## Content Management

Keeping your Careers Portal/website up to date will help in your recruitment effort in all sorts of ways. As well as ensuring that you keep your public content up to date and relevant from a compliance and legal point of view it also has several practical advantages.

Search. Refreshing and adding timely information to your site will help promote its visibility on the web. The major search engines use robots to crawl websites looking for updates. Amending, adding and removing old out of date or irrelevant content will all help make your site more visible on the web.

We take care to give your site every advantage and help in this respect. When consulted we can advise on tried and tested techniques for leveraging your content from a search point of view. The science – or art – of web search evolves continuously. It is important to note there are no real absolute rules as the search engines algorithms change over time. Google in particular changes its algorithm quite regularly. The last major update in February 2011 caused quite a stir as it changed the positioning of many sites. Subsequent minor updates have appeared every month or so since.

Under your service contract you can supply content to us and we will add to your site under our "fair-use" policy. However it may also be, that you wish to add content yourself. To this end we can now provide for FBC hosted sites access to a **Content Management System** (CMS). We have chosen a package that allows us to "retrofit" it to existing sites and which has both a strong feature set and is one of the easier ones to use.

The CMS is available as an add-on for a low monthly subscription and is designed to provide a safe means of updating your site. Advanced site features, its structure and enhanced visuals like banners, headers, sidebars etc are all protected. This means that you can safely modify and add to pages without risk of causing major issues.

You can add almost any electronic type of content to your site including: text, images / graphics, video, audio podcast type files, copies of documents, calendars, blogs etc. If your organisation has any video snippets or you have relevant documents then ask us about getting them included on your site.

Lastly you will have a ready audience with the members of your Talent Pools / Careers Portals. We suggest you send emails to advising of any major site updates that you make to them. It all helps in keeping you to the front of their minds regarding possible job opportunities and reflects well on your reputation as a potential employer. Even if they themselves may not be suitable for positions you have currently they may well know others who are and can pass the message on.