

EMPLOYERS: JOB SEEKERS ARE INTERVIEWING YOU!

[Professionals across industries are dipping their toes in the job market pond](#), and with good reason. 65% of job seekers are entertaining multiple offers at one time. In addition, 78% of those offers come in at the high end or above their initial target salary. They are asking for and receiving better benefits, increased base salaries, and other perks.

Just as [job seekers](#) develop a high impact resume and compelling LinkedIn Profile, companies who are looking to reel-in A-players must have a highlight reel at the ready.

Hiring Managers and CEOs: Candidates are checking you out long before they visit your jobs page and submit their resumes.

5 Things Companies Must do to Pass a Candidate's Reference Check

Create a well-developed LinkedIn Company Page

[TurningPoint found over half of our placements on LinkedIn.](#) Just as recruiters are using LinkedIn to find talent, that talent is leveraging LinkedIn to build their target company list. Your Company Page must expand and market your employment brand. [According to marketing expert, Neil Patel](#), "...you have to realize that how you choose to develop your brand today will directly impact the type of potential employees who come into your office tomorrow."

Connect with highly visible thought leaders and experts who will get the word out about your company

Job seekers are conducting their own [reference checks](#) by tapping into their network to learn about and land new roles. Therefore, it is in a *company's* best interest connect with highly connected, active industry thought leaders and experts. These trusted advisors will be the voice of your company and its employees in the marketplace. It is their opinions your top talent candidates will go to for insight about your company.

Build a user-friendly and contemporary website

[Your website](#) is your most visible marketing platform and one of the first places a candidate will go to learn about who you are as a company – your mission, your products or services, and your open roles. Your website should highlight your company's best and most unique features. Most importantly, it must allow for a positive and easy user experience. Your site should be mobile-friendly, free of broken links, full of impactful images, consistently updated with fresh and relevant content, using

testimonials and real-world experiences from employees as well as customers, and full of concise, accurate job postings with a quick and easy way to submit a resume.

Have a strong presence in the marketplace

While candidates might begin their research on your website and your LinkedIn company page, these are not the only sources of information about your company. Publishing articles, sharing press releases, staying [‘in the news’](#), and publicizing successes, discoveries, and awards will keep you at the forefront of your industry and allows your target audience to learn who you are and why you stand above the competition.

Highlight your company’s strengths

Word of mouth (or typing fingers) will make or break a company’s reputation. Create a positive reputation with high quality job descriptions, [real world interviewing](#), a strong [onboarding program](#), competitive compensation rates, and a positive and innovative corporate culture which fosters professional growth & development. [No company is perfect or the right fit for every professional](#), but policies and procedures which treat current employees and potential new hires with respect will go a long way toward ensuring you pass your reference check.

You're not the only one conducting interviews, employers. [In the current economy](#), job seekers are in the driver's seat and they are conducting their own research and reference checks. They are interviewing current employees, hiring managers, management, and the corporate culture every time they visit your website or Company Page. Make sure they like what they find and you will see Top Talent coming through your doors.