

Appendix 2: Improvements identified and progress made

Analysis	Action	Progress
Peak viewing times and days	Integrate into social media posting and social recruiting. This includes exploring paid for advertising via social media especially for jobs which have a poor recruitment history	This has been done; using a social media scheduling tool called 'Buffer'. HR continue to monitor peak viewing days using social media analytics and schedule posts accordingly. Tuesday still remains a popular day for peak views. However, this depends on the type of social media channel with weekends being most popular with LinkedIn. Time of day is also important with early morning (pre-work) and early evening (post-work) being most popular time to view relevant content Sponsored/paid for advertising has been pursued (section 22) but will be developed further
The time spent on different pages	Review page content for relevance and duplication	Some scaling back of content has been done on certain pages as well ensuring content remains relevant and up to date. However, given the latest full website analytics performance report, this area can be pursued further and remains an improvement action for 16/17
	Develop contextual links ¹ on targeted job adverts to provide further information and content relevant to the job being advertised. This will maximise the amount of information on the search and apply pages and improve the interaction and engagement with targeted information	Contextual links have been developed on job adverts which are the subject of recruitment campaigns. These have been predominantly for social care. With the recent Strategic Procurement Hub campaign, a short 'talking head' video was made of the Head of Service which was embedded as a contextual link on the job adverts (now closed) and was shown on the landing page (section 5)
Improve conversion rates	Integrate CV application functionality into the apply stage of the careers website for non-safeguarding roles	Apply by CV was introduced for all non-safeguarding roles in February 2016 and has been heavily promoted via social media as a USP (few other local authorities have introduced CVs as an application route). Data is only available for the last week of Q4 (22 nd – 31 st March). However, this shows a healthy 240 clicks on the 'apply by CV' button. This is a further area for development, particularly in the roll-out to all safeguarding roles and will feature as

¹ Contextual links is any relevant content, appropriate to the job being advertised that takes a candidate to another page on the website or external to the website. It is usually displayed as a discrete panel to the side of the webpage being viewed. Examples of a contextual link would be a careers film on YouTube, a staff blog etc

		a KPI in the scorecard for 2016/17
Deeper analysis and correlations between different insight data in relation to recruitment campaigns	Align datasets (website analytics with campaign management insight data) to understand the impact and cost effectiveness of campaigns	This has been done in part (mentioned in section 25) and an understanding of the performance of paid for advertising via social media in respect of campaign work has been achieved. However, the aligning of datasets needs further development and will be part of future workforce planning and insight work within the new HR & OD service structure
Demographic data	Explore with Penna how we can receive a full breakdown of visitors to the website by gender and age as a minimum	This has been done and is being reported on
Customer/candidate satisfaction with the website	Explore ways of collecting improved customer satisfaction data (qualitative) to understand behaviours, expectations and satisfaction with website content and functionality	This is outstanding and needs further development as part of the future workforce planning and insight work within the new HR & OD service structure