

Employer Brand Audit Guide

How to Attract, Hire, &
Retain Top Talent



Why Employer Branding Matters

And, more than you think.

Employer branding has become a critical factor in attracting, hiring, and retaining top talent. In today's talent-driven market, candidates carefully vet potential employers just as employers vet candidates. In fact, **88% of job seekers consider a company's employer brand when applying for a job.**

Maintaining a strong employer brand is essential for attracting top talent and delivers meaningful ROI as the employee onboards as well.



Attraction: Strong employer brands receive 50% more qualified applicants.



Hiring: Employer branding cuts time-to-hire by 50% and boosts offer acceptance rates.



Retention: Strong brands realize a 28% lower employee turnover.



Cost Savings: Weak employer brands pay 10% more per hire to compensate for reputation.

“When you go to a website as a customer, they roll out the red carpet. But go to their career site, and it’s just raw HTML on white paper.”

~Dakota Younger, CEO Boon

Employer Brand Audit Checklist

External Brand & Reputation

- Check Glassdoor, LinkedIn, and Google reviews for recurring themes.
- Conduct a candidate perception survey to ask about expectations vs. reality.
- Google “[Your Company] Jobs” to assess online sentiment.

Candidate Experience

- Apply to one of your own jobs to assess clarity, length, and mobile-friendliness.
- Track application drop-off rates and simplify forms if needed.
- Ensure consistent messaging between job descriptions, career page & interviews.

Hiring Process Optimization

- Respond to all applicants within 5 business days.
- Train interviewers to ensure consistent employer branding.
- Track offer acceptance rate, low rates may signal employer brand issues.

Employee Engagement & Retention

- Conduct onboarding surveys at 30, 60, 90 days to detect early churn risks.
- Measure employee Net Promoter Score (eNPS) quarterly.
- Launch an employee referral program, referrals boost retention by 40%.

Simple Steps to Improve Your Employer Brand

Reminder: Your employer brand isn't just what you say about your company, it's what candidates and employees experience. Make every interaction count.

Optimize Your Careers Page

- Highlight employee testimonials & culture videos.
- Simplify applications, collecting only essential info upfront.

Enhance Candidate Experience

- Automate status updates for applicants.
- Train recruiters to provide timely, warm communication.

Leverage Employee Advocacy

- Encourage employees to post about work, employee-shared content gets 8x more engagement than corporate posts.
- Recognize & reward internal referrals.

Engage on Social & Review Platforms

- Respond to both positive & negative Glassdoor reviews.
- Regularly share team achievements and company milestones on LinkedIn.

Track & Iterate

- Monitor application completion rate, offer acceptance rate & retention metrics quarterly.
- Adjust based on feedback from exit interviews & candidate surveys.

Shout Out: A Veterinary Healthcare Provider using Boon simplified their application process from 20 to 7 questions.

Results: 90% completion rate & 3x more applicants.

Your Employer Brand Isn't a 'Nice to Have'

It can and should be your competitive advantage

By actively managing your employer brand, you attract better candidates, fill roles faster, and build a committed workforce that stays and thrives. The statistics don't lie: from **50% more qualified applicants to 28% lower turnover**, the payoff for employer branding is clear.

Ready to take action?

- Use this checklist to assess and improve your employer brand
- Track your application completion rate, offer acceptance rate & retention metrics.
- Follow Boon and CEO, Dakota Younger, on LinkedIn
- Visit goboon.co to book a demo and see how improved hiring processes can improve your Employer Brand