

# THE RECRUITERS MINI GUIDE TO:

## YOUR WEBSITE PLANNER & WORKBOOK FOR 2025 – **PART 2.**

**BOLD.** The #1 digital **growth** partner

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# 03 BRAND MESSAGING.

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- **BRAND SUBSTANCE**
- **BRAND POSITIONING**
- **CORE COMMUNICATION**

# 01 SUBSTANCE ELEMENTS

## 1 PURPOSE.

WHY YOUR COMPANY  
EXISTS?

## 2 BRAND MESSAGING.

WHAT FUTURE IMPACT DO  
YOU WANT YOUR BUSINESS  
TO MAKE?

## 3 DNA/ VALUES.

WHAT DOES YOUR BRAND  
STAND FOR?

# NOTES





## 02 POSITIONING ELEMENTS

1

### DIFFERENTIATION STATEMENTS.

**WHAT MAKES YOU DIFFERENT FROM  
YOUR COMPETITORS?**

**WHY DO PEOPLE CHOOSE YOU OVER  
YOUR COMPETITORS?**

**WHAT MAKES YOU THE HEAD AND  
SHOULDERS ABOVE THE REST?**

2

### BRAND PROMISES.

**WHAT PROMISES CAN YOU COMMIT TO  
YOUR TARGET AUDIENCES AND THE WIDER  
INDUSTRY/ECONOMY THAT WILL HAVE A  
POSITIVE IMPACT?**

# NOTES



# 03 CORE COMMUNICATION

## 1 BRAND CLARITY STATEMENT.

DEFINE CLEARLY AND  
SUCCINCTLY TO YOUR  
AUDIENCE, THE CHALLENGES  
THEY FACE AND HOW YOU  
OVERCOME THEM.

## 2 BRAND TAGLINE.

A CATCHY AND MEMORABLE  
FEW WORDS OR TERMS OF  
PHRASE THAT WILL BECOME  
SYNONYMOUS WITH YOUR  
BRAND IN TIME.

## 3 BRAND HEADLINES.

PUNCHY STATEMENTS THAT  
CAPTIVATE DIFFERENT PARTS  
OF YOUR BRAND.

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# NOTES

# 04 CONTENT.

## OUR RECOMMENDED GUIDE TO PAGE CONTENT:

- WHO WE ARE/WHAT MAKES US SPECIAL
- SERVICES
- SOCIAL PROOF
- WORK FOR US
- COMMUNITY & IMPACT

### TIP #1

LESS IS MORE!

### TIP #2

ALWAYS TALK ABOUT BENEFITS TO YOUR TARGET AUDIENCES, NOT JUST SHOUTING ABOUT WHAT MAKES YOU GREAT.

# WHO WE ARE.

**KEY STATEMENT - DESCRIBE YOUR BUSINESS IN JUST A FEW WORDS:  
"MODERN RECRUITMENT SOLUTIONS TO HELP TECH STARTUPS SCALE."**

**HOW DO YOU ADD VALUE? WHAT'S YOUR COMPANY DNA? YOUR CORE VALUES?  
START WITH WHAT MATTERS TO YOUR READER, THEN MOVE ON TO TALKING ABOUT YOU.**

☐ PROMISES

☐ SPECIALISMS

☐ CTA - CONTACT US

☐ ABOUT US

☐ BRAND STORY

☐ VISION, PURPOSE

# WHAT MAKES US SPECIAL?

**AS YOU ADD DETAIL TO "WHO WE ARE" IMAGINE THAT YOU'RE BEING ASKED:  
"WHAT MAKES US DIFFERENT FROM OTHER AGENCIES?"**

**WHEREVER POSSIBLE - SHOW, DON'T TELL. WRITING ABOUT HAPPY CLIENTS OR  
CANDIDATES IS MUCH LESS IMPACTFUL THAN SHOWING THEIR FEEDBACK DIRECTLY.**



# SERVICES.

**HOW CAN YOU HELP? JUST INCLUDE YOUR TYPICALLY RECRUITED JOB TITLES AND KEYWORDS FOR NOW, PLUS A SHORT INTRO DESCRIPTION FOR EACH - YOU'LL GET TO GO IN DEPTH LATER. INCLUDE YOUR CORE BENEFITS AND WHO IT'S FOR. MAKE SURE THERE'S A CTA BELOW EACH ONE SO VISITORS ARE ENCOURAGED TO TAKE ACTION.**

## HERE'S WHERE YOU FLESH OUT WHAT YOU DO WITH DETAIL.

**HIGHLIGHT ANY POINTS OF DIFFERENCE, FOR EXAMPLE:**

- ☐ **WHO DO YOU WORK WITH?**
- ☐ **WHAT PROJECTS HAVE YOU WORKED ON?**
- ☐ **SHOW OFF ANY SECTOR KNOWLEDGE, QUALIFICATIONS OR EXPERIENCE.**
- ☐ **WHAT'S YOUR PROCESS?**
- ☐ **CTA - CONTACT US.**
- ☐ **YOU DO EMBEDDED / RETAINED / CONSULTING WORK.**
- ☐ **YOUR RECRUITMENT MARKETING GOES ABOVE AND BEYOND.**
- ☐ **YOU MAKE INTELLIGENT USE OF TOOLS AND TECH.**
- ☐ **YOU GO ABOVE & BEYOND FOR YOUR CANDIDATES (AND HOW).**

# TESTIMONIALS.

**SOCIAL PROOF IS POWERFUL. HERE'S WHERE YOU SHOW WHY PEOPLE LOVE WORKING WITH YOU (IN THEIR WORDS).**

☐ CANDIDATE AND CLIENT RECOMMENDATIONS.

☐ CASE STUDIES.

☐ REVIEWS.

☐ ACCREDITATIONS.

☐ CLIENT LOGOS.

☐ CTA - CONTACT US.

# WORK FOR US.

☐ LIST THE TOP 5 REASONS WHY A RECRUITER WOULD LOVE WORKING FOR YOU.

**SHOW DON'T TELL - USE STAFF RECOMMENDATIONS AND STATS (DO YOU HAVE A GOOD ATTRITION RATE? SHOW IT OFF.)**

☐ YOUR EVP - IF YOU DON'T ALREADY HAVE ONE, THIS IS A GREAT TIME TO WRITE IT. WHAT MAKES YOUR COMPANY A GREAT PLACE TO WORK? IF YOU DON'T KNOW, ASK YOUR PEOPLE. IF YOU DON'T LIKE THE FEEDBACK, WORK ON THAT.

☐ MEET THE TEAM/EMPLOYEE STORIES - HOW TYPICAL CAREER PATHS WITH YOU COULD LOOK.

☐ YOUR TRAINING & DEVELOPMENT JOURNEY.

☐ JOBS.

☐ YOUR BENEFITS

☐ FAQs

☐ CTA - APPLY, REGISTER YOUR INTEREST, CONTACT US.

# COMMUNITY & IMPACT.

**THESE DAYS, PEOPLE WANT TO UNDERSTAND WHO THEY'RE WORKING WITH.  
HERE'S YOUR CHANCE TO SHOW:**

- **COMMITMENT TO DIVERSITY & INCLUSION.**
- **ANY CHARITY AND/OR COMMUNITY DEVELOPMENT WORK.**
- **WHY YOU MAKE YOUR COMMITMENTS.**
- **SOCIAL MEDIA.**

- **PARTNERSHIPS.**
- **BLOGS, EXPERTS AND THOUGHT LEADER PIECES.**
- **EVENTS / WORKSHOPS / WEBINARS.**
- **CTA (PARTNER, GET INVOLVED, CONTACT US).**

# JUST REMEMBER...

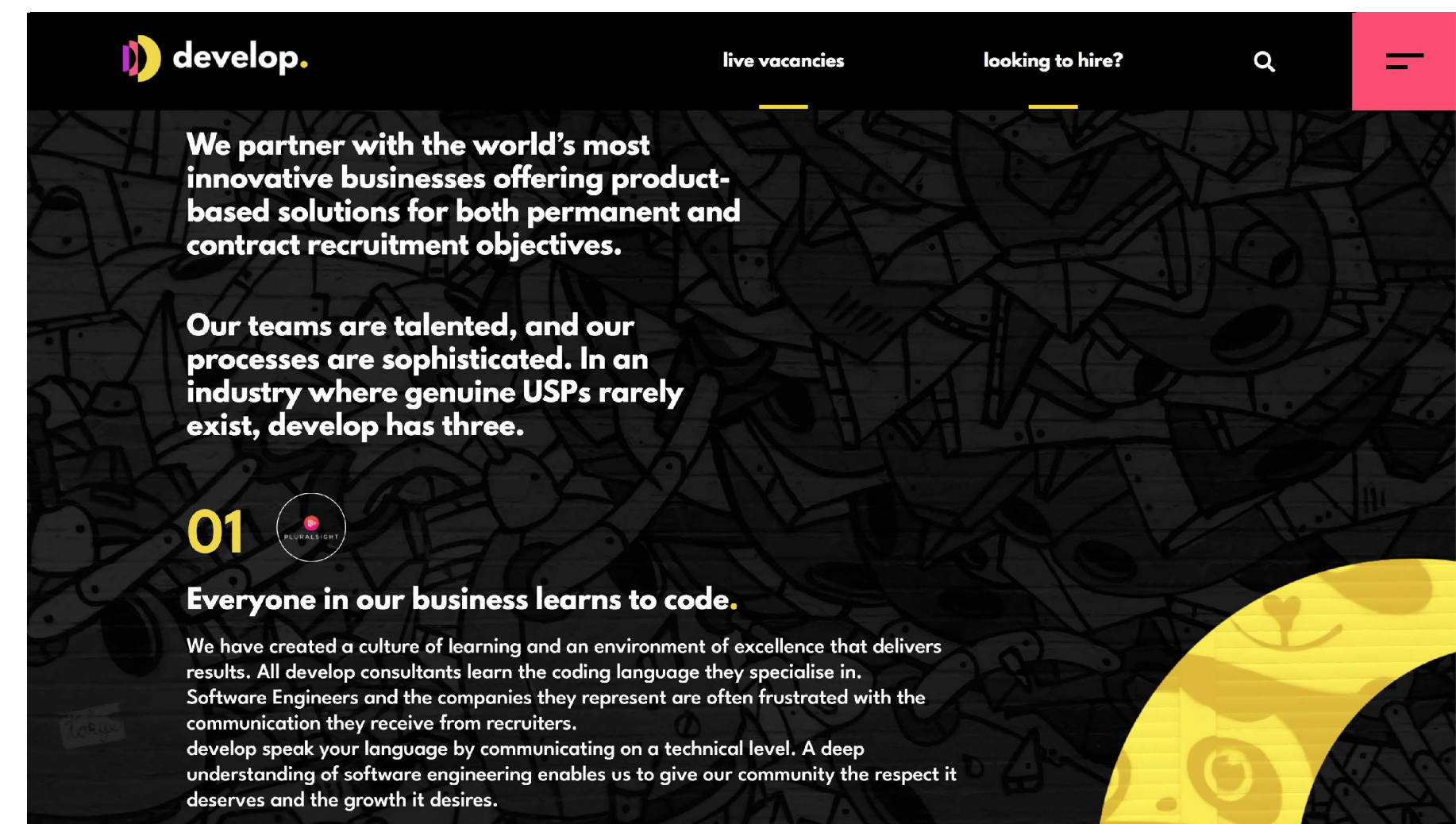
- **PUNCHY CONTENT WINS.**
- **A BLANK PAGE IS DAUNTING, BUT IT'S EASY ONCE YOU START.**
- **AVOID JARGON - MAKE SURE YOUR LANGUAGE IS ACCESSIBLE FOR EVERYONE.**
- **INCLUDE CALL TO ACTIONS THROUGHOUT TO ENCOURAGE ENGAGEMENT.**
- **SOCIAL PROOF WILL HELP YOU SELL - ADD LOTS OF CASE STUDIES AND RECOMMENDATIONS.**
- **QUICKLY SHOW YOUR VALUE PROPOSITION.**
- **KEEP IT SHORT, SIMPLE AND SNAPPY.**
- **YOU ONLY NEED TO DRAFT SOME BASIC TEXT - A COPYWRITER CAN ADD THE SIZZLE.**
- **GRAMMARLY AND HEMINGWAY CAN HELP SHARPEN YOUR WRITING SKILLS.**
- **BE CONFIDENT - YOU KNOW YOUR BUSINESS BETTER THAN ANYONE ELSE.**





**DEVELOP DO A GREAT JOB OF SHOUTING ABOUT WHAT MAKES THEM SPECIAL.**

**THEY WANTED IT TO BE KNOWN THAT THEY ARE SPECIALISTS IN THE PEOPLE THEY RECRUIT BY LEARNING THEIR TRADE. YOU CAN'T GET MUCH MORE TRUSTWORTHY THAN THAT!**



*www.developrec.net (Develop)*

# NOTES

# 05 KEY SITE PAGES.

**NOW WE'VE LOOKED AT VISUAL DISCOVERY,  
SITEMAP, BRAND MESSAGING AND CONTENT  
LETS LOOK AT SOME GREAT EXAMPLES OF HOW  
TO TIE IT ALL TOGETHER ACROSS YOUR KEY  
SITE PAGES...**

- **HOMEPAGE**
- **ABOUT US**
- **RECRUITMENT SOLUTIONS**
- **HIRING TALENT/SECTORS**

# HOMEPAGE.

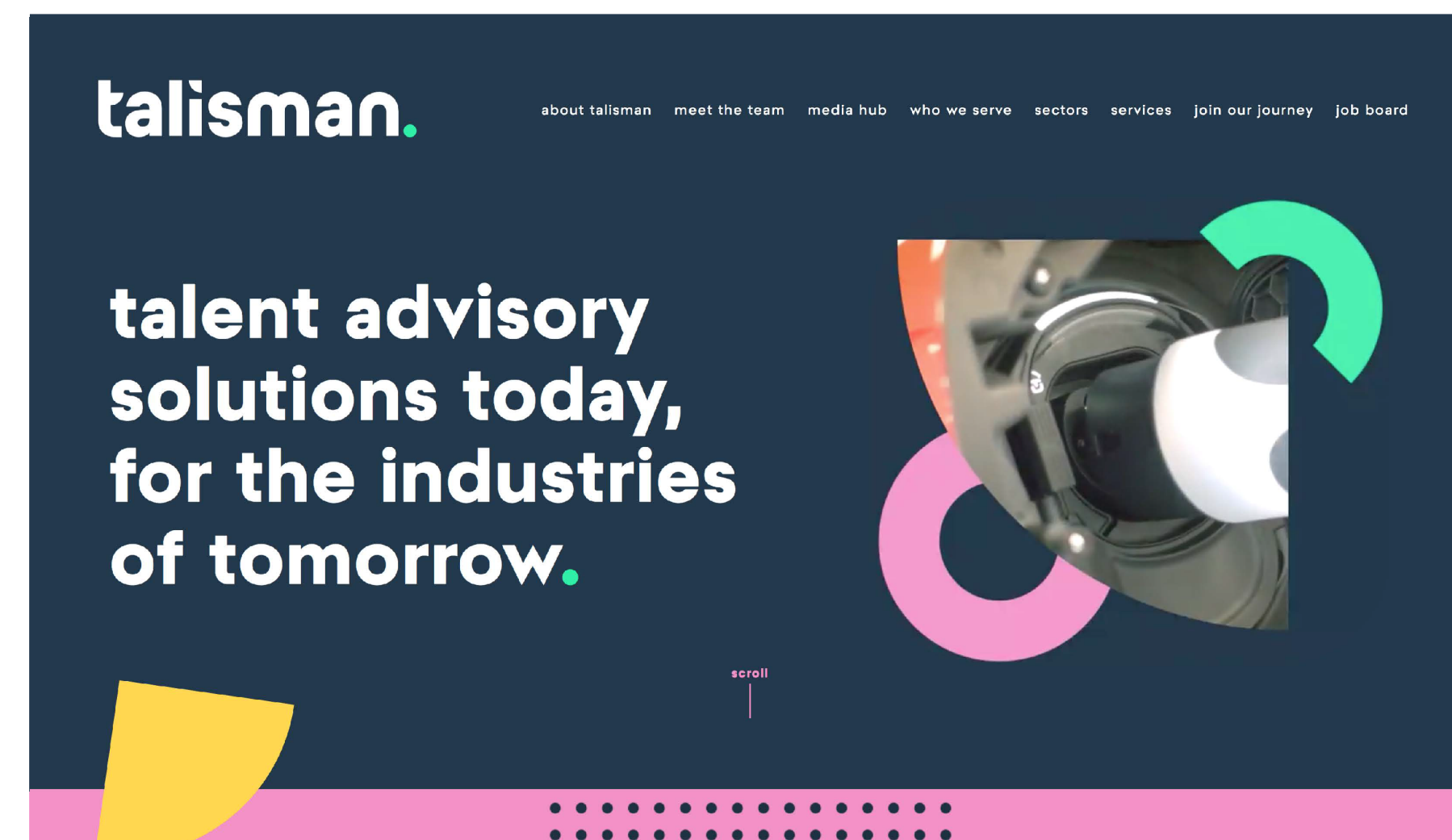
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## □ TALISMAN

## □ MBN



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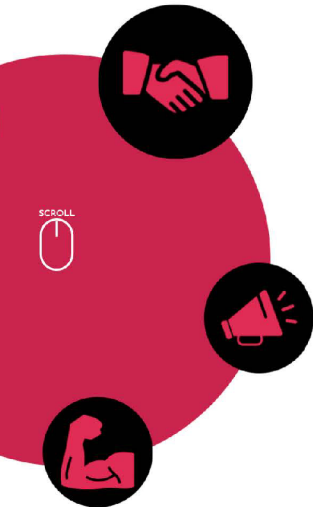


# ABOUT US.

□ STOPGAP

□ THRYVE

□ PEACE



## THE PEACE BRAND VALUES

**ALWAYS BE GENUINE**  
No bullshit. Total honesty.



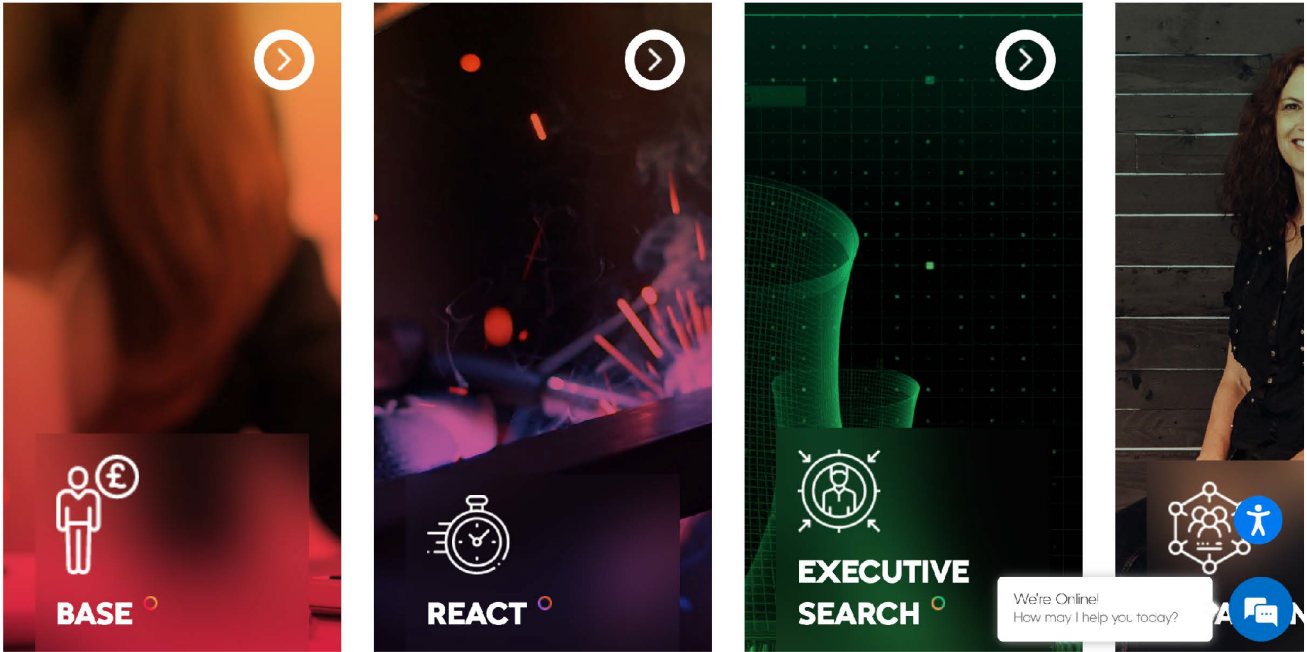
www.peacerecruitment.co.uk (Peace)

# RECRUITMENT SOLUTIONS.

- CITITEC
- DEVELOP
- WESTLAKES RECRUIT

## OUR PRODUCTS

Our products add value by delivering nuclear specific people solutions; powered by diversity, financial innovation and cutting-edge technology.



www.westlakesrecruit.co.uk (Westlakes)

# HIRING TALENT SECTORS.

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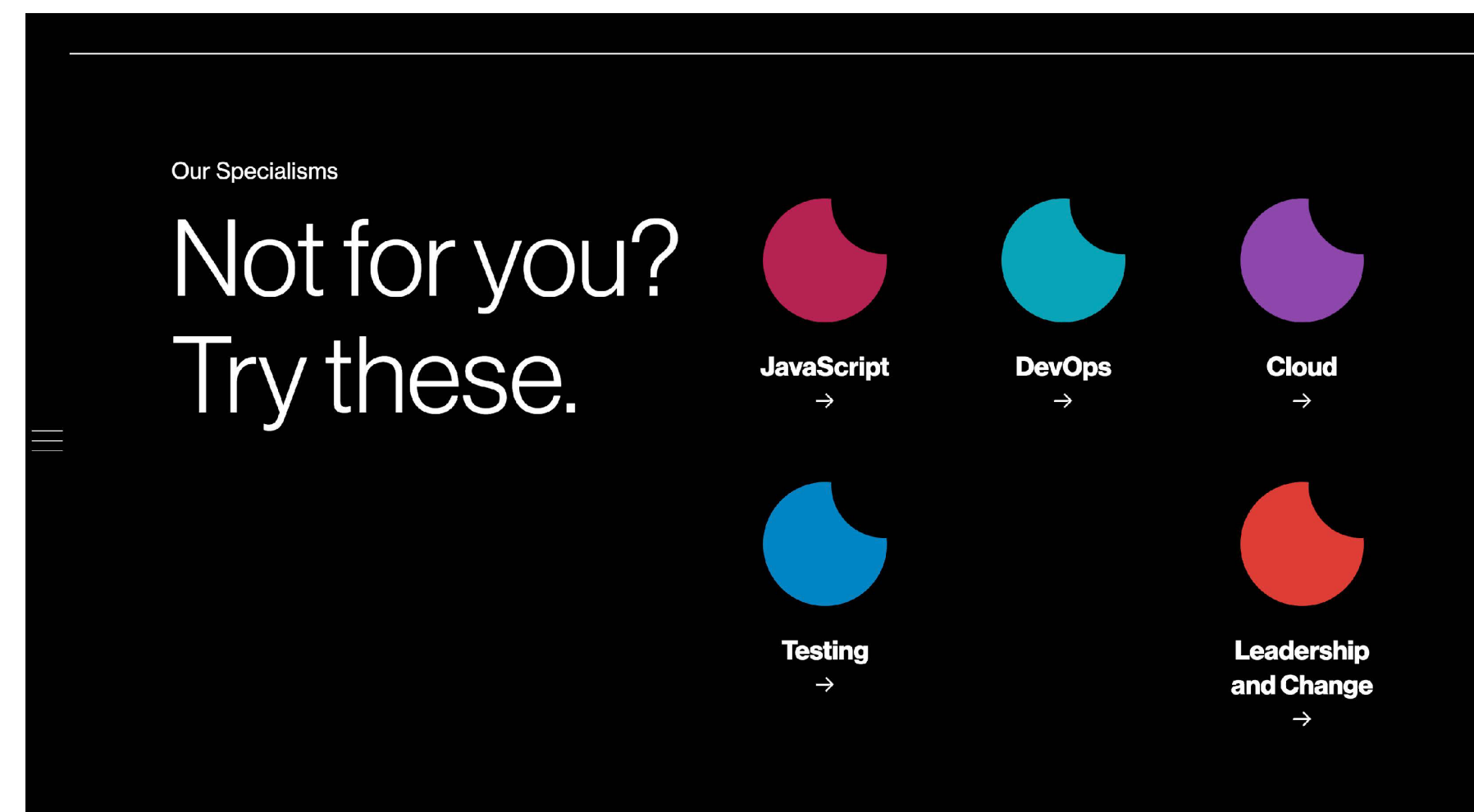
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□ **SYNCHRO**

□ **ODD SHOES**

□ **STOPGAP**

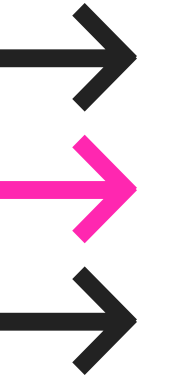


*www.oddshoes.net (Odd Shoes)*

**NOW YOU HAVE A FULL UNDERSTANDING OF YOUR STRATEGY, TARGET AUDIENCE, VISUAL/USER EXPERIENCE AND THE GREAT CONTENT FOR YOUR WEBSITE YOU'RE READY TO SPEAK TO A WEBSITE PROFESSIONAL TO UNDERTAKE YOUR BUILD WITH ALL THE INFORMATION YOU'VE PREPARED!**

**(NUDGE NUDGE, WINK WINK).**





**KEEP AN EYE OUT OVER THE COMING MONTHS FOR  
MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.**

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