

CATS Applicant Tracking System

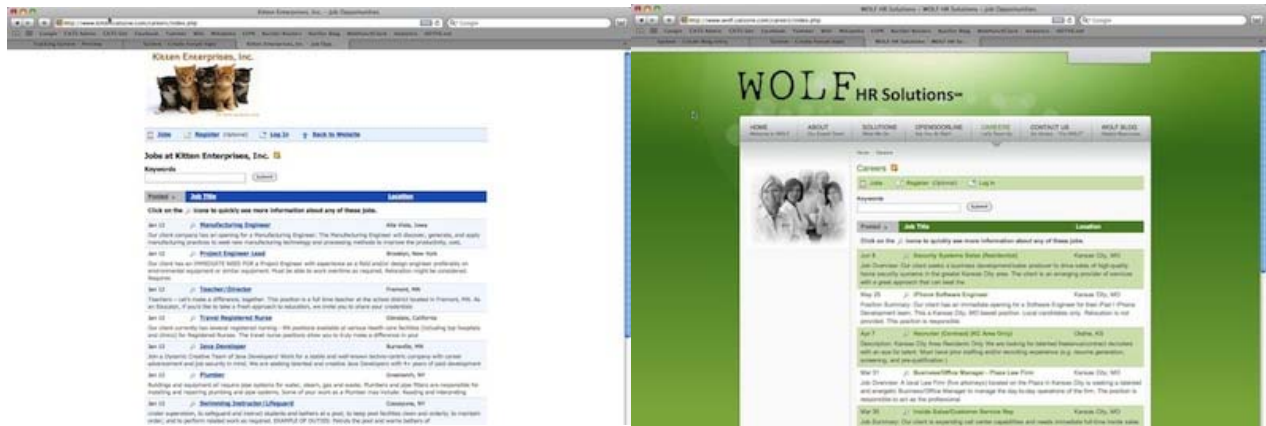
Careers Website: Branding & Integration



Website Branding: Make Your Career Portal Work For You

Branding your career website is a simple, yet effective tool in your overall recruiting goals. While at the end of the day, branding is basically decoration for your career portal - it offers a streamlined, professional look for potential clients and candidates.

Bland versus Branded:



When you sign up for CATS, you automatically receive a career portal like the one on the left. Very simple: You might have your company logo on top, then a very bland list of positions available.

But on the right, you see an example of how CATS branding can make a world of difference to your career page. With WOLF, we designed their career page to match the other pages on their site - complete with the gray menu bar across the top of the portal. We've also included photos as well as matched the color scheme to match the WOLF site.

Imagine you are the candidate and click a "careers" link on a site that looks like the site on the left. If the career site is branded (like on the right) the potential candidate sees a streamlined look. That reflects positively on your company. In fact, a recent [Wall Street Journal article](#) characterized the importance of your career site and how companies are putting money into the look and feel of the site despite the state of the economy.

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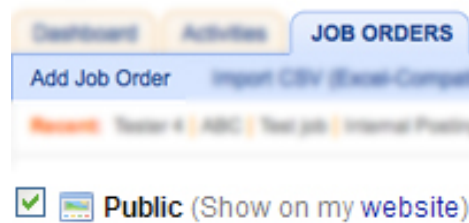


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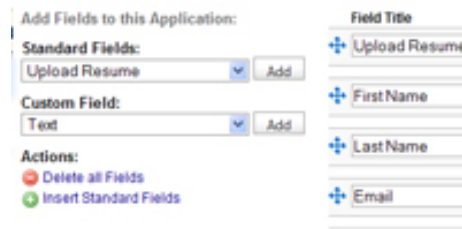
What is a Careers Website?

Each Professional site receives a careers website, courtesy of CATS. A career site is a centralized location for you to post your jobs created in CATS to. Your careers website will be your best recruiting asset in CATS Professional. Set-up is quick and easy. Posting jobs to the career site is as simple as:

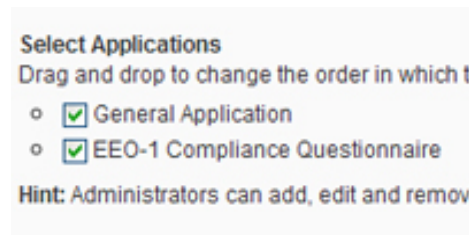
1. Creating and publishing your jobs



2. Creating your applications



3. Setting your applications



4. Previewing jobs on your portal



Integrating the Careers Website

Integrating your Careers site with your company website is fast and easy. Just have your website administrator hyperlink the Jobs/Careers/Opportunities link from your company website to your CATS website.



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Drive Traffic to your Careers Site

Post your careers website link wherever you advertise your jobs — on job boards, through email or job fairs. Direct applicants to come to your careers website, where they can:

1. Browse and apply to your open jobs

Executive Assistant
Location: **Seattle, Washington** Job # **5612**

* - indicates a required field

Upload Resume:

First Name: *

Last Name: *

2. Refer jobs to friends

Register with Company Name
Registering will put you in consideration for all of our positions. You must provide personal information or to check the status of jobs that you h

E-Mail: *

Password: * Must be at least 6 characters long

Retype Password: *

3. Register to be notified of upcoming jobs

Executive Assistant
Location: **Seattle, Washington** Job # **5612**

[Preview Job Description](#)

Your Email:

Friend's Email: *

Subject:

4. Check the status of their applications (once registered)

Recent Applications with Company

Applied	Job
You are logged in as Sae Vang . You have applied to 2 jobs.	
Jan 19, 2009	Online Marketing Manager Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis augue. Nulla facilisi. Vestibulum convallis. Sed pulvinar quis, ultricies nec, sapien. Fusce nisl. Fames ac magna interdum commodo. Mauris
Sep 23, 2008	Executive Assistant Lorem ipsum dolor sit

Once the applicant applies, he or she receives an email confirmation message, and the recruiter and owner of the job both receive email notifications of the new applicant. The applicant automatically gets added to the job's pipeline and into your database.

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Services

Sub-domain Masking

We offer an option for you to "mask" the .catsone.com reference in the careers website URL. We ask that your web administrator do the following:

1. Have your web administrator create a subdomain on your website
 - 1.1. We suggest subdomains such as <http://careers.company.com> or <http://jobs.company.com>
2. Point subdomain to IP address **216.250.181.101**
3. [Send an email to Support](#) with subdomain details

Custom Branding

We are experts at turning your default plain careers website into a seamless part of your company's website. We can match the branding, look and feel of your company's website for a one-time cost of \$450. Turn-around time is five (5) business days, which includes coding, implementation and testing.

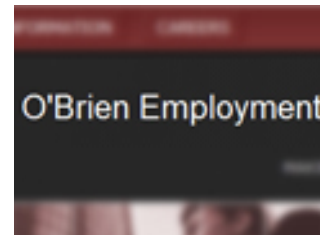
[Request your Careers Website Branding via email](#) or call 952-373-4010 ext:103 right now to speak to a CATS representative who would be happy to guide you through this simple process.

Browse our branding collection:



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