RECRUITMENT AGENCY LAUNCH PROGRAMME · BUILD A DUAL-PATH WEBSITE

Recruitment website page-plan

Plan the dual-audience pages before you build.

01 Home

The one screen that has to serve both sides of your marketplace. Say what you do in plain words first.

In one sentence, what does your agency do and who for?

This becomes your homepage headline — plain beats clever.

How will you split employers and candidates on the first screen?

Two clear paths, e.g. “Hiring?” and “Looking for work?”

02 For employers

The path that has to justify a fee. Lead with your sector and how you work.

What convinces an employer you’re worth the fee?

Your niche, your process, how you screen — not just a list of services.

What single action do you want an employer to take?

Request candidates, book a call, or send a brief — pick one.

03 For candidates

The path that fills your database. Make registering effortless.

Which roles or sectors will you show candidates?

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Rather we built your site?

It’s one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Build it with us

How does a candidate register or send a CV?

Keep it short — a long form loses good people.

Where do those registrations need to land?

Straight into your ATS/CRM, not an inbox nobody watches.

> WE CAN DO THIS FOR YOU
>
> A dual-audience site with live jobs wired into your ATS is a craft. We build these for agencies. **digitalroyalty.co.uk**

04 Trust and compliance

The pages that make a first-time visitor take you seriously.

Which trust pages will you include?

About, how you work, privacy, and a Conduct Regulations statement.

What credibility can you show honestly today?

Your niche and process — real testimonials come later.

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