



## ***What is Your Website Doing for You?***

As the hustle and bustle returns to the bus industry, it may be time to look at your website. The Driving Force suggests that you spend time reviewing your website to see what your website is doing for you. Often, your website is the first thing a potential employee will look at before applying to a company. With that in mind, is your website telling your story the way you want to be perceived?

Here are some questions to ask yourself when reviewing your website.

- When was the last time you updated your website and what has changed about your company since then?
- How easy is it to apply for a position on your website?
  - Suggestion: Include an “Apply Now” button that is easy to find on the website. Keep the application simple and easy, save more detail for later in the process; otherwise, they are likely to move on to other opportunities.
- Are you receiving many applicants from your website?
- Do you have customer and driver testimonials?
  - Include any relevant content on the “careers” page as well as “about” us. It is important applicants can see the culture in action!
- Does your website display why someone would want to work for you?
- Is your site visually appealing utilizing graphics and pictures?
- Do you have “current” photos of your equipment?
- Do you have FAQs about the training you will provide and benefits an employee will receive?
- Have you looked at what your competitors’ pages look like? How do you compare?
- How well does your website tell your company’s story?

Having a website that is easy to use, provides job information, easy applications and is visually appealing will help drive more employees to your company. For more tips, check out page 26 of our [Driving Force Toolkit for Recruiting & Retaining Drivers](#).