Driven by 180+ million ratings and reviews

At Indeed, we’re passionate about helping people get jobs. And more than that, we want every job seeker to find their ideal workplace. We do this by highlighting the best employers on Indeed. That’s why we created an awards program based on the 180 million ratings and reviews that showcase leading employers by geography, industry and workplace attributes.

And it’s working. Job seekers are more likely to apply to an open role if the company has a listed employer award, and 84% of job seekers report that they would be likely to apply to a company’s open role if the company had been given “Indeed Top-Rated Workplace Award”.¹

¹ Lucid study on behalf of Indeed, NA-1028 (US)
What’s important to job seekers is important to us

67% of job seekers say they sometimes or always look for awards when researching companies to apply for. ¹

68% of job seekers report that they’d be more likely to take a job at a company that has employer awards listed versus those that do not.¹

We identify Top-Rated Workplaces by industry, geography and key workplace attributes like work/life balance so that job seekers can discover companies that suit their individual needs. When we give out an award, we’re not just celebrating the companies that have created amazing workplaces, we’re making it easier for job seekers to find them.

View all Top-Rated Workplace Winners at indeed.com/Top-Rated-Workplaces.

¹. Lucid study on behalf of Indeed, N=1028 (US)
Here’s how:

Indeed’s proprietary algorithm ranks companies based on a variety of factors, such as the average rating and number of reviews on Indeed Company Pages. Employers with an overall average of 3.9 and at least 50 reviews in the last 24 months are most likely to receive our recognition. Top-Rated Workplace Awards are based on the data alone — employers never even have to apply.

So, what can you do to become a Top-Rated Workplace?
The journey begins

Every employer with reviews on Indeed automatically has a Company Page. Claim your page to unlock employer-only features and update your page with company information, photos, a logo and more. While claiming and updating your company page does not influence your company’s eligibility to earn awards, it’s the first step in owning your company narrative on Indeed.

Indeed Company Pages support and enhance your branding efforts by keeping your company visible on Indeed and allowing you to:

- Engage with job seekers and potential candidates
- Showcase your company culture with content to attract best-fit candidates
- Share your company’s story through photos, videos, and employee reviews
- Expand your social media presence by integrating your company’s social media feeds
- And highlight all of your open jobs on Indeed, in one place.
Your Company Page is the perfect opportunity to take control of your employer brand on Indeed. Visit indeed.com/hire/company-pages and click “Claim your Company Page” to get started. Indeed Company Pages is completely free and open to every employer.

Once you’ve claimed your Company Page, you can customize it with videos and photos, embed social media feeds, answer commonly asked questions, and respond to reviews. Advanced features and data tools like featured reviews and enhanced branding are available with Company Pages Premium.

Remember, engaging with reviews is important. 64% of job seekers report that reviews from previous or current employees influence their perception of what it’s like to work at that company.²

² Decipher/FocusVision on behalf of Indeed, N=837
What your Company Page needs

Don’t underestimate the importance of a good reputation. 65% of job seekers say that a company’s reputation has a significant impact whether or not to apply to a company. Your Indeed Company Page is the best place to showcase your workplace culture and manage your company’s reputation online.

What makes candidates feel connected to a company?

- A company whose mission/vision resonates with my values and what I believe in: (65%)
- Personally liking the product or service the company provides: (58%)
- What I have read or heard about how the company treats its employees: (46%)
- The diversity in jobs available at the company: (41%)
- Work that makes me feel like I’m having a positive impact on others: (39%)

3. Decipher/FocusVision on behalf of Indeed n=1000 4. Decipher/FocusVision on behalf of Indeed, n=500
Make sure you have a strong compass

Many factors have to come together to make a workplace great. But to help you get started, we’ve collected some advice and insight from some of the world’s best companies.
Get intentional

“The best advice I have for any company looking to become a best workplace is to really get intentional about your culture. Write it down so everyone can align on who you’re trying to be. To program around it so that people can really live and breath it. And, of course, you need to measure your culture and how you’re doing, and constantly evolve and innovate.”

JENNIFER JOHNSTON
Head of Global Employee Branding, Salesforce
“Keller Williams’s belief system offers a unifying template for action and understanding, reminding associates that customers always come first, trust begins with honesty and people drive success. This system itself is proof of the company’s commitment to the belief that everyone achieves more through teamwork. There’s nothing in [the belief system] that focuses around fads, it should be able to stand the test of time.”

RYAN ANSON
Chief People and Security Officer, Keller Williams
A great culture starts with who you select to be on your team. We at H-E-B take that very seriously and believe very much in hiring for heart and passion as opposed to just focusing on technical skills. So for example, we’re looking for individuals to join our team that naturally fit our culture. Do they have a natural desire to serve others, do they want to be a part of a team, do they demonstrate ownership behaviors, and are they resilient. If so, we really feel we can teach the rest.”

CHRISTY BANAZEK
Vice President of Human Resources, H-E-B
The 4.0 Fork in the Road

Take a look at your company page and where your average rating stands today. Employers with an overall average of 3.9 and at least 50 reviews in the last 24 months are most likely to receive our recognition. You can use that as a barometer to benchmark your scores.

Focus on Developing Your Culture

Define your employer brand to enhance your ability to attract, retain and motivate top talent.

Harness Your Insights

Audit your Company Page to uncover trends and insights. Filter reviews and ratings to find out how your brand is doing by location and job function.

Listen to Your Employees — and Let Them Know

Brainstorm solutions with internal teams, and let your employees know that their feedback is valued and leading to positive changes.

Engage with Your Company Page

Make your Indeed Company Page stand out with frequent content updates. Answer questions, feature helpful reviews and keep job seekers updated on the latest news and opportunities at your company.

Drive Your Brand to the Forefront

- Share your company's mission
- Provide opportunities for meaningful work
- Build a fun work environment
- Give great perks
- Promote work/life balance
- Hire for your workplace culture

Top-Rated Workplace Award

You earned it - celebrate your recognition with your team, and with the world! Not only do people love a party, but it’s good for business. 62% of people said they would be more likely to recommend working at their company if it were to receive an employer award.¹ So celebrate, and let everybody know about the workplace you worked hard to create!

¹. Lucid on behalf of Indeed, n=2098
Ready to go?

If you’re ready to get started, go to indeed.com/hire/company-pages and click “Claim your Company Page”. If you’re looking for more information on Indeed’s employer awards, visit our awards website at indeed.com/awards.

Want more information?

If you want to talk to someone at Indeed, don’t hesitate to reach out to your Indeed sales representative or Client Success team members. And you can always share your thoughts and questions with us at indeed.com/hire/contact.

About Indeed

Indeed is the #1 job site in the world ⁵ and allows job seekers to search millions of jobs in over 60 countries and 28 languages. Over 250 million unique visitors each month search for jobs, post resumes and research companies on Indeed. ⁶

⁵. comScore, Total Visits, March 2019 ⁶. Google Analytics, Unique Visitors, September 2018
ROAD TO RECOGNITION

2019