**Excellence in Innovation - Technology**

**Enterprise Holdings Careers Site**

Overview: Our approach to the Enterprise Holdings Career Site is to fully integrate our student-focused careers content throughout our entire careers site, while also including a section specific to the student audience. The reason behind this content integration is basic, just as each of us is a unique individual, how we search for content is a unique, as well. Rather than organizing the content how we think you search or how our company is structured, we have organized our content so it can be found through any way that you search.

Primary Goal of Careers Site: It's simple: to educate candidates on career opportunities, company culture and business and convert those candidates to applicants.

Additional Goals: To make sure our candidates can find information about their desired opportunity, as easily as possible and to make sure the content about each opportunity we offer is communicated in a way that provides the candidate with confidence and excitement about their decision to apply for employment.

Key Functionality #1: Search functionality powered by Google:

- This site search not only makes what is on our site searchable, but also what is on our careers and employment social profiles. The Google search functionality also supports multi-word searches. And, most importantly, we needed the search on our site to provide results that would allow the candidate to be able to find the careers content they were seeking as easy as possible and we all know that Google is one of, if not the, best when it comes to powering search.

Key Functionality #2: Find Your Fit:

- In addition to the traditional “Opportunities” drop down that lists job functions, roles and/ or departments, we created a “Find Your Fit” section on our home page. How people look for a job can vary quite a bit. One person may know the name of the position they are looking for while someone else maybe looking for an entry-level position. Clicking on the “Fit” options, expands to show the “Opportunities” (that match the traditional drop down options) within each “Fit”. This allows us to put “Opportunities” under more than one “Fit”, allowing the candidate to find every possible opportunity - no matter how they search for our positions.

Key Functionality #3: Student Content

- Having content specific to the student audience is essential, but making sure it can be found any way that a person tries to access it, is just as important. We included links to the Student section in the “Find Your Fit” tool and in the top navigation.

- In the “Find Your Fit”, the opportunities listed link to that opportunity page within the site. Each opportunity page explains more about that function of our business, lists roles within that function, links to a find a recruiter in a geographical area, links to a job search and lists recently posted jobs within that function.

- Under the Students section in the top menu navigation, the drop down allows you to select Internships or Entry-Level Professionals. Each of these pages includes information on all of our Internship Opportunities and Entry-Level Opportunities. Each of these pages also links to other content throughout the site, links to a job search and allows you to find a local recruiter.

Key Functionality #4: Find Us

- Under our Find Us section, the candidate can select their location and find out more about our Operations in that geography and find a local recruiter to connect with on social and their contact information to be able to reach out with questions or for more information.

The Results: In the 2.5 months since our updated [www.go.enterpriseholdings.com](http://www.go.enterpriseholdings.com) sites (U.S. Canada-English and Canada-French) have been live, we have seen very positive metrics regarding the sites' performance.

- Our student traffic is up 20% over the same time period last year.

- Our site bounce rate has improved by 15 points. This means people are finding the content that they are looking for on the site and interacting with additional content.

- 24% of our site traffic is immediately going to search for one of jobs. This measurement is particularly exciting because if our goal is to convert site traffic to applications, we know the 1 in 4 people are looking to apply immediately on the site.

**What was the budget range of this project?**

High ($10,000+)

**What was the size of the team working on this project?**

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