



# Step 2. Job Vacancy Landing Page Checklist

## That Gets Results

- Do you have a specific objective for the page (ie to recruit a Senior Surveyor by August 2022?) (**also known as a unique proposition**)
- Is the page about the conversation of a predetermined action (ie to recruit a senior surveyor)?
- Does the page highlight the core questions your candidates will want to know more about? (ie. what does the job involve?)
- Does the page explain the benefits to the visitor. Is it clear? (**Benefits of the offer**)
- Does the page include video and written testimonials? In order to build trust in your brand (**social proof**)
- Do you have a plan to drive traffic to this landing page?

Ad · <https://www.survey-solutions.co.uk/> ▾

### Land Surveyor Jobs - Looking for a new Challenge?

We are seeking experienced Land **Surveyors** to join our growing team. Take the next step in your career with the UK's largest engineering **surveyors**. Employee Benefits.

[News Center](#) · [Meet Our Directors](#) · [About Us](#) · [Case Studies](#) · [Our Projects](#)

- Does the landing page headline echo the title? And help with the SERP headline? Is it clear? Think on the keywords someone would focus on? Ie. Land Surveyor Jobs York? ([SEO for Landing Pages: Best Practices to Rank](#))
- Do you know who you want to visit this page? Is it clear?



- Is it clear for your visitor to take an action? **(Call to Action (CTA))**
- Have you defined that action? I.e. click her to apply
- Do we have an ESG policy or information?
- Have we included how we manage / coach our personnel?
- Have we included any blogs like “10 reasons to work for our Survey Biz?” or “15 things you must consider when choosing the right Survey firm?”
- Does the page deliver on its overall promise?

Getting those hits on social media but they aren't converting into sales?  
Learn the ropes through the Geospatial Marketing Academy! A practical 10 week course for Surveyors and Geospatial people!

[Find out more](#)

The banner features the Geospatial Marketing Academy logo on the left, which includes a horse head silhouette and the text 'GEOSPATIAL MARKETING ACADEMY™'. The main text is centered and right-aligned, with a white button containing the text 'Find out more' and a hand cursor icon pointing to it.