

# 5 Ways Highly Skilled Applicants Evaluate Jobs

And how you can use this to out recruit your competition.



## The Most Researched Website

94% of applicants use YOUR company website as their primary resource for information about your culture and benefits.

## The Least Used Tool

Only 17% of HR professionals saw their website as the place to communicate their culture and benefits.  
(see the disconnect?)

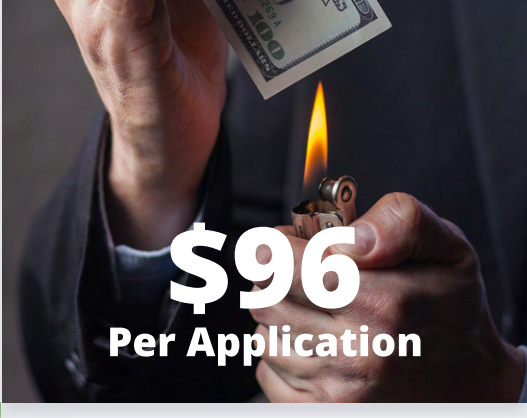


## Social Media Usage

30% of candidates will research your LinkedIn. The ones that do most often see 12 pieces of content before applying. Amplify your employees' voices!

## A Common Money Waster

On average, companies lose \$96 per application due to a lack of understanding of company culture.



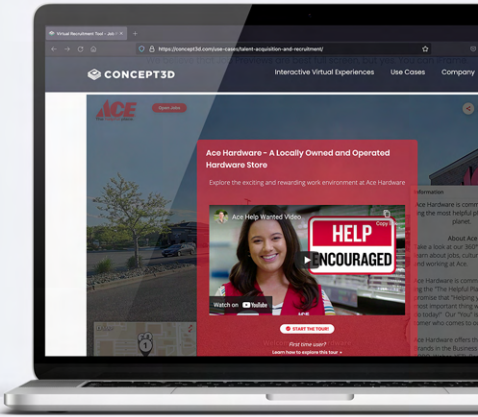
## The Most Wanted Amenity

On-site coffee and parking scored as the most wanted office amenity. Basic coffee beat out the "Google-esque" amenities like free daycare and on-site gyms.

# So what does this mean?

## Go all out on your company culture page.

Most HR professionals don't believe their website is the place to talk about company culture. Most applicants rely on your website for that information. Because of this disconnect, going all out on your company culture page will give you the best bang for your buck with getting candidates to apply and convert.



# Enter Job Previews

## A Better Way to Attract Applicants

Immerse applicants in a curated story about your company and its culture.

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## What goes into a Job Preview?



360° Panos



Videos



Photos



Audio



Links

## Are you curious?



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