

Website review & ideas for a 'refresh'.

First impression

Nice clean site. Easy to read. I'm not overly keen on having pictures of people in a recruiters website as so many do it and you work in such attractive arenas maybe I'd have expected different imagery. The home page, though flagged up as being recruitment, for some reason felt a bit 'travel' or 'lifestyle' to me and the tagline seems to be a one off as it's not mentioned again throughout the site at all.

Home page

When the name style and tagline drop into place you then get a summary para about what you do, but it only stays for a few seconds and then it's gone. I'd like to see something that was always there to remind visitors about what you do. As mentioned, I'm not sold on the 'brighter recruitment' line as it seems very much a one-off rather than a theme. The six navigation options that replace the summary para are fine but I would like to see more of an introduction and perhaps give people the option to either go straight to the 'sectors' part of the site or have a look around. Also, should there maybe be a small job search option on the home page for the candidate in a hurry?

About us page + sub-pages

'About us', 'who we are' and 'how we work' could be condensed down into one? 'Careers' should maybe have its own place on the main menu bar as currently it's hidden away and the mission statement maybe needs a bit more prominence too. If a job search panel was on the home page I would do away with it on some of the related sub-pages and just feature a selection of latest jobs that demonstrate the wide range of vacancies covered.

Candidate page + sub-pages

Not too bad content wise. Just needs to be a bit snappier. Would maybe merge useful tip & documents pages into one.

Client page + sub-pages

Not too lengthy and some good testimonials and case studies. Client page message could be a bit punchier. Would question the need for a job search facility on client related pages and, on case studies page, I would maybe display them slightly differently by having the client logo visible along with the headline for each case study. The recent campaigns page seems fine if it is relatively current. Do you still do as much client paid press advertising?

Our sectors pages

All the info is there, it just needs tidying up. I notice that is only when you get here that you can sign up for job alerts. And even then it's only when you go to each individual sector. The main job sectors page has a job search facility on it. Is the sign up for job alerts in the right place? Is it not more candidate driven and thus should be on a candidate related page? Certainly could make better use of flagging it up as I just stumbled across it. I would probably move it from there and move the latest jobs alongside the description of each sector so that all the info on the page was 'above the fold'.

Job Search page

Would question the need to have a page of its own if it was also on relevant pages across the site i.e. home page, about us and candidate page.

Executive Search page

The first thing I noticed was that the 'sign up for job alerts' section is on this page. No harm having it there but I would question whether it's the best place for it. If I were a candidate I think I would want this to be more accessible and clearly flagged up very early on in my visit to the site. The other thing I noticed was that you repeated the imagery used on the candidate page. It's the only page where there is duplication.

Contact us page

Nothing major here. I would add a LinkedIn link and Twitter if you are on it (if not, you should be!) both on this page and the home page.

Overall impression

I should imagine the current site works fine for you as you enjoy such a good reputation. All of the information is there, but there are some things you could do to make what you already have work even better. A bit of re-positioning of certain elements and the refreshing/editing down of the copy would certainly go a long way towards achieving that. I have made some suggestions above and also been thinking about text for a new home page and some ideas/themes that could maybe (or maybe not) run throughout the site, as their current theme seems a bit throw away. I know you only want a new home page and a refresh of the existing content but would you consider new imagery at all?

Suggestion for content on home page

I think it's important to have an introduction that stays there for the duration rather than disappears after a few seconds. Something short that explains who you are and what you do. I would definitely consider putting a job search facility on this page too. In terms of imagery I will come onto that after covering straplines.

Possible straplines (i.e. instead of 'brighter recruitment')

It's not necessary to have a strapline unless you particularly want to emphasise a phrase that you wish to be recognised and remembered by. In recruitment there isn't much that hasn't been said, but if you insisted on using one, I would be happy to come up with a few options

Imagery

I am no designer, but I've seen more than a few recruitment sites in my time and the one thing that I don't think a recruitment website needs is pictures of people in a work setting. So many companies use them. You're fortunate to enjoy a great reputation of many years standing. You don't need to go down the clichéd route. You should be using imagery that is more vibrant and dynamic, just like the businesses you serve. Plus, there is lots of royalty free imagery around these days. A quick visit to somewhere like <http://www.istockphoto.com> and a search using relevant keywords brings up all number of images. A more thorough trawl could bring up a few shots that would make a more colourful and exciting backdrop to the whole site. Just a suggestion though and I appreciate if you don't want to go beyond refreshing the copy.