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

| Careers | |
|---|--|
| Live Chiquita | Chiquita Job Openings |
| Career Areas | * BACK |
| Job Openings | |
| | HR Analyst Full-Time - Orlando, United States |
| | |
| | APPLY NOW |
| | Fresh Express Incorporated is currently seeking to fill a HR Analyst role. The function of thi maintain and analyze HR department budget, provide bill analysis and support benefit team w |
| did you know? | Desired Skills: |
| We still carefully place each famous | 1) Strong Excel (Advanced level) |
| Blue Sticker on each fruit by hand. | Previous account payable experience Thorough understanding of budgets |
| | Desired Education: |
| | 1) AA + 3-5 yr experience / BAS or BS Graduate |
| | Desired Software: The company uses the following software; experience with any of the below is desired, f |
| | 1) Workday 2) PRMS |
| | 3) JDE 4) Citrix |
| | 5) AS400 |
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| Home > Careers > Job Openings | |
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| Careers > Live Chiquita | Job Openings |
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^{1 2014} CandE Report Talent Board, 2014

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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.

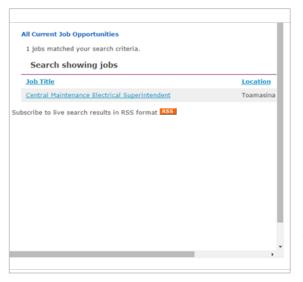
Non-Responsive Design

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:

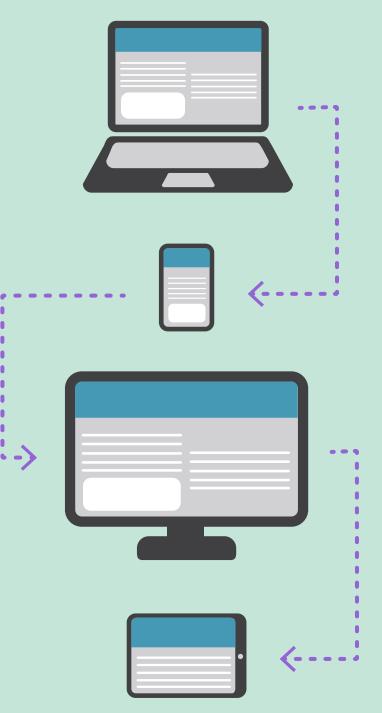
"Starting April 21, we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results."² Web pages which are not considered mobile-friendly will fall lower in a search, while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



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² Google.com – Feb 26, 2015 (https://googlewebmastercentral.blogspot.ca/2015/02/finding-moremobile-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.



Rack to Careers Page

1 0

Senior Java Developer with Angular JS

Location: Calgary, AB

ENVIDE Solutions is a privately held technology and protessional sensors organization with headquarters in Caligary, Alteris, Canada and offices in the 135 and India. We provide a wide range of Customer Care and Billing Services and have a hairst of more than 160 protessionals working from offices in Caligary, Vancouver, throughout United States and Billingkins, India.

With more than 20 years of experience serving the Castomer and Revenue Management (2PRI) needs of mid and large sam industry-leading Communication Device Providers, our Company is a leader in the Castomer and Revenue Management market. We prote ourselves on its long-term strategic relationships and esceptional customer estimation.

Job Description

Senior Java Developer with Angular JS - Full Time

Man Responsibilities and Duties

- · Develop enhancements and provide support for Oracle BHM systems for various clients around the globe.
- Engage our clients to help gather application enhancement requirements.
- Assist in the assurance of completeness of user requirements.
 Assist in the devicement of leaded and device the state

Page 2 of almost 10,000 results (0.37 sacceds)

Top AngularJS Developers - Toptal.com

Available Traditional Face Vision Processing Available Traditional Vision Program Vision Program Vision Program Vision Program Vision Program Vision Processing Vision Procesing Vision Processing Vision Processing Vision Processing Vision Pro

All Hains Images Volum Maps More + Easth tools

40+ Angular.JS Developers - ToTheNew.com www.tothenew.com/hode.Jt-Developers * Fee Knee Angeler JS Batter Than Us. Talk to our Angeler JS Espectol

Hire Angular Developers - Affordable & Reliable

Www.upwork.com/Developers * Chain Code, Port A. Job & Nile Proven Developers 81% of Costoners Refer. 300x Programmers. Trusted by 824 Bostwessee Economect Developers. Top Rated Programmers. - Our Best Developers

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Careers | Enabli

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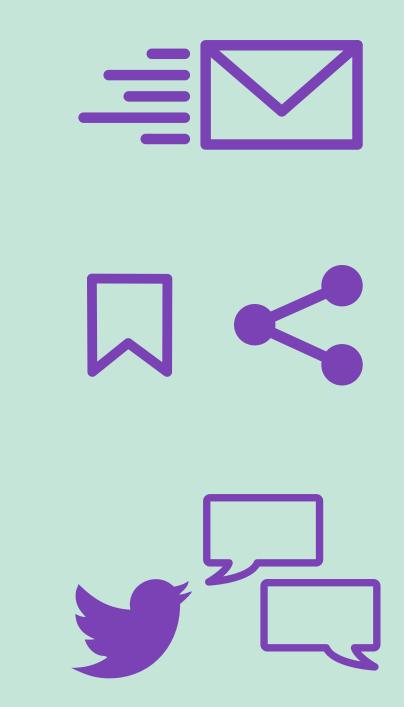
Front End Developer / Engineer Salary (Canada) - PayScale www.payscale.commenseth/CA/48eH/truit_End_Developer / Engineer in CESS Ethr As of Sie 2015, the average pay for a Free End Developer / Engineer in CESS Ethr Experience has a moderate affect on salary for this Job. . . . Pay Difference by Location.

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 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 У 🚱 🕂 |



<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.

| Better and Do Better. We invite you to join our team of over | e lives of Canadians by he | ranchise affiliates, elping them Eat Better, Fee vance our purpose of helping Canadia 1,500 locations across the country, you | ans | |
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| find a range of opportunities at career is waiting for you. | from in-store to distribution centr | es to corporate offices. Your perfect | | |
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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

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