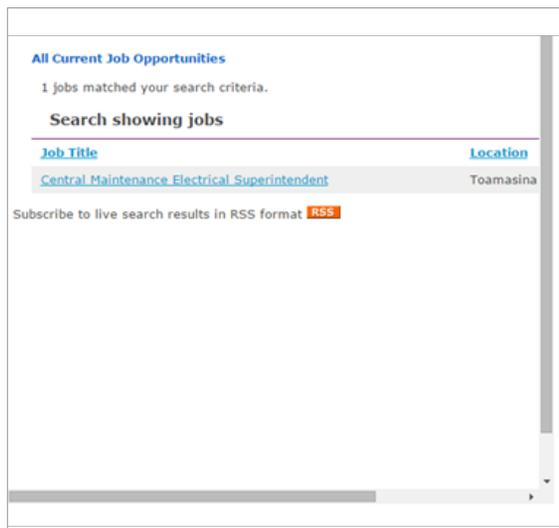
Non-Responsive Design

iframe solutions are difficult to view in most cases, due to the fact that the iframe window is a fixed size, which doesn't adapt to the actual screen size. This makes the careers page especially hard to navigate for mobile users.

Why is this important? Google says it well here:

“Starting April 21, we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results.”² Web pages which are not considered mobile-friendly will fall lower in a search, while mobile pages will be given a boost in Google's rankings.

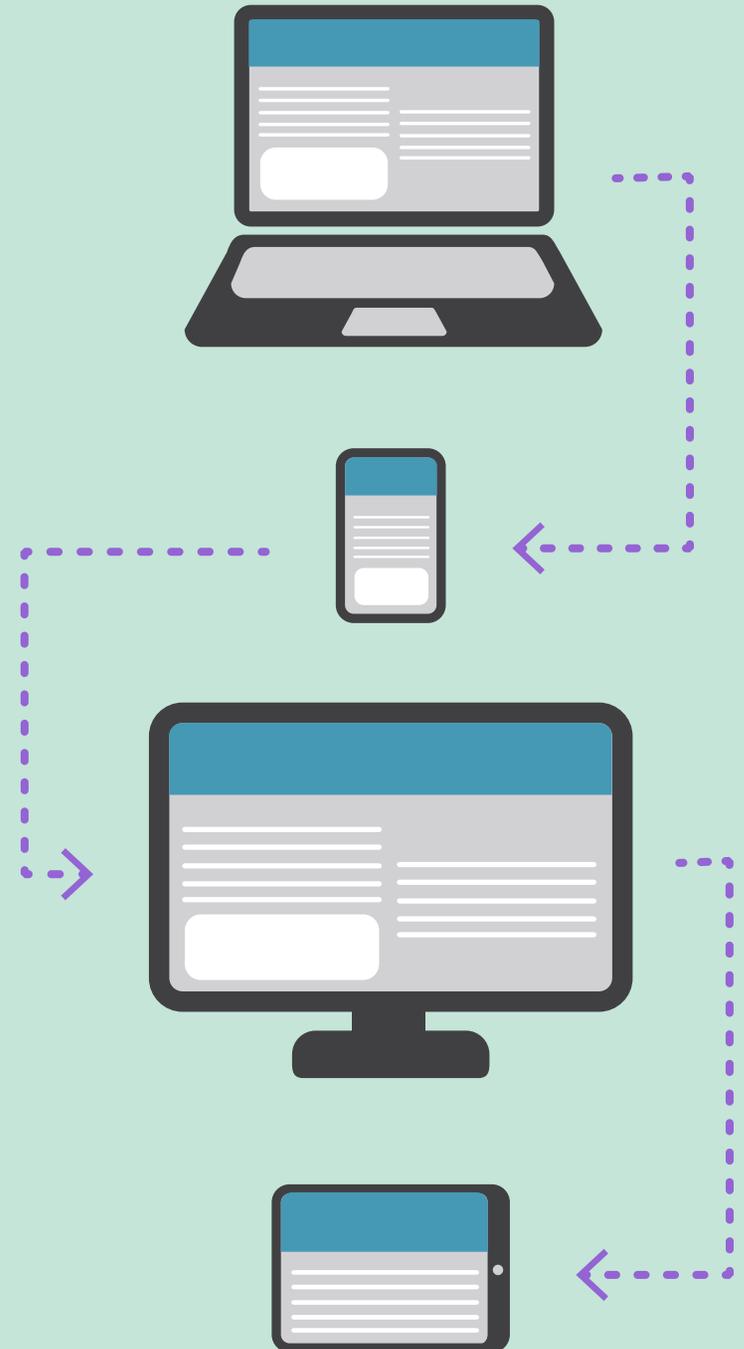
Not only will Google rank your pages lower if they are not mobile, but an estimated 70% of job seekers who search using mobile devices will begin to look somewhere else for work. These are big losses for any company.



Not only can iframes not adapt to a user's screen, but they cannot adapt to the content they are showing! Often, job seekers are required to use scroll bars within the iframe to navigate and complete tasks when applying. This occurs when the iframe is set to a width smaller than the page it is displaying. This is annoying and often will discourage the job seeker from completing the application to your jobs as illustrated here.

Ensure that your pages can be easily viewed on smart phones or tablets – a good solution is to use responsive design, where the elements adjust to fit any size of screen.

² Google.com – Feb 26, 2015 (<https://googlewebmastercentral.blogspot.ca/2015/02/finding-more-mobile-friendly-search.html>)

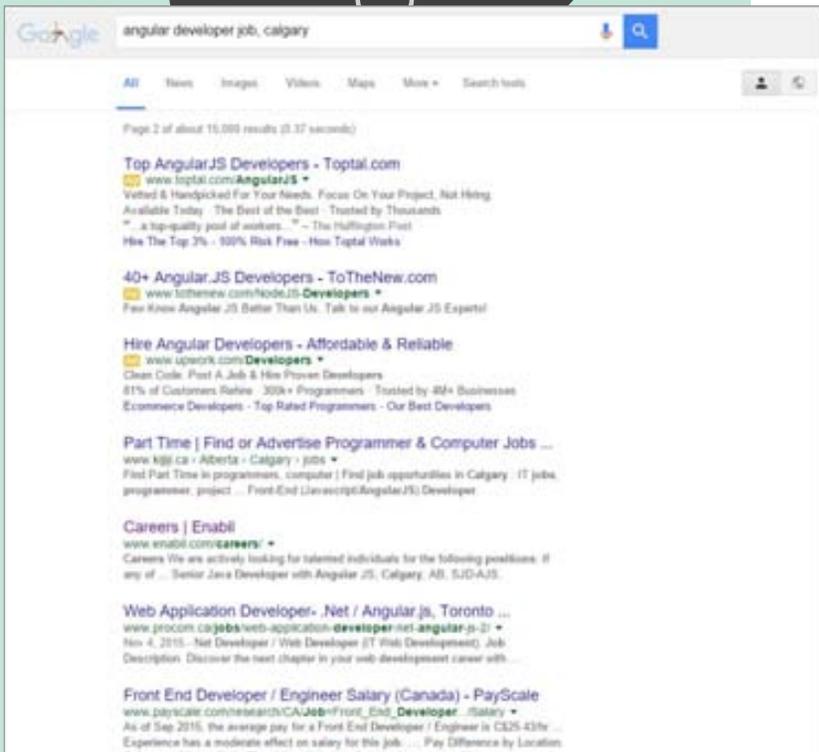




Bad for SEO

Search Engine Optimization (SEO) helps job seekers find your business and your open positions. However, without unique urls – such as the pages within an iframe – Google and other search engines will not index your job listing and job description pages. As we’ve mentioned above, websites that are mobile-friendly are given a boost in Google’s ranking algorithm, while sites that do not support various screen sizes are left with a lower position in a search. If using an iframe, your careers page will not be considered mobile-friendly by Google, so your overall corporate site will also lose SEO.

A good practice is to have each job as a separate page, with the job title in the URL. This makes it easy for Google and other search engines to index each job, generating more direct applicants. Ideally, your jobs will be able to be found with an online search. With iframes, this is impossible, as all jobs are shown within a surrounding webpage, and do not have unique URLs.



No Ability to Save & Share Jobs

Here is another issue linked to the lack of unique page urls within an iframe: it is impossible to save, share or bookmark a job when the job posting is within an iframe. Suppose you wanted to send a link to the job to a friend or relative? Or a job seeker wants to quickly save a posting to apply later, perhaps from home or on their desktop? If you wish to promote a specific position, whether in an email, or on social media.

Usually this is a simple matter of copying the url in the address bar, or clicking a little 'share' button. However, without a unique url to point to, the only link which can be shared is to the page where the iframe is found. Considering more than half of job seekers perform searches on their mobile devices, but prefer the ease of filling out applications using a larger screen and keyboard, having the ability for people to easily save a specific job posting is critical.

Ability to read and interpret blueprints and construction documentation.

- Ability to anticipate overall organizational impact when dealing with complex, multifaceted situations that draw upon the involvement of various stakeholders within the community.

Working Conditions:

Physical Effort: Occasional physical effort required such as lifting, climbing, and prolonged standing, but not the predominant focus of the job.

- Sitting for extended periods in an office environment.
- Travel to construction sites.
- On-site building inspection at construction sites.

Work Environment: Characterized as a normal office environment, with occasional exposure to adverse working conditions when performing outdoor inspection work.

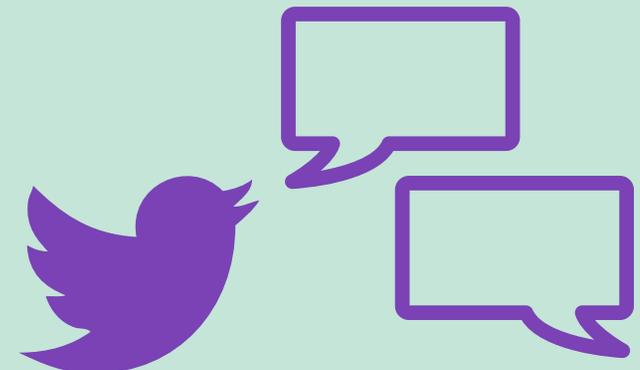
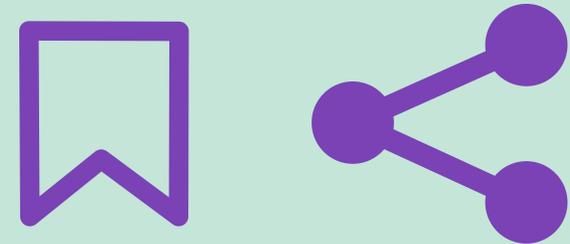
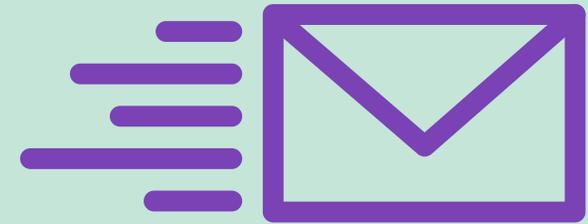
- Occasional exposure to dust, fumes and noise from equipment/machines.

HG thanks all applicants for their interest but advises that only those selected for an interview will be contacted.

[Apply Now](#)

Share this job on:

[in](#) [t](#) [g+](#) [f](#)



<job>

<title>Field Service Technician</title>

<date>Wed, 06 Jan 2016 08:00:00 GMT</date>

<referencenumber>
2583

</referencenumber>

<company>XYZ Services Corporation</company>

<city>Calgary</city>

<state>AB</state>

<country>Canada

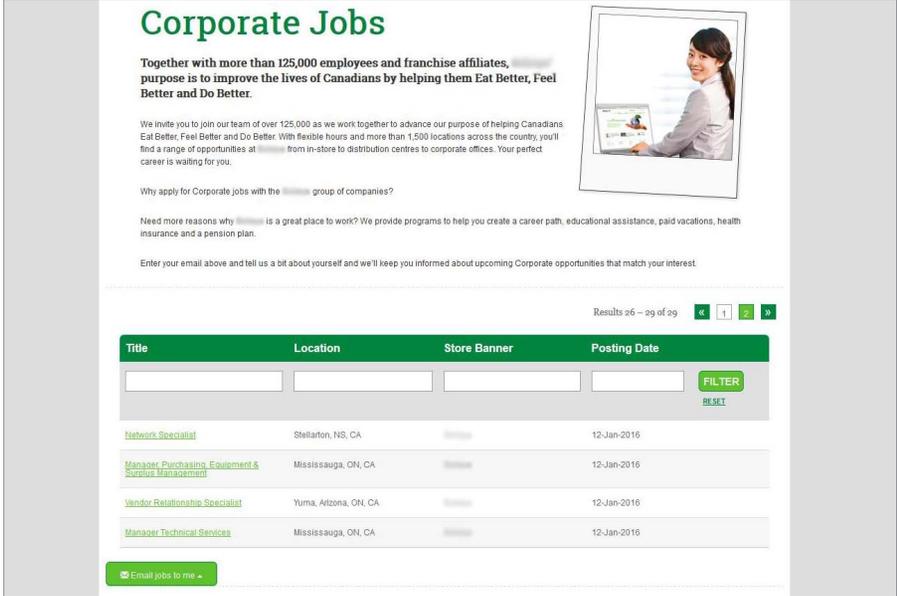
</country>

<description>

iframe Alternatives: Job Feeds

The reason many web teams like using iframes is that they can control the content of the webpage, no matter what the ATS system looks like. Everything can perfectly match the company branding scheme, without need for updates from the ATS provider if your careers page changes. Therefore, systems must offer viable and flexible alternatives for providing your job posting data.

One option for controlling how your jobs are displayed is to make use of the feeds that your Applicant Tracking System can provide such as RSS, XML or JSON. These use the “raw” text and data from the system to populate whatever framework your company would like to display on the careers page. This gives a company more or less full control over the styling of the job search and description pages before directing the candidates to the recruitment system when they want to securely apply.



Corporate Jobs

Together with more than 125,000 employees and franchise affiliates, purpose is to improve the lives of Canadians by helping them Eat Better, Feel Better and Do Better.

We invite you to join our team of over 125,000 as we work together to advance our purpose of helping Canadians Eat Better, Feel Better and Do Better. With flexible hours and more than 1,500 locations across the country, you'll find a range of opportunities at from in-store to distribution centres to corporate offices. Your perfect career is waiting for you.

Why apply for Corporate Jobs with the group of companies?

Need more reasons why is a great place to work? We provide programs to help you create a career path, educational assistance, paid vacations, health insurance and a pension plan.

Enter your email above and tell us a bit about yourself and we'll keep you informed about upcoming Corporate opportunities that match your interest.

Results 26 - 29 of 29

Title	Location	Store Banner	Posting Date
Network Specialist	Stellarton, NS, CA		12-Jan-2016
Manager, Purchasing, Equipment & Service Management	Mississauga, ON, CA		12-Jan-2016
Vendor Relationship Specialist	Yuma, Arizona, ON, CA		12-Jan-2016
Manager Technical Services	Mississauga, ON, CA		12-Jan-2016

✉ Email jobs to me

Examples of feeds that can be placed on the careers pages might include a ticker of the company's stock price updating in real time, or a side bar that scrolls through new jobs offered. Companies can choose to display their jobs in a variety of ways—by location, job type or date to name a few, meaning that a company can choose the display options that specifically suit their needs.

Get in Touch

HireGround Software Solutions

HireGroundSoftware.com

info@HireGroundSoftware.com

1.877.218.7504