



# The Candidate Experience Audit

## *Evaluating Key Considerations in Your Candidate's Journey to Applying*

Your hiring process plays a crucial role in attracting and retaining top talent. A smooth, intuitive candidate experience can enhance engagement and encourage more applicants to complete the process. Use this checklist to assess your recruitment journey and identify areas that may benefit from some refinement.

### **Career Page Findability**

How easily can candidates locate your Career page within your site navigation? If it requires multiple clicks to access, consider whether a more direct path could improve visibility and engagement.

### **Application Form Length**

Is your application form designed for efficiency? A lengthy or complex form may feel overwhelming to candidates. Streamlining the process while gathering necessary information can create a more user-friendly experience.

### **Mandatory Account Creation Before Applying**

Does your application require candidates to create an account or log in before they begin? While this can offer benefits, such as saving progress, consider whether it adds unnecessary friction for first-time applicants.

### **Relevancy of Screening Questions**

Are your pre-screening questions aligned with the role and candidate expectations? Ensuring that questions are purposeful and concise can help maintain applicant interest while still gathering valuable insights.

### **Approach to Job Descriptions**

Are your job postings clear, engaging, and reflective of the role?

Well-structured descriptions can help candidates quickly understand the opportunity and determine their fit.

**Listed Job Requirements**

Do your job qualifications strike the right balance? Setting realistic and necessary requirements can help attract a broader yet qualified talent pool while maintaining high standards.

**Experience of the Application Process**

Is your application system responsive and user-friendly? A seamless experience, free from technical difficulties, can encourage candidates to complete the process with confidence.

**Communication After Application Submission**

Do candidates receive timely updates on the status of their application? Proactive communication helps maintain engagement and ensures candidates stay informed about next steps.

**Mobile-Friendly Applications**

Is your application process optimized for mobile users? With many candidates applying via smartphones, a mobile-friendly design can enhance accessibility and ease of use.

**Employer Branding**

Does your recruitment process reflect your company's culture and values? A strong employer brand can help candidates feel connected to your mission and excited about potential opportunities.

## *Optimize Your Candidates' Experience*

If any of these areas present opportunities for improvement, let's discuss ways to refine your hiring process. Main Street Recruitment offers digital solutions that enhance the application journey, improve accessibility, and help you attract top talent with ease.

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