

Employer Brand Analysis

Identify what makes your employer brand stand out



Before the pandemic, it was difficult to find and attract the right fit. Now, with labor shortage so prevalent, it's more critical than ever to stand out to job seekers and increase applies to your open roles. But with your time focused on sourcing, interviewing, and coordinating with hiring managers, you don't have the bandwidth to analyze your employer brand. So where and how do you begin?

Our Employer Brand Analysis provides you with a comprehensive overview of your online recruiting presence, pinpointing areas for improvement, so you can increase the number of applicants and find the right fit. We'll score elements of your employer brand such as your career website, reputation, application process, and SEO efforts and provide you with a detailed improvements roadmap.

Gain key insights into your brand

Your priority is to make the right hires. We'll provide a simple score card to evaluate key elements such as your career website, SEO strength, application process, mobile optimization, social media and reputation, giving you a clear path forward.

Rely on the experts

We've done this before. We bring over 25 years of expertise to the table and can make recommendations that will put you ahead of

your competition. You even have the option of adding on a benchmark against a specific competitor, to see where you may be falling short or ahead of the game.

The Employer Brand Analysis is the first step in your employer brand journey. Once you have a directional scorecard, you'll be on your way to improving your brand presence. Whether that's recreating your career website, crafting a unique employer value proposition, rethinking the application process, or simply improving web copy, we'll help you get there.



At Monster Strategic Talent Solutions, we create platforms where stories can live with purpose. From optimizing a call-to-action to the imagery selection, we do everything to create a better user experience, so that you can promote your employer brand, share your content, and connect with people who have the potential to become serious applicants.