

TALENT **T** TABLE

PageUp 

# A COMPARISON CANDIDATE EXPERIENCE & CAREER WEBSITES

2022





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# INTRODUCTION

In 2022 and into 2023, we saw specific industries experience skill shortages, leading to more aggressive recruitment efforts to find suitable candidates. Online platforms, social media, and AI-driven recruitment tools continues to reshape how companies find and engage candidates. Every day, we see a new 'must have' recruitment tool - the bright, shiny solver of all our challenges.

But what if it was actually more simple?

I have been recruiting for a long time. I was one of those who had to open envelopes, enter details into a spreadsheet, and put into folders based on outcomes. Candidates expected very little of us. And it was a jobs market - many people were looking for work. So it would be fair to say that I have seen huge changes in talent acquisition, but sometimes, it means we may lose the basics of what we do.

In 2022, we researched the websites in Australia. We looked at the websites, information on the company, and the information that was available to the candidate. We applied to jobs and monitored candidate experience.

For 2022, our Career Website Research was sponsored by PageUp, which also created a candidate experience report from a survey of 185,000 candidates after they had applied for a job to understand which factors influenced the initial



application experience.

Taking that information and our career website research, we set about to compare what job seekers find important and how corporate career sites are compared.

It may be time we take it back to basics and get those right first.

What is the candidate looking for?

What do they want from our corporate career sites?

How do we make our process deliver on candidate expectations?

It all comes down to giving them the information where and when they want it at the time they want it.

Let's see if, between Talent Table and PageUp, we can refocus you on what candidates want and deliver on that.

[Download PageUp](#)  
[2023 Candidate Experience Report here](#)



## ABOUT THE RESEARCH

In 2022, we engaged Monash Talent to provide researchers to answer a series of questions by looking extensively at the career website and doing a mystery application to see how the process works.

We surveyed almost 200 sites.

Corporate careers site research consisted of 137+ data points in the following categories.

### **Usability**

- Job search, presentation of the results, alert services, chatbots

### **Content**

- In diversity, remuneration, application process, privacy, employer branding

### **Job descriptions**

- Design, length, specific information, marketing messaging

### **Visual design**

- Look-and-feel, readability, Use of photos and video

### **Application process**

- Ease to apply, mystery application, time to reply, quality of reply

### **Mobile Accessibility**

Every category has many questions in them and the answers to these questions, researched by actually collecting data from the website, give every organization a rating per category.

These categories have equal weights, giving every company a rating (on a scale from 1 to 10).

The top organizations in the general rating will be nominated for the award. A panel of independent judges then run the 'human lens' over the final eight choosing the winner.

Our final eight for 2022:

- Adobe
- Coles Australia
- Dell Technologies
- McDonalds
- Metcash Ltd
- Mineral Resources
- REA Group

**2022 Top Career Website**  
**in Australia**  
**Coles Group**

# WHAT IS IN THIS REPORT

Taking the PageUp Candidate Experience Survey and comparing to our Career Website Research, we set about creating a comparison report based on what is important for the candidate and how our career websites are stacking up.

1

## What candidates want

Candidates want to know that the job they are applying for is right for them. The company has the same values. That the company is a good place to work, fulfilling its social responsibilities. They also want to know the salary and flexible work arrangements. Our Career Websites full short in all areas.

2

## Job Search

Candidates want quick and easy access to the jobs that are available. They also want choices of jobs with adjacent skills and experience. Too many need to monitor career websites for the jobs they want manually. A good job alert and search functionality would go a long way to providing a great candidate experience.

3

## Job Advertising

Candidates want to know if they have the skills and capability to do the job. What is the salary and working conditions?

The advertising should be easy to read and a decent length. Job titles should make sense to people outside your organisation.

4

## Application & Communication

The application process should be seamless and easy. Filling out ten fields of information when a CV can be easily parsed is a must. Having the choice of how to apply and ensuring the process works on mobile is a must. Candidates want to choose how companies communicate with them.

# WHAT CANDIDATES WANT

PageUp research shows that the channels with the highest volume are:

- 39% Job Boards
- 15% Social Media
- 18% Careers Site

Of these, the career site is the most effective for hiring.

80% of job seekers say it is very or extremely important to 'be empowered to make an informed decision about a job by having the crucial information at the beginning of the process.'

**Only 36% were very or extremely satisfied they had access to the information they needed to make an informed decision.**

Topics that candidates were interested in were:



Organisational mission & values



DEI, social, environment, well-being and purpose based work



Flexible work arrangements & work/life balance



Rewards & Benefits



Development, future career opportunities & internal mobility

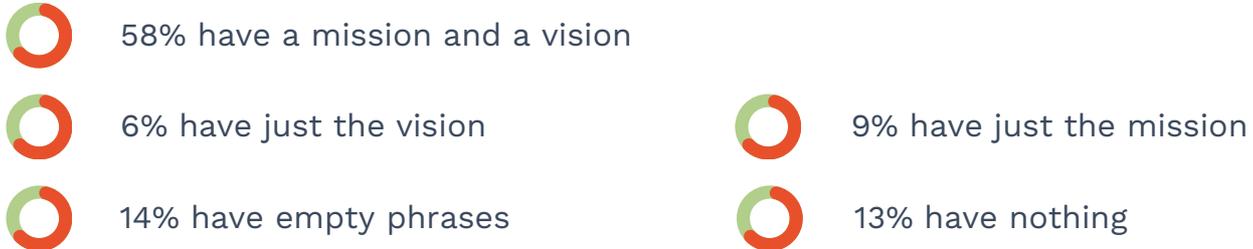


# TALENT TABLE CAREER WEBSITE RESEARCH



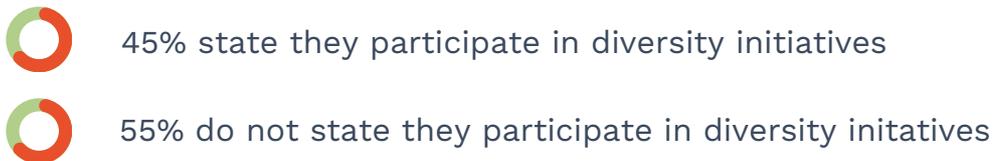
## Organisational mission & values

### Can you find a vision or mission statement on the organisation?

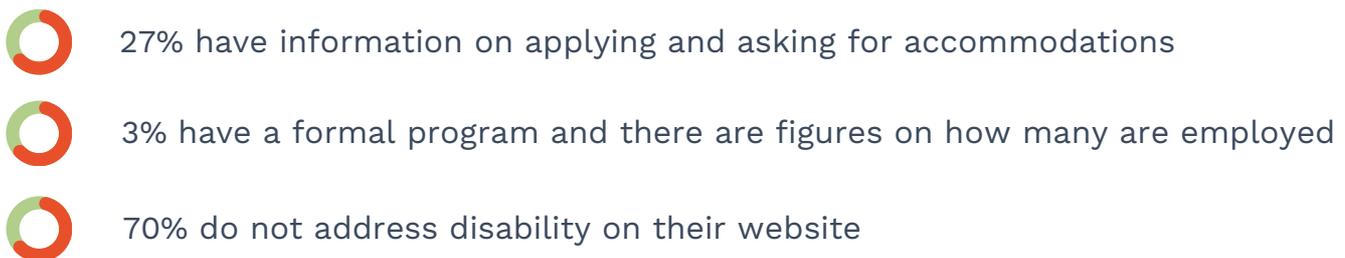


## DEI, social, environment, well-being and purpose based work

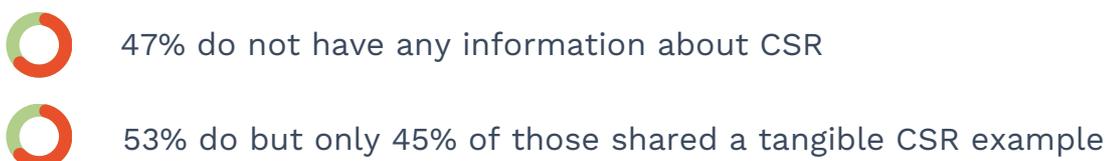
### Does the organisation participate in any diversity initiatives?



### Does the website address the employment of people with a disability?



### Is there a section on Corporate Social Responsibility?



# TALENT TABLE CAREER WEBSITE RESEARCH



## Flexible work arrangements & work/life balance

### Flexible or remote working



41% do mention it



56% make no mention in their job advertising

### Hybrid or remote working statements clearly on the website?



16% indicate whether you can work remotely for each vacancy



17% offer their view on hybrid or remote work in one generic statement



12% make no promises



55% do not mention it



## Rewards & Benefits

### Is the base salary mentioned?



93% do not mention base salary



4% in vague terms like 'competitive salary' or 'market conditions'



1.5% mention in the job description



1% mention salary bands in each job description



9% go into details about benefits such as superannuation, perks and other employee benefits

# TALENT TABLE CAREER WEBSITE RESEARCH



## Development, future career opportunities & internal mobility

### Are the training opportunities explained?



64% mention nothing about training or opportunities



26% give vague statements about 'getting an education';



5.7% explained in detail and there is an academy



3.5% talk of opportunities and a training budget

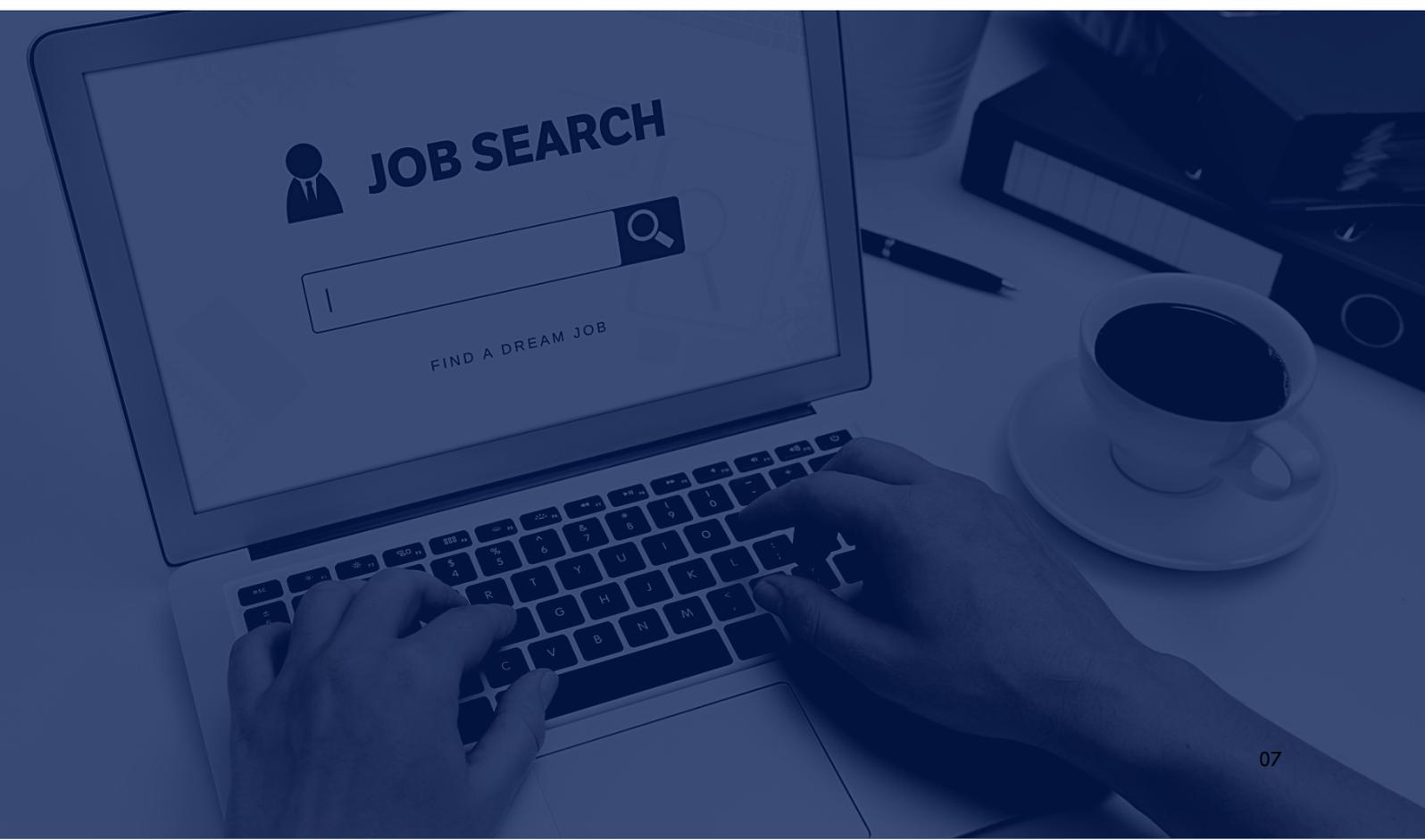
### Internal mobility, promotions explained



64% No



34% Yes



# JOB SEARCH

**PageUp research shows globally that the company career site is the second most common sourcing channel, with 18% of applications and 11 % of hires coming via the career site in 2022.**

Of all the sourcing channels, job boards, career sites, and social media, the career site is the most effective.

An average of 23 applications are required to hire one person.

**87% of jobseekers closely monitor their preferred websites to avoid missing out on potential job openings.**

Our research shows that companies fall short of providing job alert services and decent search functionality

## Talent Table Research

-  52% of career sites offer no job alert service
-  27% offer a generic alert relating to the function area
-  20% offer a customisable job alert services

## What happens when your search returns zero vacancies

-  49% of career sites simply show no vacancies
-  9% are referred to a job alert or talent community



# JOB SEARCH

## Does your website display any previous or last viewed jobs upon returning?



92% do not take you back to a previous or last viewed job

## Contingent & Freelance Jobs

As of August 2022, approximately 1.1 million people worked as independent contractors or freelancers in Australia, equivalent to around 8% of the total workforce.

Companies need to address this growing cohort in the workforce and on their career sites or continue to face added costs associated with using contract labour agencies.

## Does your website display any freelance or contingent jobs?

With the increase in freelancing and contingent jobs, are companies getting ahead of the game?

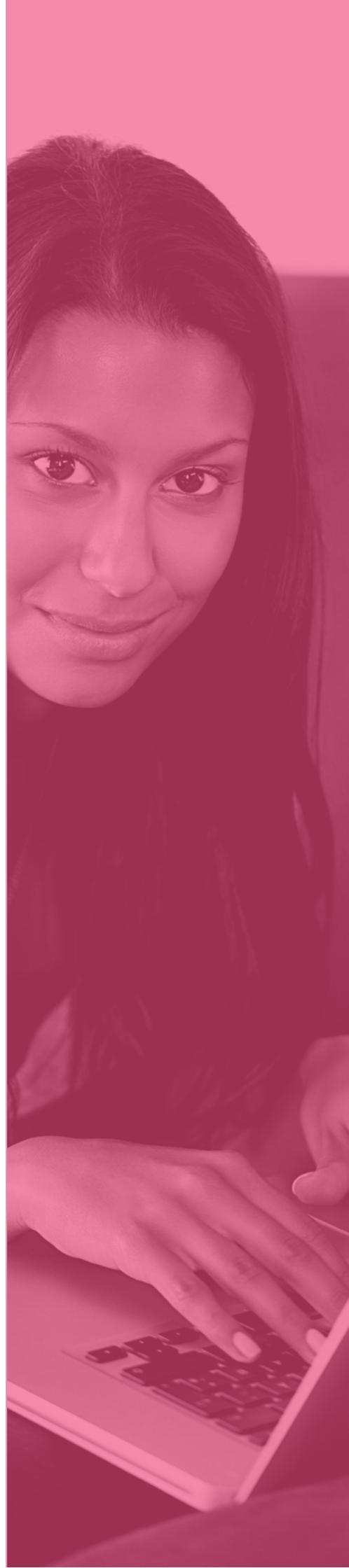


81% of companies are not advertising their freelance jobs

## Those that are advertised, how are they displayed?



33% are displayed amongst other vacancies



# JOB ADVERTISING

PageUp Research show us that there are 5 items, candidates want to see in job ads.



Specific job requirements



Clear job title



Documents Required



Eligibility



Salary

## Talent Table Research

### Job Title Length



77% are 1-4 words long



2% are still greater than 7 words

### Average Job Description Length



600-700 is ideal. 10.7% of job descriptions are this length



51% sit between 400-600 words



4% are over 900 words, it's time to edit!



# JOB ADVERTISING

## Place of employment

 78% offer a place of employment

 9% do not mention it

## Duties and responsibilities

 77% give both

 11% just talk about responsibilities and 6% talk only of duties

## Required education & experience

 69% mention both

 25% talking only of experience

## Quotes from people working at the company?

 95% of job vacancies do not include a quote from people working in the team or the job

 2% include a photo

 0.5% use text including the name of the person

## Does the job posting include audio?

 97.44% include no read aloud or audio about the job role



# JOB APPLICATION

## Mobile-friendly is a must!

PageUp research shows that more applications are abandoned from mobile devices

In 2015, 6% of applications were on a mobile device. In 2023, it sits at 32%

**28% of applications started on a mobile device are not completed, compared to 13% on a desktop**

## Talent Table Research

 97% of websites were mobile responsive

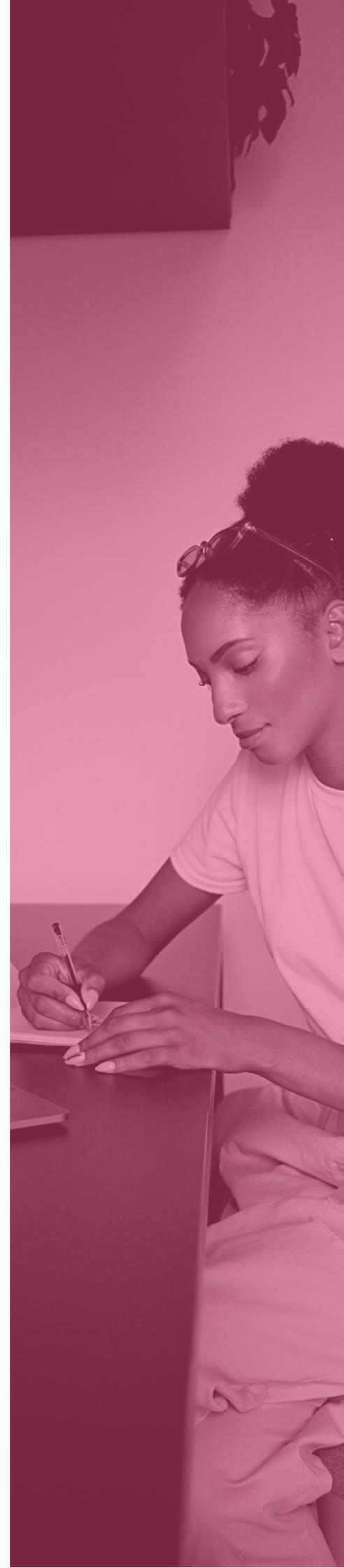
## PageUp Research

85% of jobseekers agreed or strongly agreed the application form was convenient and straightforward to complete. But there were 15% that did not have a good experience.

## Talent Table Research

### How did you apply for the job?

-  44% used an application form with a CV upload
-  9.5% had an application form without a CV upload
-  25% still require you to register on the website first!
-  6% give you a choice.



# JOB APPLICATION

## What choice did you have on how to apply?

 100% did not offer a choice. You applied as directed by the ATS

## How many fields were required to be filled in

 20% the CV parsed and the candidate checked the data

 17% had five or less fields

 40% had more than 10!

## Can you as a candidate chose how you would like to be communicated with?

 76% of companies gave no choice as to how to receive communication from them.

## Is a cover letter a requirement?

 46% ask for but don't require a cover letter

 23% required a cover letter

## How long does it take you to apply for a job?

 2% took less than a minute

 49% took 2-5 minutes

 36% took longer than 5 minutes



## SOME ADDITIONAL STATS...

It will not be long before privacy legislation is tightened. GDPR which operates now in Europe will probably be the standard we will work towards.

Here is what we found as it related to data privacy.

### Were you asked how long they can keep your data?

 96% were not asked how long the company could keep their application

### Did the privacy statement mention anything about the job application process or applications?

 50% did not mention it

 14% it was a generic corporate statement

 36% did

### Did the privacy statement say how long your information is kept in the database and who can contact you?

 15% contained information on how to get your data removed

 9% gave a time limit and a contact person

 79% mentioned nothing. We have some work to do!



# SUMMARY

Whilst the top websites in our research were doing some things right, compared to where many of the world is, Australia still has some work to do to improve our careers websites.

Talent Acquisition should always consider a user-centric approach to the career website. By focusing on candidates needs and expectations, you can ensure a well-optimized career website directly impacts attracting and engaging with high-quality talent.

No matter the initial path applicants take to explore job opportunities, they will eventually discover your career website.

Your career website can offer more than a mere listing of job openings. It presents an opportunity to captivate prospective employees with your compelling employer brand, offer glimpses into your company culture and values, and furnish vital information for the hiring process.

It is not a set and forget website. It needs constant review and updating so your messaging stays relevant and up to date.

The ultimate goal is to create a powerful online presence that attracts and engages the best talent in today's competitive job market.

We are currently reviewing websites and will release our 2023 report in November.

[Download PageUp  
2023 Candidate Experience Report here](#)

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