

## 4 Ways to Improve Your Glassdoor Reviews

Categories : [EMPLOYER HOT TOPICS](#)

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Effectively managing your company's employer brand is becoming more and more difficult. Social media and online review sites give job seekers (and current employees) powerful tools to very publicly praise (or disparage) your company. The most visible one? Glassdoor. This site holds (literally) millions of company reviews, CEO approval ratings, salary reports, interview questions, benefits reviews, company culture assessments, and much more. You need to constantly look for ways to maintain and improve your Glassdoor reviews.

Why? As of [October 2016](#), Glassdoor had

- Over 33 million users
- Over 10 million company reviews
- Reviews on over 600K companies

The average company rating on Glassdoor is 3.3 (out of 5), with the average CEO rating at 66 percent. This review site is a force to be reckoned with.

And its usage is on the rise. A [recent poll of 4,600 U.S. workers](#) shows that:

- Almost half (48 percent) of survey respondents use Glassdoor as part of their job searches.
- Nearly half of Glassdoor visitors use the site as a way to narrow their search before applying for jobs, and they focus on fresh reviews – those less than 6 months old.
- After getting an offer, about 15% of respondents use Glassdoor reviews to decide whether or not to accept the position.

### **So, how important are these reviews to your employer brand and your recruiting efforts?**

Very important. Job seekers want to know basic information about your company and why they should work there. According to a [2016 Glassdoor site survey](#), most job seekers read 6 reviews before forming an opinion about your company. Almost  $\frac{3}{4}$  of all look at the reviews before they make the decision to apply.

Once they reach the interview stage, they will continue to use Glassdoor – focusing on culture, work style, and the interview process. They will analyze the interview questions that have been posted. After interviewing, they may leave their own reviews, including some of the questions they

were asked and their general impressions about the process.

## 4 steps to improve your Glassdoor reviews

1. **Respond to reviews.** [62% of job seekers](#) say that their perception of a company improves after seeing an employer respond (respectfully) to a review. People are smart. They understand that not everyone will be happy with their job, their company, their commute, their boss, etc. But when a company responds to criticism in a constructive way, that response will be weighed just as heavily – if not more – than what employees say about the company.
2. **Keep your company information up-to-date.** This really should be obvious, but take it a step further and make sure that the information on Glassdoor is the same as it appears on the “About Us” section of your website.
3. **Post pictures.** Culture, work-life balance, and perks/benefits are key points of research for both active and semi-active job seekers. Pictures highlight this in a much better way than words ever could.
4. **Solicit feedback!** When you follow up with candidates after the interview process, ask them to leave interview reviews on your Glassdoor profile. This will help them feel that you value their opinion and give other job seekers helpful advice on what it's really like to interview at your company.

## Need help attracting top talent?

Finding and hiring the talent you need takes a multi-pronged approach. You should focus on boosting your employer brand and your social profile, but when you need to bring on someone fast – or need temporary workers to handle demand fluctuations – you can trust Snelling. We have a vast network of recruiters, and we know your local market. We can help you quickly and cost-effectively find the right people ...right now. [Contact us](#) today to learn more about our [services](#).