

MONSTER EMPLOYER BRANDING

# EMPLOYER BRAND ANALYSIS

Your HR roadmap to becoming a top employer.

Want to capitalize on your employer brand? Your website, career section, internal programs, content, SEO and social media are all possible avenues to explore. But where do you start?

## Have a clear picture of your current digital state

We analyze your digital footprint to better understand your online presence.

### The exercise is based on 6 key pillars:

- Career website
- Search Engine Optimization (SEO)
- Apply Process
- Mobile experience
- Social media
- Reputation

### Assess the performance of your employer brand

Our experts put themselves in the candidates' shoes, looking at all touchpoints of their journey. We evaluate the 6 pillars and give them a score, which allows you to better understand your current state, and build a clear roadmap for the following initiatives (short, mid, and long-term).

### SAMPLE SCORECARD

OVERALL RATING

2.7

5



WEBSITE



MOBILE



SOURCES & APPLIES



REPUTATION



SOCIAL



SEO



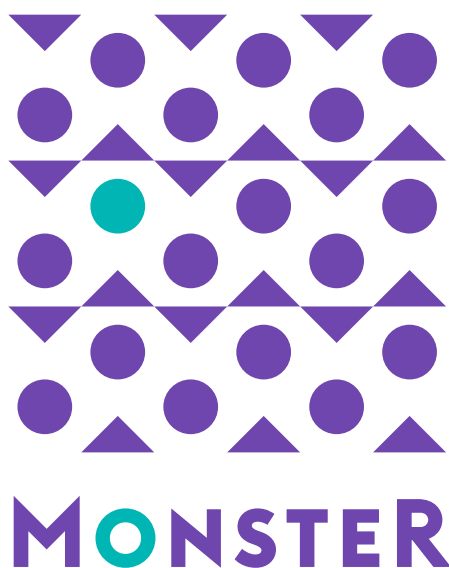
### What you will receive:

- A complete overview of your digital presence
- Best Practices and Recommendations in order to build an appropriate road map to create your Employer Branding strategy



### Competitor Analysis

- An add-on that allows you to benchmark yourself against one of your top competitors.



# Trust your employer brand to a proven performer

For 25 years, Monster has been gathering job seeker data. How they think, how they behave, how they convert. No one else can build and execute your employer recruitment projects the way we can.

**THE FOUNDRY** by Monster is a big-idea, good-enough-is-not-enough team of digital strategists and experts of recruitment and retention. As an employer branding agency, we help recruiters and HR professionals across North America forge their employer brand, tell their story and fortify their recruitment marketing. And we'd be delighted to play a part in your recruiting success.

## What our clients have to say

*"Their team of digital experts and strategists provide critical insight, which allows us to make calculated and quick decisions. The passion they bring to every meeting helped bring our employer brand to life."*

— The Home Depot

For more information, fill out The Foundry by Monster's Deltek Marketplace [Contact Us](#) form today!

**15** THE FOUNDRY™  
YEARS BY MONSTER

Employer Branding Agency