



# THE POWER OF AN ENGAGING CAREER SITE

NAS partnered with St. Elizabeth to create content that provided strong results through increased candidate engagement.

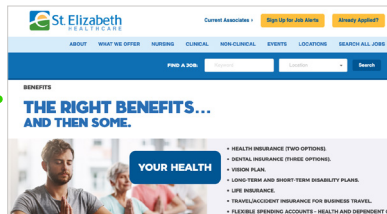
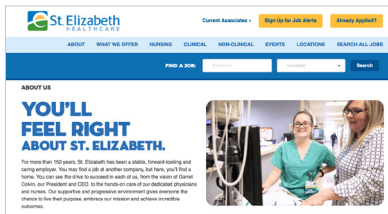


## CHALLENGE

Our client, St. Elizabeth Healthcare, had a career site with limited content and branding. In addition, the job search was not optimized to capture candidates and convert them into applicants. A leading healthcare system in Northern Kentucky, St. Elizabeth recognized a need to improve its site and brought NAS in as a valued partner.

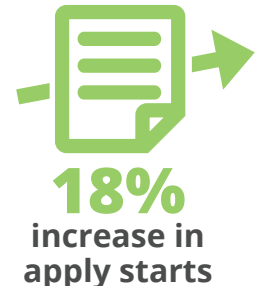
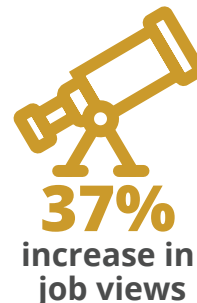
## SOLUTION

Upon evaluating St. Elizabeth's candidate experience, career site and hiring needs, NAS developed a career site experience that would be most effective in engaging candidates. Based on our extensive knowledge of healthcare, we proposed general content (about, benefits, growth and development), as well as career family pages (nursing, clinical, non-clinical). The site also includes pages for diversity and the local area. St. Elizabeth's site is built on the NAS ACTIVATE™ platform, which streamlines the job search experience, enhances SEO and offers key analytics.



## RESULTS

With no change in paid advertising or promotion, the new career site has achieved some exceptional results. Simply by adding the content pages that candidates want and improving the job search experience, we were able to significantly increase traffic, engagement and results.



**CONTACT NAS** for an audit of your career site experience.