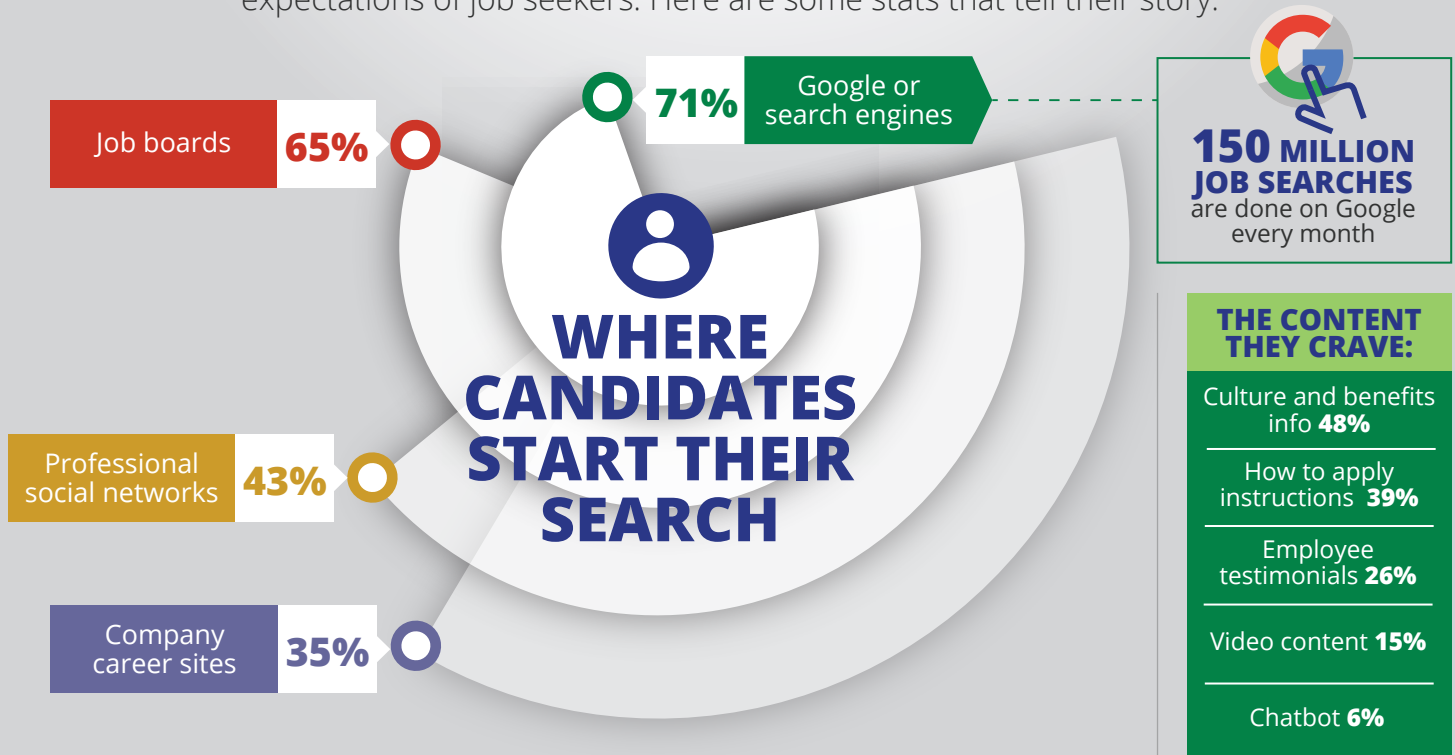# Job seekers have
GREAT EXPECTATIONS.
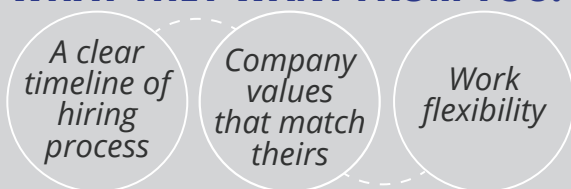## Are you MEETING THEM?

If you want to improve your candidate experience, you need to start by understanding the expectations of job seekers. Here are some stats that tell their story.
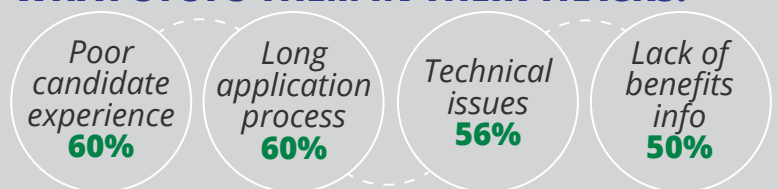
WHERE CANDIDATES START THEIR SEARCH

- **71%** Google or search engines
- Job boards **65%**
- Professional social networks **43%**
- Company career sites **35%**

150 MILLION JOB SEARCHES are done on Google every month

THE CONTENT THEY CRAVE:
- Culture and benefits info **48%**
- How to apply instructions **39%**
- Employee testimonials **26%**
- Video content **15%**
- Chatbot **6%**

Candidates are **2X MORE LIKELY TO GO TO YOUR CAREER SITE** than review sites to research your company

65% will share a negative experience

WHAT THEY WANT FROM YOU:
- A clear timeline of hiring process
- Company values that match theirs
- Work flexibility

WHAT STOPS THEM IN THEIR TRACKS:
- Poor candidate experience **60%**
- Long application process **60%**
- Technical issues **56%**
- Lack of benefits info **50%**

Why MOBILE should be a priority:

- **70%** search for jobs on mobile
- **35%** prefer to apply from phones
- **53%** will leave a mobile site that takes 3+ seconds to load

---

N | A | S

Contact NAS Recruitment Innovation to learn what job seekers are looking for, where your site might be falling short and what you can do to create a candidate experience that turns job seekers into applicants.

Resources: LinkedIn, Glassdoor, Kununu, recruiting.com, SmallBizGenius, Talentegy, TalentAdore, Talent Board, and The Undercover Recruiter.