happydance

FREE CAREERS WEBSITE TEMPLATE

Careers website CMS checklist

15 points to check before you shortlist, plus the questions to ask in every demo.

Mark each point Yes, Partly or No for every vendor, and write the evidence you saw. A claim without evidence scores no higher than Partly.

#	Criterion	What to check	Vendor A	Vendor B	Vendor C
1	Editing without developers	Can your own team change pages, images, languages, favicons and basic graphics without a developer?			
2	Design control and brand templates	Flexible blocks, global styles, templates that lock what must not change and unlock what can.			
3	Governance and workflow	Roles by market and language, approval steps, version history, rollback, an audit log and scheduled publishing.			
4	Multilingual and regional	One content model across languages, translation workflow, hreflang, regional templates and local content rules.			
5	Performance and mobile experience	Public, checkable results on mobile and desktop, responsive image sizing for each screen and a published performance budget.			
6	Accessibility	Support for WCAG 2.1 AA or higher, a current accessibility conformance report, a stated testing method, guard rails inside the editor and accessible components.			
7	SEO and structured data	Clean URLs, editable metadata, sitemaps, canonical tags, valid JobPosting markup and redirect management.			
8	AI search visibility	Server-rendered content, clear structure, crawler controls and structured data that machines can read.			
9	ATS and data integration	Reliable job feeds, field mapping, application hand-off, consent passing and error alerts.			
10	Personalisation and targeting	Rules by location, source and behaviour, with no developer, plus clear privacy handling.			
11	Analytics and reporting	Built-in reporting on visits, sources, conversion and drop-off, plus clean data for your own analytics.			
12	Security, privacy and consent	Evidence of regular security testing, data processing terms, consent management and clear hosting and retention answers.			
13	Support and onboarding	A short structured onboarding, training for editors, documentation and published response targets for each priority.			
14	Ownership, export and exit	You own content, design and URLs, with free export and a written exit plan.			
15	Total cost over three years	An itemised quote with every fee explained, a stated cap on increases and clear inclusions.			

Demo questions to copy

1. Editing without developers

- Ask your editor, not the vendor, to build a new landing page from blocks while the clock runs.
- Show me how a regional editor changes a headline in a second language.

2. Design control and brand templates

- Show how a brand colour change flows through every page.
- Show a page built from your brand assets, not a stock demo.

3. Governance and workflow

- Create an edit, send it for approval, publish it, then roll it back.
- Show the audit log for a page changed last week.

4. Multilingual and regional

- Create a second language version of a page live, with its own URL.
- How are untranslated fields handled, and how is hreflang set?

5. Performance and mobile experience

- Run Lighthouse live on three customer websites that you choose.
- What happens to speed when an editor uploads a large image?

6. Accessibility

- Navigate a page by keyboard and a screen reader, live.
- Provide your latest accessibility conformance report.

7. SEO and structured data

- Show the structured data for a job and validate it.
- How do you manage redirects when jobs expire?

8. AI search visibility

- View the page source: is the content there without JavaScript?
- How can we control which AI crawlers may access the site?

9. ATS and data integration

- Follow a job from the ATS to the page and an application back, live.
- What happens when a feed fails at 2am?

10. Personalisation and targeting

- Show two visitors seeing different content, and how it was set up.
- What data does it use and where is it stored?

11. Analytics and reporting

- Show the funnel from visit to completed application.
- What can we export and how often?

12. Security, privacy and consent

- Provide your security questionnaire answers up front.
- How are consent records stored and exported?

13. Support and onboarding

- How long until a new editor is independent?
- Show the support hours, the response targets for each priority and how performance against them is reported.

14. Ownership, export and exit

- Export a page and its media now, in front of us.
- What help is offered at exit, and is there any fee?

15. Total cost over three years

- Provide an itemised three-year quote with every assumption written down.
- What triggers extra fees?