

A company profile page is your opportunity to stand out in an increasingly competitive environment by showcasing your company brand, culture, benefits, and more.

Yahoo! HotJobs Recruitment Center now offers up to 3 “tabs” within your company profile page, giving you greater opportunity to engage job seekers. In addition to your company name, logo, industry, and location, you may also want to include information about your products, mission, culture, employees, revenue, stock ticker, or any other information you feel would highlight your organization.

The following are some tips for creating company profile pages that will truly engage job seekers and help brand you as an employer of choice. It is important to note that Yahoo! HotJobs allows you to purchase additional company profiles with 3 tabs each at any point to meet all of your recruiting needs.

Examples of company profile tab names

The name of each tab is visible to job seekers and should reflect the contents of the tab. Some popular names include:

- About Us
- Benefits and Perks
- Our Industry
- Upcoming Job Fairs
- Company Culture
- Diversity
- College Recruitment
- Office Locations
- Bilingual
- Company News

WHAT BEST PRACTICES HAVE WORKED WELL FOR OTHER COMPANIES?

We can look at the Yahoo! company profile page as an illustration of some best practices for creating an effective company profile page.

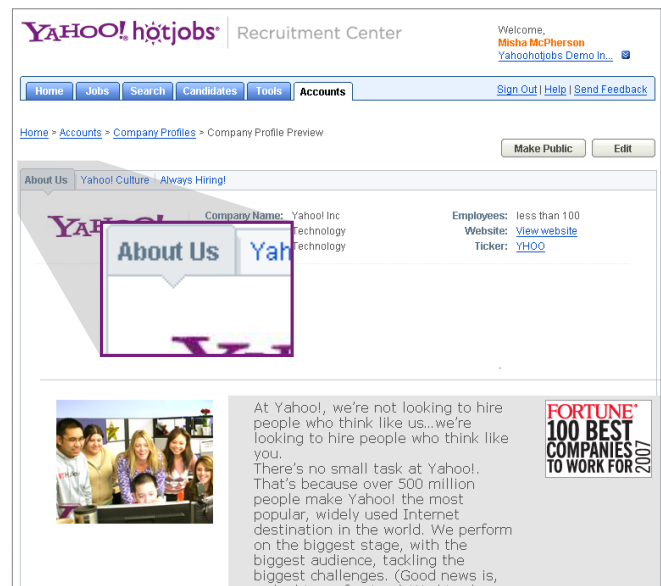
TAB ONE - “ABOUT US”

The first tab, in this example, gives a brief overview of the industry and highlights why a top-notch candidate would want to work for Yahoo!.

FIRST TAB TIP!

Make your first tab engaging, colorful, and relevant. The first tab is a great place to give an overview and to brand your company.

- What is your company “elevator pitch”?
- What creative elements, photography, and images most closely reflect your brand?
- What is the first thing that you would want your candidates to know about your company?



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TAB TWO - "CULTURE"

In this example, Yahoo! is highlighting the values looked for when recruiting future Yahoo! employees.

□ SECOND TAB TIP!

What is your target candidate looking for in a company? Does your company have that special something?

- What information is important to your target audience?
- What is something that you want candidates to know before they come in for an interview?
- What gives you an advantage over a competitor?

Employees: less than 100
Website: [View website](#)
Ticker: [YHOO](#)

Excellence: We are committed to winning with integrity. We know leadership is hard won and should never be taken for granted. We aspire to flawless execution and don't take shortcuts on quality. We seek the best talent and promote its development. We are flexible and learn from our mistakes.

Innovation: We thrive on creativity and ingenuity. We seek the innovations and ideas that can change the world. We anticipate market trends and move quickly to embrace them. We are not afraid to take informed, responsible risk.

Customer Fixation: We respect our customers above all else and never forget that they come to us by choice. We share a personal responsibility to maintain our customers' loyalty and trust. We listen and respond to our customers and seek to exceed their expectations.

Teamwork: We treat one another with respect and communicate openly. We foster collaboration while maintaining individual accountability. We encourage the best ideas to surface from anywhere within the organization. We appreciate the value of multiple perspectives and diverse expertise.

Community: We share an infectious sense of mission to make an impact on society and empower consumers in ways never before possible. We are committed to serving both the Internet community and our own communities.

Fun: We believe humor is essential to success. We applaud irreverence and don't take ourselves too seriously. We celebrate achievement. We yodel.

TAB THREE - "ALWAYS HIRING"

It is likely that you have a few positions that you are always hiring for. In this Yahoo! example, the third tab is labeled "Always Hiring", and is used to communicate that the company is expanding and continuously looking for top talent.

□ THIRD TAB TIP!

Consider your hiring calendar, recruitment process, or organizational structure.

- Do you have a consistent hiring need? If so, you might want to dedicate a page to your year-round recruitment message.
- Do you have a need for diversity candidates? Consider designing a tab that speaks to diversity or to a bi-lingual audience.
- Do you have a number of subsidiaries with specific brands and messaging? Devote a number of tabs to those divisions.

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Are you at the top of your game?

The Internet is a big, busy place, and we at Yahoo! are proud to stand out in the crowd. As the world's number one Internet brand, servicing over a half billion people, we've determined to maintain our commitment to delivering news, entertainment, information and fun... each and every day.

In order to maintain our position as one of the world's most trafficked Internet destinations, we're always on the lookout for people with big ideas and big talent to help us provide our visitors with the innovative products and services they've come to expect from Yahoo!. We're looking for people like you.

WE ARE ALWAYS HIRING AT YAHOO!

IMPORTANT REMINDERS!

- Be sure to include your company logo.
- You can easily copy and paste pictures from your website to incorporate your corporate brand.
- Utilize all three tabs within your company profile. Engage job seekers and give them great content.
- You can purchase more profile credits if you have additional branches, divisions, or seasonal job fairs.
- Be sure to keep information fresh, interesting, and relevant, which will bring your target job seekers back for more.

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