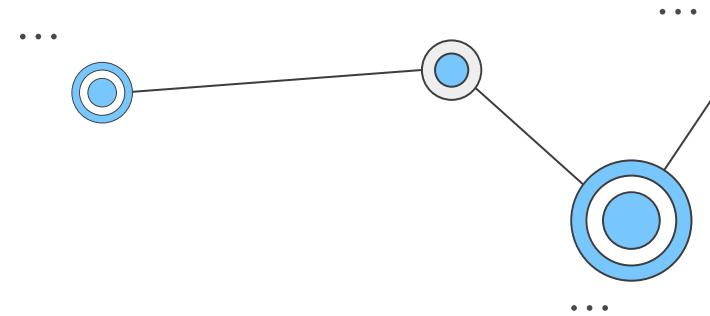


RiseKit

COOP Client Based
Project C289

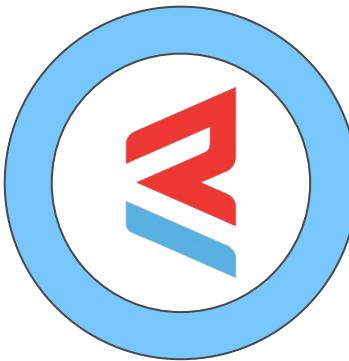
Alif Haque, Andres Vega Montero, Coco Gao,
Iris Susano Trujeque, Karla Montoya, Nishat
Rahman, Roy Baez, Stanley Abreu, Tamara
Sujatma, Xiao Lin, Yanfei Wu



Agenda

- Introduction
- Ideal Customer Profiles (ICPs) and Targeted Audiences
- Traffic Analysis
 - Search Engine Optimization (SEO)
 - Keyword analysis
 - Previous Campaigns
 - Sequences
- Social Media
 - LinkedIn
 - Instagram
 - Tik-Tok
- Website Analysis
 - Lead Pathways
 - Webpage Analysis
- Recommendations





RiseKit

RiseKit connects unemployed and underemployed job candidates to careers, training, and resources while providing analytics for employers and grantmakers.

Problem: Lack of traffic and exposure, unclear approach to targeted audiences, and convoluted sign-up path

01

ICPs and Targeted Audiences

Ideal Customer Profiles (ICPs)



What is Motivate LLC?

- North American micro mobility company that services bicycles

Why Choose Motivate LLC?

- Aligns with RiseKit's goals and is a second chance employer



What is Ross?

- Ross Is the largest off-price apparel and home fashion chain in the United States.

Why Choose Ross?

- Ross's mission is to promote a diverse and inclusive workplace by hiring people from all backgrounds.



Who is Goodwill?

- A nonprofit organization that creates equal opportunity for all individuals to enhance their lives

Why Choose Goodwill?

- Risekit and Goodwill share the goal of assisting overlooked jobseekers. Goodwill lacks resources to reach potential candidates, offering Risekit an opportunity to expand and support Goodwill's mission.

motivate LLC

- **Founded:** 2009
- **Locations:** 8 cities across the U.S.
- **Annual Revenue (2022):** \$100M
- **Team Size (2021):** 1500+ employees
- **Purpose:**
 - Ensure that public micro mobility vehicles are serviced efficiently
- **Target Workforce:**
 - Second-chance employer - care more about who people are than who they were
- **Challenges:**
 - Competing with similar companies
 - Finding & retaining target audience
- **Why RiseKit?**
 - Save time & money by streamlining the hiring process
 - Connect with second chance individual





- **Founded:** 1982
- **Location(s):** Located in 40 states throughout the U.S
- **Annual Revenue (2022):** \$18.7 Billion
- **Team size (2022):** 100,000+ employees
- **Services:**
 - They provide the best bargains and the latest trends in clothing, shoes, home decor and more
- **Target workforce:**
 - Ross is committed to hiring people from all backgrounds to encourage a diverse and inclusive team
- **Challenges:**
 - Competition from other off-price retailers
 - Limited online presence
- **Why RiseKit?**
 - RiseKit can help enhance Ross online presence and promote Ross while also seeking out top talent.



- **Founded:** 1999
- **Location:** Northern Illinois and Southern Wisconsin
- **Annual Revenue:** \$31.4M
- **Team Size:** 1000+ employees
- **Purpose:**
 - To create equal opportunities for individuals with barriers to enhance their lives.
- **Target Workforce:**
 - The client seeks job seekers with disabilities, disadvantaged backgrounds, and a history of incarceration who aim to improve their lives
- **Challenges:**
 - The client's services for job seekers with disabilities, disadvantaged backgrounds, and a history of incarceration are underrepresented due to a lack of awareness.
 - Limited resources and time in finding the right candidate, including screening candidates and scheduling interviews.
- **Why RiseKit?**
 - Online presence with linkedin/ instagram and facebook that can spread job awareness
 - Enhances Goodwill's hiring process by improving screening and interview efficiency.

02

Search Engine Optimization (SEO) and Campaigns

RiseKit's Traffic

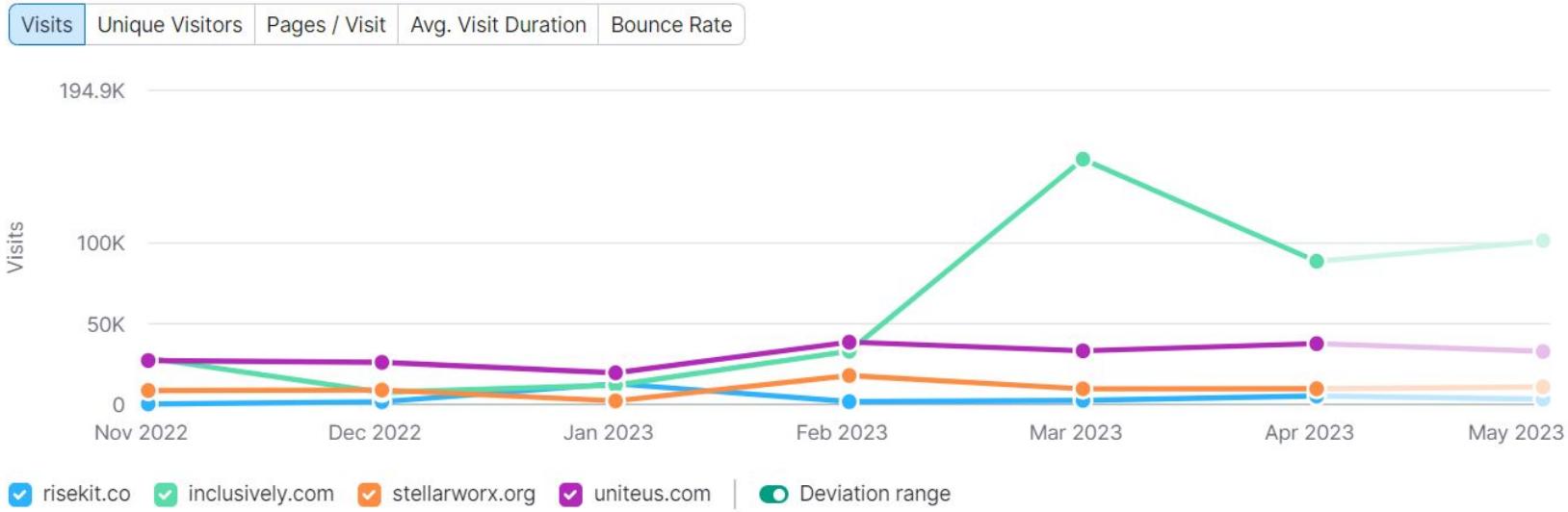
Problem: RiseKit's overall visibility on several platforms are limited, resulting in stagnant traffic and low levels of exposure

Proposal: To enhance the visibility and approachability of RiseKit, leverage SEMRush, Dripify, and Apollo to explore opportunities for modifying keywords and adjusting campaign sequences/content. This will allow for strategic changes that can increase exposure and make RiseKit more accessible to users



Traffic Analysis on SEMRush

Combined Visits for RiseKit vs. Competitors

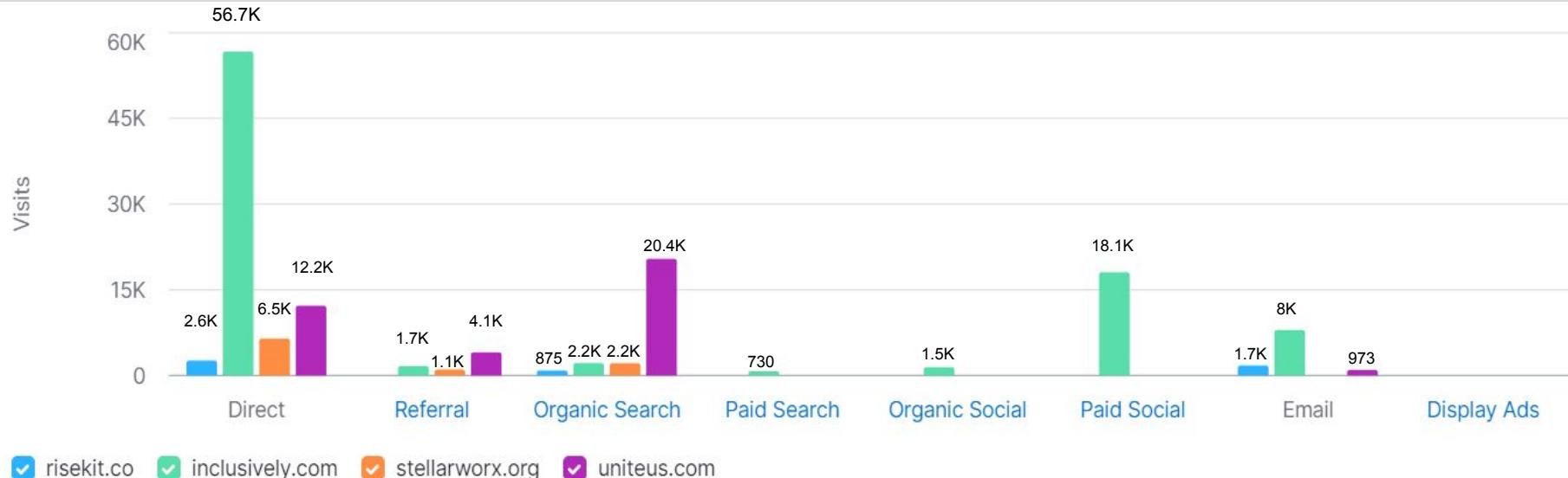


These visits are composed of traffic from a variety of sources: direct, referral, organic search, paid search, organic social, paid social, email, and display ads



All devices | Apr 2023

Traffic Channel



risekit.co inclusively.com stellarworx.org uniteus.com

Direct: URL search

Referral: Link from other website

Organic Search: Natural search engine results

Paid Search: Bid on keywords for top spot

Organic Social: Non-paid ways on social media

Paid Social: Pay for ad on social media

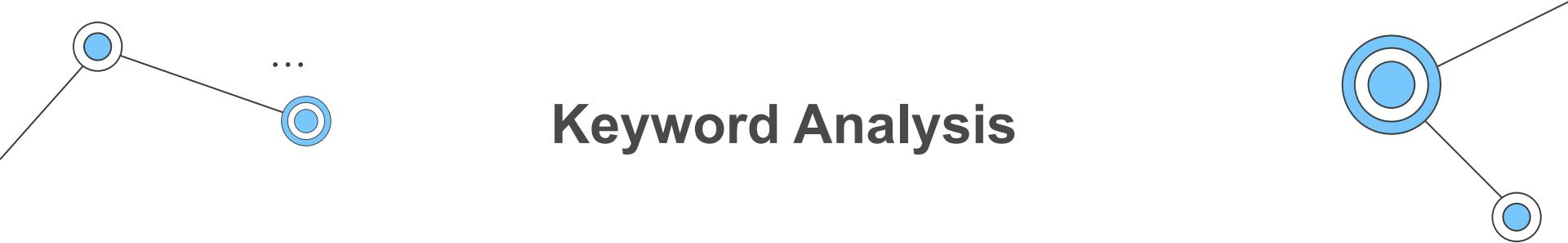
Email: Link through email

Display Ads: Visual ads leading to website

Paid Searches (Advertisements and Social Media)

- The typical expense for an ad on Google Ads is approximately \$2.32 per click on the search network (2)
- Small businesses that utilize Google advertising typically allocate a monthly budget ranging from \$9,000 to \$10,000 on average (2)
- LinkedIn requires a minimum bid of \$2 for cost-per-click (CPC). On average, businesses tend to pay around \$8 to \$11 per click and \$33.80 per 1000 impressions for LinkedIn ads. Additionally, for Sponsored InMail campaigns, the typical cost ranges from \$0.50 to \$1 per send (1)
- In addition, for ads to effective, they should be targeted to specific audiences, which we will need demographics information on. Setting up GA4 will get obtain information





Keyword Analysis

| <input type="checkbox"/> Keyword | Intent | Vol. | KD % | CPC (U...) | Com. | SF | Results | Updated |
|--|--------|-------|---------------------------------------|------------|------|----|---------|-----------|
| + jobs around me » | C | 8,100 | 100 ● | 0.69 | 0.38 | 4 | 6.6B | This week |
| + community engagement jobs » | C | 1,000 | 17 ● | 0.32 | 0.09 | 5 | 622M | Last week |
| + kane county forest preserve jobs » | C | 140 | 9 ● | 0.00 | 0.01 | 4 | 68 | Last week |

- Although we want to use keywords that are high in volume, it also means other companies will target those keywords as well, hence the increase in KD and Competitive Density
- We can aim for keywords that are low in KD and Competitive Density but still brings in a decent amount of volume
- Usually if we use more specific keywords, there will be less volume and results but it'll be easier for us to show up in searches



Competitor Keywords

Inclusively

| Top Keywords | | | | | |
|-----------------------|----------|---------------|--------|-----------|------|
| Keyword | Position | SF | Volume | Traffic % | Page |
| All Positions | Organic | SERP Features | | | |
| inclusively » | 1 | .6 | 3.6K | 95.3 | |
| inclusively.com » | 1 | .6 | 40 | 1.05 | |
| inclusively jobs » | 1 | .6 | 30 | 0.79 | |
| inclusively company » | 1 | .7 | 30 | 0.79 | |
| inclusive jobs » | 1 | .7 | 90 | 0.72 | |

StellarWorx

| Top Keywords | | | | | |
|--------------------|----------|---------------|--------|-----------|------|
| Keyword | Position | SF | Volume | Traffic % | Page |
| All Positions | Organic | SERP Features | | | |
| stellarworx » | 1 | .5 | 260 | 57.93 | |
| stellar works » | 2 | .3 | 1.6K | 11.42 | |
| stellar worx » | 1 | .4 | 40 | 8.91 | |
| stellarworx jobs » | 1 | .5 | 30 | 6.68 | |
| stella worx » | 1 | .3 | 30 | 6.68 | |

UniteUs

| Top Keywords | | | | | |
|--------------------|----------|---------------|--------|-----------|------|
| Keyword | Position | SF | Volume | Traffic % | Page |
| All Positions | Organic | SERP Features | | | |
| uniteus » | 1 | .8 | 4.4K | 35.83 | |
| united us » | 1 | .9 | 2.4K | 19.54 | |
| unite » | 6 | .4 | 18.1K | 5.52 | |
| unite us careers » | 1 | .6 | 390 | 3.17 | |
| unite us » | 1 | .9 | 9.9K | 3.11 | |

- The majority of the top keywords for competitors are actually just their company names
- General keywords barely contribute to their website traffic
- Their visitors search up their company since they've heard about them

Dripify Campaign Overview

| | | | | | | | |
|--|---|---|----------------------------|-----------------------|-------------------------|------------|---|
|  COM WO EM 71 17 94 287 |  1 Lists of leads |  469 All leads | 60% 61 Acceptance Rate | 8% 17 Reply rate ⓘ | May 10, 2023 Created | Not active |  |
|  Beta DEI Survey 63 16 103 758 |  1 Lists of leads |  940 All leads | 40% 41 Acceptance Rate | 5% 8 Reply rate ⓘ | May 10, 2023 Created | Not active |  |
|  DEI Survey 1 63 24 99 1374 |  1 Lists of leads |  1560 All leads | 24% 26 Acceptance Rate | 5% 9 Reply rate ⓘ | May 10, 2023 Created | Not active |  |
|  Community Partners 1 141 1359 |  1 Lists of leads |  1500 All leads | 0% Acceptance Rate | 0% Reply rate ⓘ | Mar 8, 2023 Created | Not active |  |
|  Senior, Director DEI 537 49 377 1959 |  2 Lists of leads |  2922 All leads | 40% 283 Acceptance Rate | 5% 65 Reply rate ⓘ | Mar 8, 2023 Created | Not active |  |
|  Entry Level DEI 59 32 52 548 |  1 Lists of leads |  691 All leads | 53% 69 Acceptance Rate | 6% 13 Reply rate ⓘ | Mar 8, 2023 Created | Not active |  |

 Total leads completed all steps, failed, or blacklisted

 Total leads paused in the sequence, waiting to accept the invitation of waiting to reply to InMail

 Total leads continuing in the sequence

 Total leads getting ready to enter the sequence

Insight

- Internal campaign competition
 - 3 campaigns sent out on the same day

Suggestions

- Timing and frequency:**
 - Calendar Planning
- A/B testing**
 - Experiment with different variations of direct messages to identify the most engaging ones. Test different messaging styles, visuals, Call-to-Actions (CTA), and delivery timings.

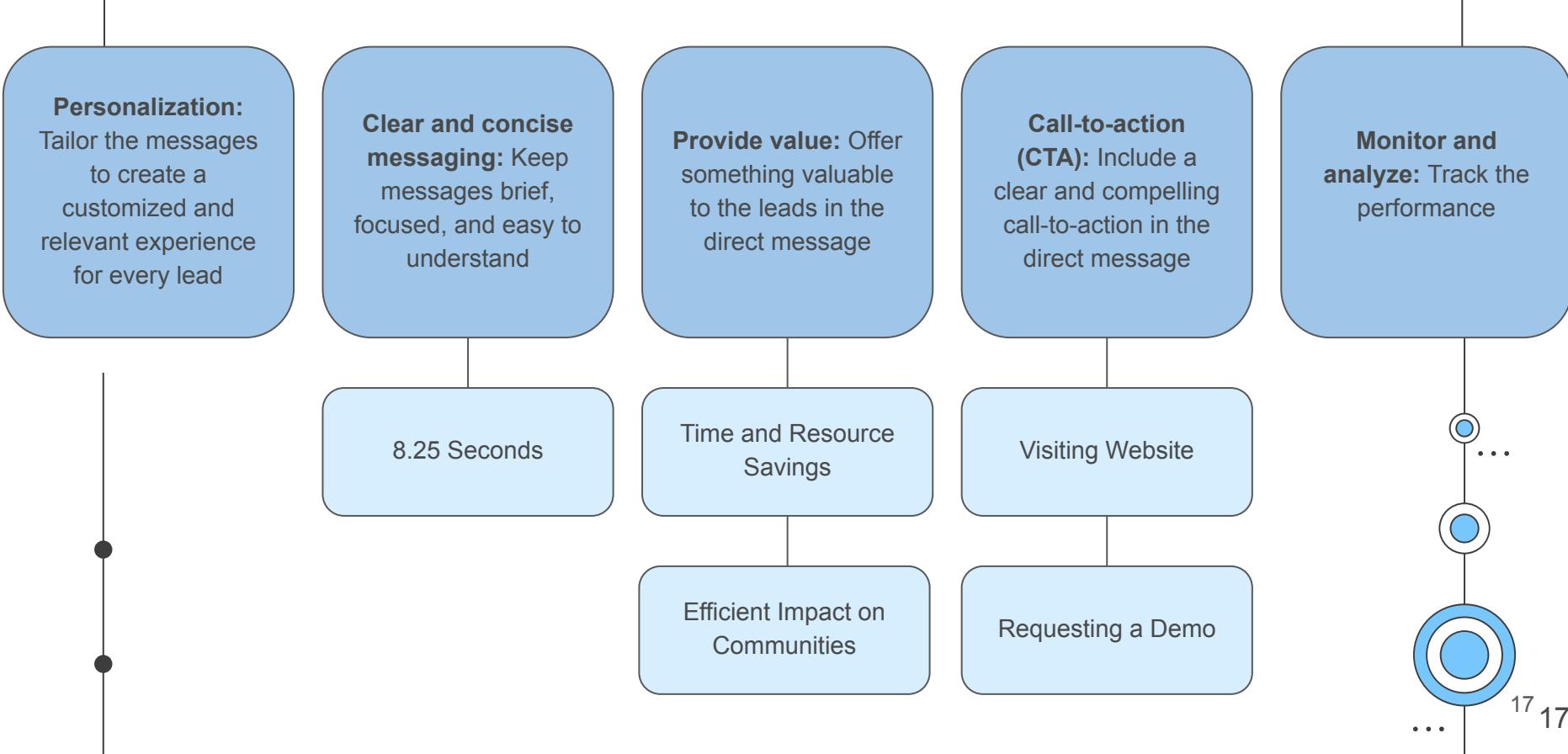
Benchmark

Acceptance Rate: **15-25%**

Reply Rate: **20-50%**



Implementations



Personalization:
Tailor the messages
to create a
customized and
relevant experience
for every lead

**Clear and concise
messaging:** Keep
messages brief,
focused, and easy to
understand

Provide value: Offer
something valuable
to the leads in the
direct message

**Call-to-action
(CTA):** Include a
clear and compelling
call-to-action in the
direct message

**Monitor and
analyze:** Track the
performance



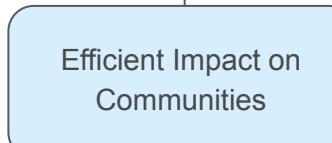
8.25 Seconds



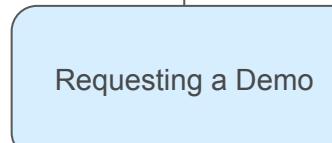
Time and Resource
Savings



Visiting Website



Efficient Impact on
Communities



Requesting a Demo

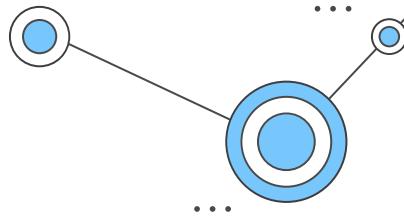
Keyword Word Cloud



*Word Cloud generated based on Risekit website and previous Dripify campaigns

**More frequent words appear larger

Example Initial Cold Message



Personalization

Hi %%first_name%%,

Providing Value:
describing the software
that connects
individuals to valuable
resources and support.

RiseKit's Mission

I hope this message finds you well. At RiseKit, we believe that everyone deserves access to a career path, regardless of their zip code. That's why we've developed software that connects unemployed and underemployed individuals from underserved communities with job opportunities, training programs, and supportive services.

Our mission is to break down barriers to employment and help nonprofits, employers, government systems, and community foundations save time while supporting job candidates and measuring outcomes. We envision a world where a person's potential to rise isn't limited by their circumstances or social capital.

I invite you to visit [RiseKit.co](#) to learn more about how we're making a difference. Together, let's create a future where we can efficiently impact and uplift the communities we serve.

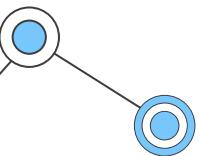
Thank you for your time, and I look forward to hearing from you.

Warm regards,
Chrisne Garnier

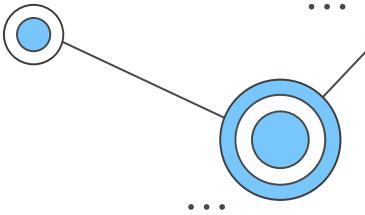
Clear and concise messaging:

communicates the organization's belief in equal access to career opportunities

Call-to-Action (CTA):
inviting the leads to visit the website to gather more information about RiseKit and its impact



Example Follow Up Message



Personalization

Follow up: follow up with leads who have shown interest but haven't responded.

Hi %%first_name%%,

I hope this message finds you well. I wanted to follow up on my previous message regarding RiseKit. Our software is designed to provide job seekers from underserved communities with access to career paths and overcome employment barriers.

Clear and concise messaging: the purpose and benefits of RiseKit

We're excited about the potential impact we can make by connecting nonprofits, employers, and government systems to efficiently support job candidates and measure outcomes. We'd love to discuss how RiseKit can specifically benefit your organization and the communities you serve.

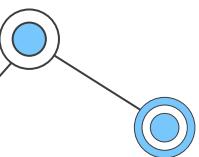
Call-to-Action (CTA): encourages the leads to take the next step and engage further with RiseKit.

Please let me know if you're available for a quick call or if you have any questions. I'm here to provide you with more information and explore how we can work together to make a positive difference.

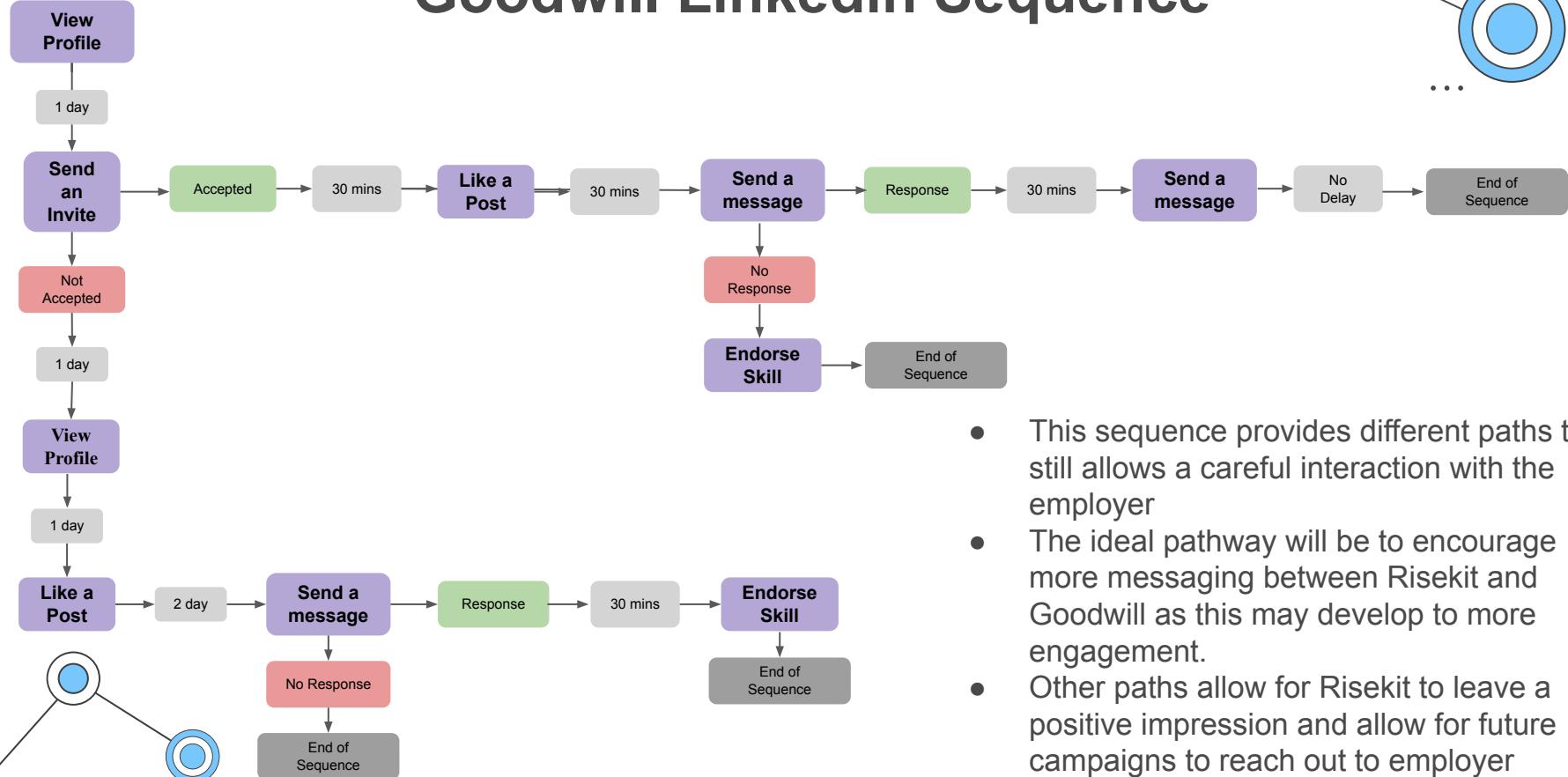
Provide value: the value that RiseKit brings to these stakeholders, illustrating the practical benefits of working with the organization.

Thank you for your time, and I look forward to connecting soon.

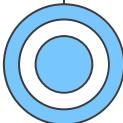
Warm regards,
Chrisne Garnier



Goodwill LinkedIn Sequence



- This sequence provides different paths that still allows a careful interaction with the employer
- The ideal pathway will be to encourage more messaging between Risekit and Goodwill as this may develop to more engagement.
- Other paths allow for Risekit to leave a positive impression and allow for future campaigns to reach out to employer



Personalization Strategies for Cold Emails

1. Research
2. Perfect your subject line
 - a. "Chris — source for your article on marketing trends"
3. Tailor message to recipient
 - a. Make it clear why you're reaching out to them specifically
4. Validate yourself
 - a. Use social proof and point to results
 - i. Provide some hard figures in your email that point to your product or service's effectiveness
 - b. Common connections with recipient?
 - c. Members of the same group?
5. Can you offer relief to a major pain point for the recipient?
6. Keep it short, easy, and actionable
 - a. "Let's have a quick 15 min call Tuesday at 3pm - if not, here's my calendar link"
7. Be appreciative
 - a. "Thank you so much!"



Finding Leads

a

Give me 3 specific companies that have community hiring programs

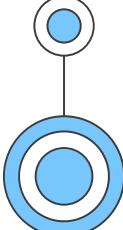


Here are three specific companies known for their community hiring programs:

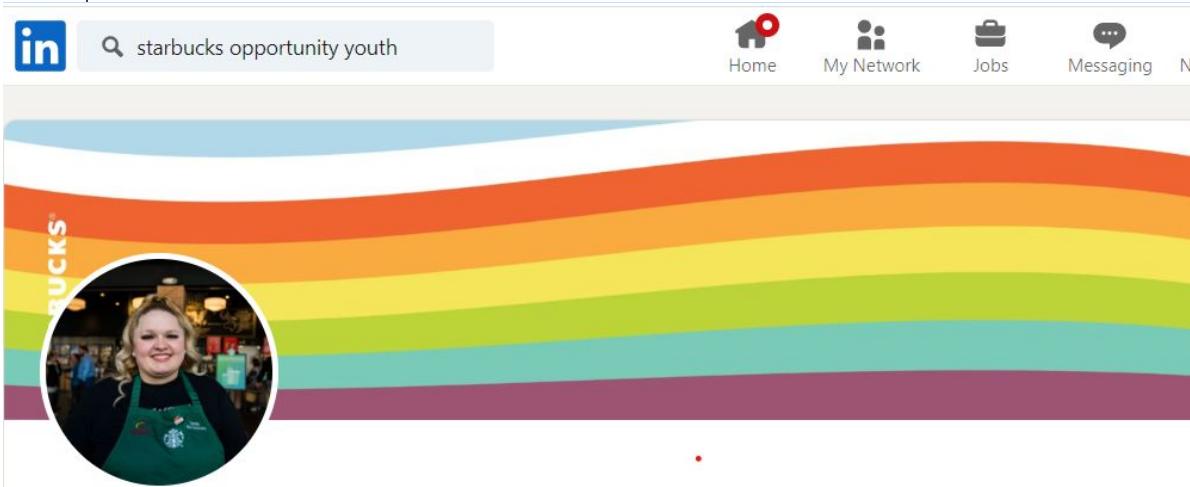


1. **Starbucks: Starbucks has a community hiring program called "Opportunity Youth,"** which aims to provide employment opportunities for young people who face barriers to employment. Through partnerships with local organizations, Starbucks seeks to hire and provide training to young individuals in underserved communities.

ChatGPT is a great tool to quickly search employers / industries that may benefit from RiseKit's platform



Finding Leads (Con't)

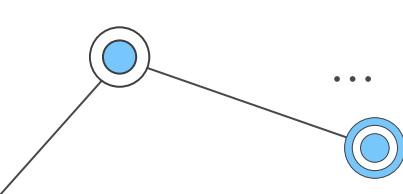


A LinkedIn profile page for Sarah Ledyay. At the top, there's a search bar with "starbucks opportunity youth". Below the search bar are navigation icons for Home, My Network, Jobs, and Messaging. The main profile area features a circular photo of Sarah Ledyay, a woman with blonde hair wearing a Starbucks apron, set against a background of horizontal rainbow stripes. To the left of her photo is the word "BUCKS". Below the photo, her name is listed as "Sarah Ledyay (She/Her)" followed by the text "recruiter for Austin & El Paso | Join us. Inspire with every cup." It also mentions "Talks about #nextadventure and #developmentopportunity", "United States · Contact info", and "Starbucks.com/careers". Her LinkedIn stats show "4,510 followers · 500+ connections". At the bottom are three buttons: "+ Follow", "Message", and "More".

Starbucks

Arizona State University

- Lead at Starbucks found ✓
- Quick look through work history ✓
- Ready to input basic lead info into ChatGPT ✓



a

Write an excellent cold email, under 3 paragraphs, using the following information:

Sender: Chrisne

Sender title: Employer and Community Relations Strategist

Company: RiseKit

What is RiseKit?: A Community Partner Management Platform

How can RiseKit help employers?:

RiseKit helps employers source untapped & diverse talent from community partners.

Risekit's DEI analytics tools enable employers to track and measure community DEI hiring and improve interview turnout and employee retention from community organizations.

What companies are currently using RiseKit?: Goodwill, Chicago Urban League, Easterseals

RiseKit website: <https://www.risekit.co/recruiterkit>

Recipient: Sarah Leday

Recipient background: Sarah is a recruiter for Starbucks at Austin and El Paso. She has been with Starbucks for 5 years and has extensive experience in recruitment and talent acquisition.

Include the recipient's name in the email subject line.

Keep the email short and include a request to schedule a 15 minute call next week.

Cold Email to Sarah



Subject: Enhancing Talent Acquisition at Starbucks: Let's Connect, Sarah!



Hi Sarah,

I hope this email finds you well. I'm Chrisne, an Employer and Community Relations Strategist at RiseKit. Our platform is designed to help employers source untapped and diverse talent from community partners, and I believe it could greatly benefit Starbucks in Austin and El Paso.

With RiseKit's DEI analytics tools, you can track and measure community DEI hiring, improve interview turnout, and enhance employee retention from community organizations. We are proud to work with companies like Goodwill, Chicago Urban League, and Easterseals.

I'd love to schedule a quick 15-minute call next week to discuss how RiseKit can specifically support Starbucks. Together, we can streamline your talent acquisition processes and bring in exceptional candidates from diverse backgrounds. Learn more about RiseKit at <https://www.risekit.co/recruiterkit>.

Please let me know a date and time that work best for you, and we can set up the call. I'm excited to explore the potential collaboration between RiseKit and Starbucks to foster inclusive hiring practices and enhance your recruitment success.

Best regards,

Regenerate response

Understanding Email Benchmarks

How to Calculate Email Open Rate

$$\text{Open Rate} = \frac{\text{Unique Opens}}{(\text{Number of Emails Sent} - \text{Bounces})}$$

Benchmark for Reply Rate: 5%

Benchmark for Open Rate: 17%-28%

| Email Type | Last Activity | Email Status | | | | | Scheduled | Delivered | Open Rate (%) | Reply Rate (%) |
|--------------------------------------|-------------------------------------|--------------|--------|----------|---------|----------|-----------|-----------|---------------|----------------|
| | | Active | Paused | Not sent | Bounced | Finished | | | | |
| DEI Leaders | Chrisne Garnier • 4 steps • 4:16 pm | 2,961 | 188 | 89 | 170 | 240 | 2,988 | 2,520 | 45.7% | 2.6% |
| Signal-based targeting: Job postings | Chrisne Garnier • 3 steps • May 31 | - | 999 | 13 | 116 | 24 | - | 686 | 24.3% | 0.6% |
| Filter Restaurant | Chrisne Garnier • 3 steps • May 22 | - | 994 | 2 | 80 | 8 | - | 553 | 28.6% | 1.4% |

*Note: Apple's Mail Privacy Protection & Privacy ensures their customers privacy safety and this will interfere with the percentage of the open rate.

Email campaigns have been reaching average benchmark but come up short when getting replies back.

Motivate's Email Sequence

Day 1

Hello %%first_name%%,

Congratulations on successfully supporting second chance employees with building new careers at Motivate LLC!

At RiseKit we share the same goal - we specialize in connecting employers with overlooked talent from under-resourced communities. With help from local community partners, we're able to support individuals through the hiring and retention process.

With our platform, I believe we can contribute to the growth of your team and success.

Are you available for a quick chat to share your thoughts? For more info on our mission, please check out the link below:

<https://www.risekit.co/>

Best Regards,
Chrisne Garnier

Day 3

Hello %%first_name%%,

I'd like to discuss further on how Motivate LLC has been successful in acquiring and retaining employees, as well as some of your challenges.

By utilizing RiseKit's platform, we can help to uncover "hidden workers" which are widely under-represented individuals.

I would love to have a conversation surrounding how we can support your company in overcoming these challenges.

Looking forward to hearing from you!

Best Regards,
Chrisne Garnier

Day 5

Hello %%first_name%%,

I hope this email finds you well!

Following up on my previous inquiry: Is Motivate open to working with local community partners to expand your team?

We would be grateful for the opportunity to meet with you to discuss this further and can schedule a time at your convenience.

Thank you for your time and consideration.

Best Regards,
Chrisne Garnier

Ross's Email Sequence

Day 1

Hi %%first_name%%,

Congratulations on the remarkable growth at Ross! I noticed that currently you have numerous open entry-level roles, and I'm interested in learning about your top priorities in scaling the team.

At RiseKit, we specialize in supporting organizations like yours in empowering overlooked job seekers. Our platform offers a range of benefits that can boost Ross' impact and contribute to your continued success. If you're interested, I'd love to connect and discuss how we can support your efforts.

Could we schedule a time to talk? Please let me know which day and time work best for you.

Thank you,
Chrisne Garnier

Day 3

Hi %%first_name%%,

I hope you're doing well. I would like to discuss how RiseKit can assist you reach your hiring goals. By utilizing our platform, Ross can streamline the hiring process and access a wider pool of qualified candidates.

I'd love to have a conversation about how RiseKit can best support Ross in achieving its hiring objectives. If interested, please let me know a convenient time that works for you to discuss.

Best regards,
Chrisne Garnier

Day 5

Hi %%first_name%%,

I hope this email finds you well. I'm just following-up on my previous message. Would you be available for a quick chat to discuss how RiseKit can help Ross hire local talent vetted by community partners.

If interested, I'd be happy to schedule a call at your convenience.

Thank you for considering my proposal.

Best Regards,
Chrisne Garnier

03

Social Media Proposal

Social Media and RiseKit

RiseKit's current social media contents on LinkedIn and Instagram are not generating enough user engagement which is preventing it from getting noticed by its target audience and gaining traffic on its website. There's low traffic on the website partly because of no clicks on website links across social media platforms. There has been under 50k visits since Nov 2022.

Using LinkedIn, Instagram, and TikTok will allow its contents including its website link to be more exposed to potential clients and job seekers. There are various ways to enhance engagement across all platforms. Some strategies can apply to more than one platform.

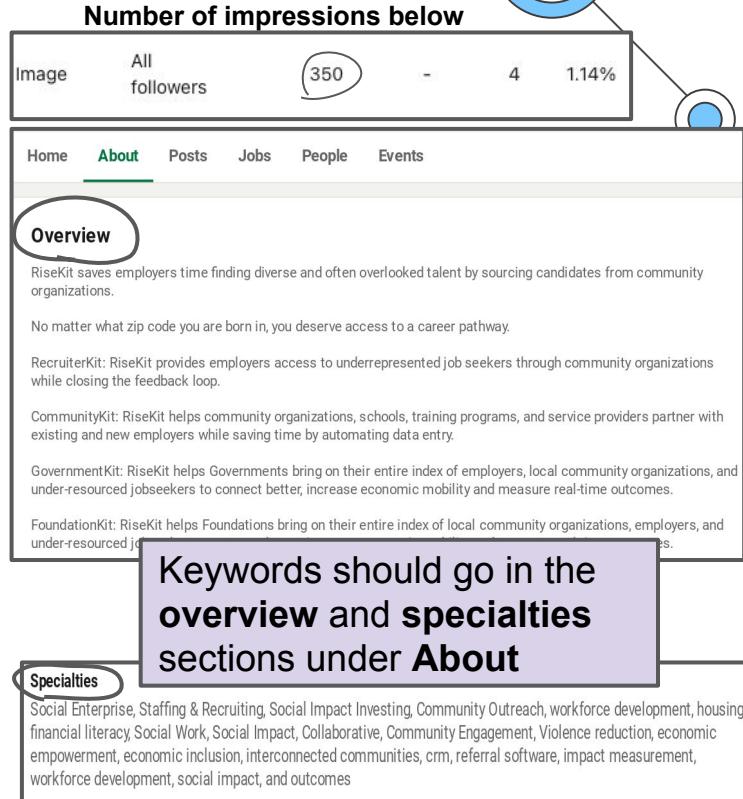




LinkedIn is considered a great platform for company exposure due to its professional nature and focus on networking. The most impressions RiseKit got for a post since the end of May was 350 impressions for an image. It's possible for RiseKit to reach up to 1,000 impressions.

Ways to boost engagement on LinkedIn:

- Feature content that is significantly different from what's on other platforms. There are similarities in the content on RiseKit's LinkedIn account and on their Instagram account
- Encourage employees to advocate for RiseKit by asking them to comment, like, and repost future posts, and to post their own content with pictures relating to RiseKit
 - On average, content shared by employees tends to receive 8x more engagement and is re-shared 25x more often
- To optimize for keywords, some relevant words such as "company, employment, career, partner, agencies" should be inserted in posts. More specific words: Kane County jobs



Competitor Comparison (Unite Us & Inclusively)

Similarity:

Header (Home, About, Posts, Jobs, People, Events)

Difference:

Followers:

- Unite US: 43,931
- Inclusively: 6,835
- RiseKit: 1,728

Life (Unite Us)

Send the message for connection
Life to introduce employee, events

Home About Posts Jobs People Events

Trending employee content

Photos and videos from Unite Us employees 

[Previous](#) [Next](#)



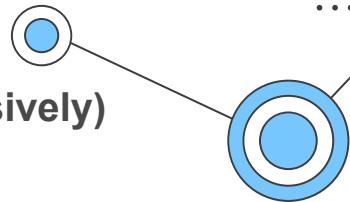
Newsletter • Monthly

Unite Us invited you to subscribe to **Connecting the Dots**

Ignore

Accept

Competitor Comparison (Unite Us & Inclusively)



RiseKit
1,728 followers
7h ·

+ Follow ...

We will be hosting this event on LinkedInLive! Please be sure to RSVP to watch it live or catch the broadcast following the event.



START, IMPLEMENT AND SCALE YOUR DEI INITIATIVES

Co-hosted with 25N Coworking
June 15, 2023 5 to 7 PM

Attend

Thu, Jun 15, 6:00 PM - 8:00 PM EDT
Start, Implement, & Scale Your DEI Initiatives (Virtual via LinkedIn Live)

LinkedIn Live

Unite Us
43,862 followers
1mo ·

We recently held a webinar with [United Way of Rhode Island](#), [United Way of the Midlands](#), and [United Way Association of South Carolina](#) where we discussed how our platform connects community resources into one network, increasing individuals' access to much-needed programs in their communities. For a recap of the conversation, visit <https://lnkd.in/dkr4QSCk>



A Look Back on How Unite Us and Local 211s Are Collaborating

Inclusively
6,804 followers
2w ·

Interested in learning more about tech innovation and collaboration? Come meet us at [#FederalTechDay2023](#) on Thursday, May 18th where we'll be showcasing the Inclusively platform with [Partnership on Employment & Accessible Technology \(PEAT\)](#) U.S. Department of Labor.

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DEPARTMENT OF LABOR
FEDERAL TECH DAY 2023

May 18

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Inclusively
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MAY 25th at 12:30PM EST: Join us for a live webinar with Rise and Nye's Founder [Beaver Shriver](#) and Director of Partnerships [Ross Barchacky](#) to discuss best practices for workplace ...see more

inclusively

Inclusively Partner Spotlight Series:
Rise and Nye's
May 25th at 12:30 PM EST / 9:30 AM PST

[RSVP](#)

Welcome! You are invited to join a webinar: Inclusively Partner Spotlight Series: Rise and Nye's. After registering, you will receive...
us02web.zoom.us • 1 min read

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RiseKit
1,729 followers
1mo

When reflecting on the impact of RiseKit, Matt sheds light on the inequality of opportunities in certain zip codes, where access to better opportunities may be just a 5-minute drive away. It's a problem that he's determined to address, and he envisions it as the legacy of RiseKit. Watch the full version of Matt's interview with [Chicago Access Network Television \(CAN TV\)](#)

<https://bit.ly/3zD81SL>



15



Unite Us
43,966 followers
4mo

We're proud to present our 2022 Impact Report as a celebration of a year that taught us that strengthening communities and collaboration is our super power. Read the full report and letter from our CEO, [Daniel Brillman](#), and President, [Taylor Justice](#), below.



2022 Impact: A Letter from Dan and Taylor - uniteus.com
[https://uniteus.com](http://uniteus.com)

308 · 8 Comments

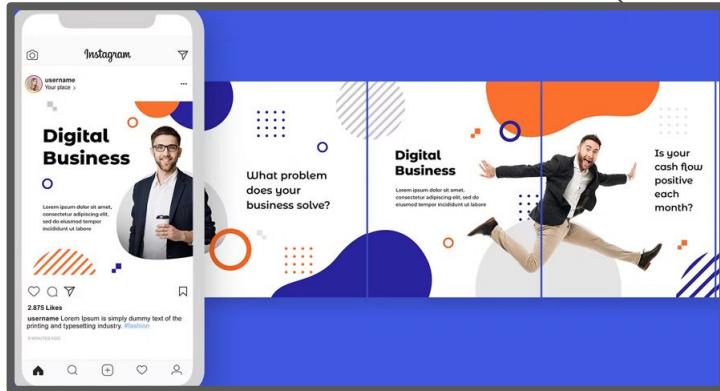


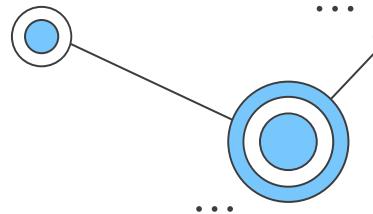
Instagram is a more focused and visually appealing platform. With Instagram's emphasis on visual content, RiseKit can showcase its services in an engaging way while expanding its reach.

Ways to boost engagement on Instagram:

- Optimize content to be found in the top of the search results. Relevant keywords could be placed in RiseKit's name, bio, captions, and (3-5) hashtags.
 - Optimized posts have 30% greater reach
- Collaborate first with partners (Chicago Urban League, Freedman Seating Company) to create content that RiseKit can co-author
- Putting 10 informative pictures, videos and text graphics in 1 post (Carousel posts) instead of RiseKit just putting its usual 1-2 pictures per post
 - Engagement rate is 1.92% higher than other posts

Keywords
in bio





Instagram Traffic

A screenshot of an Instagram post from the account @uniteushq. The post features a dark blue header with the text "Meeting Mothers Where They Are: A Community and Person-Centered Approach to Care". Below the header are logos for UNITE US, SARASOTA MEMORIAL HEALTH CARE SYSTEM, and FIRST 1000 DAYS. The main content area shows three women's portraits: Dr. Chelsea Arnold, Dr. Amanda Terry, and Blake Neathery. The post includes a purple button for "May 23 2:00 pm EST". At the bottom, there are engagement icons for heart, comment, and share, along with a caption that says "51 likes". The caption text reads: "uniteushq Every path to motherhood is unique." Below the caption is a paragraph about a maternal health webinar on May 23.

uniteushq Every path to motherhood is unique.

Join us for a #maternalhealth webinar on 5/23 to hear from the experts at Sarasota Memorial Health Care Systems, Parent for Parents, and Unite Us on improving maternal health outcomes and successfully meeting mothers where they are and when they need it most.

Register by clicking the link in our bio
chelsea.a.arnold Looking forward to it!

MAY 17

A screenshot of an Instagram post from the account @rise.kit. The post has a yellow and blue background with the text "JOIN US IN-PERSON OR VIA LIVESTREAM" and "START, IMPLEMENT, AND SCALE YOUR DEI INITIATIVES". It includes a date and time: "Thursday June 15th from 5-7 pm". Logos for RiseKit, Young Professionals, and 25N Coworking are present. The post has 4 likes. The caption text reads: "rise.kit Mark your calendars for June 15th as we dive into captivating conversations about starting, implementing, and scaling your DEI initiatives. Prepare to be inspired by our incredible panelists: Corey Jenkins, Shelby Parchman, Anjoli Walker, and Andalib Khelghati. This event, Co-hosted by @25ncoworking , offers the perfect opportunity to enjoy good food, network, and be a part of industry-changing discussions. Click the link in the bio, and we can't wait to see you there!"

#DEEvent #June15 #risekit #chicagostartup #entryleveljob
#jobsearch #overlookedjobseeker #chicagojobs
#25ncoworking #youngprofessionals

- Instagram posts include high quality info graphics and detailed descriptions.
 - Includes call to action and points to bio to sign up for events and check out other services.
 - Use hashtags within posts to gain exposure. According to [Ad Week](#), posts using at least one hashtag averages 12.6% more engagement than a post with no hashtags.
- RiseKit's current use of hashtags should continue.



TikTok's algorithm can help RiseKit quickly get its content in front of the right audience, increasing its chances of going viral and gaining more exposure while being relatable to showcase its brand personality.

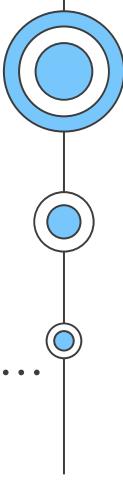
Ways to boost engagement on TikTok:

- Ensure videos are short, yet informative that are under 1 min (ideally 15-60 secs) instead of long videos that contain two parts or that are 10 minutes because this platform is known for its short videos
- Get the audience hooked during the first 3 seconds of a video by putting an intriguing question or caption
- Participate in trending challenges and duet/stitch popular viral videos that are relevant to what RiseKit does. Find challenges by typing #challenge at the search bar
- Create videos that are more on the personal side. Ex: day in the life of Matt at work, meet the RiseKit team, show off pets of coworkers, RiseKit success stories



Example of a fun TikTok

Example of a potential RiseKit [video idea](#)



Opportunities for Growth on Tik-Tok

- RiseKit competitors are current not utilizing TikTok which gives RiseKit the comparative advantage in entering and creating content on Tiktok
- According to [Sprout Social](#), 22.4% of U.S. TikTok's users are between the ages of 20-29. TikTok is also the most engaging social media platform with the average engagement rate of 4.25%, compared to 0.60% on Instagram
- Given the current user demographic and engagement rate, RiseKit should utilize TikTok to reach target audience and build a following which will lead to traffic on other platforms such as LinkedIn and Instagram



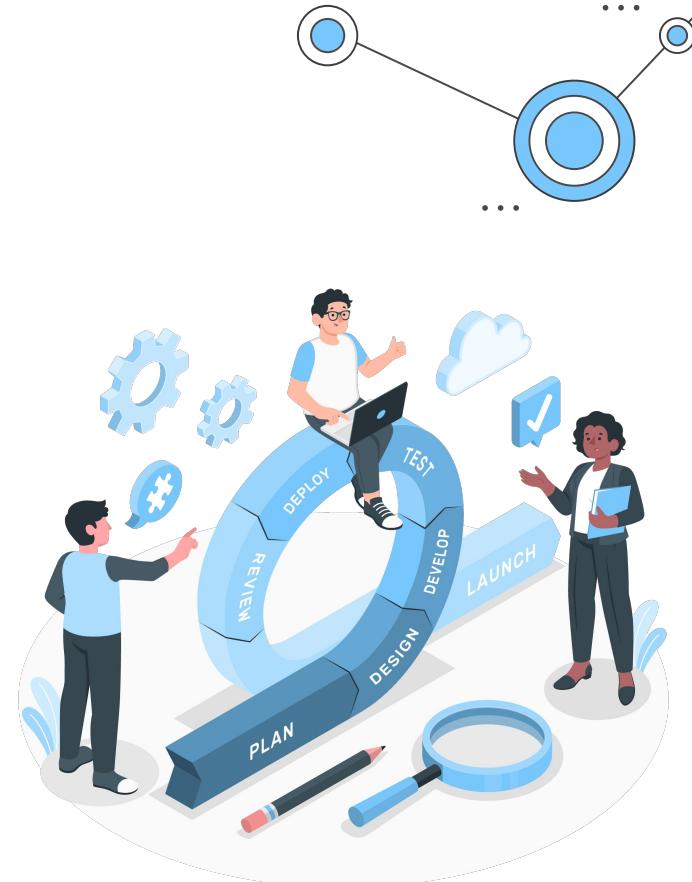


04

Website Analysis

Goal

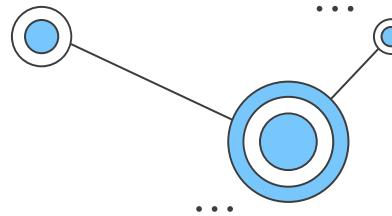
- The primary goal is to recommend tweaks to the website so that the following types of organizations are more inclined to sign-up to implement RiseKit's Community Partner Management Platform:
 - Employers/recruiters
 - Community Organizations
 - Government Institutions
 - Foundations
- Specifically, we want to get potential clients to fill out the "Request A Demo" form so that they can implement RiseKit's web-app software for job-seekers, employers, and community organizations to connect





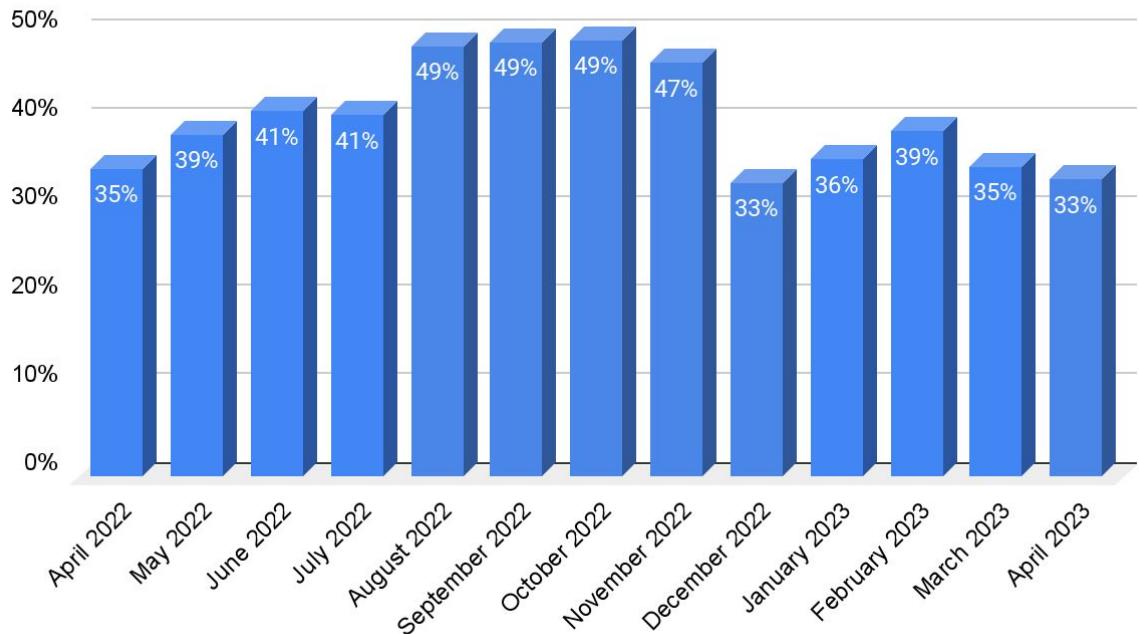
How Do We Accomplish Our Goal?

- To accomplish our objective, we need to see what pathways each type of client follows to become a lead conversion, and identify any inefficiencies/make recommendations to correct them
- We will accomplish this by making flowcharts mapping out the journey of each client type, and then identifying bottlenecks within those flowcharts
 - We will focus on engagement rate since that will tell us the percentage of users that are actually interacting with each part of a website pathway
 - Engagement rate for websites is the ratio of engaged sessions to total sessions
 - Per GA-4, an engaged session lasts longer than 10 seconds, has a conversion event, or has two consecutive pageviews
 - Opposite of bounce rate
- After identifying inefficiencies, we will analyze the affected pages and pinpoint potential sources of these inefficiencies
- We will then make recommendations based on our findings
- Before this, however, let's get a general idea of the website as a whole



Engagement Rate from April 2022 to April 2023

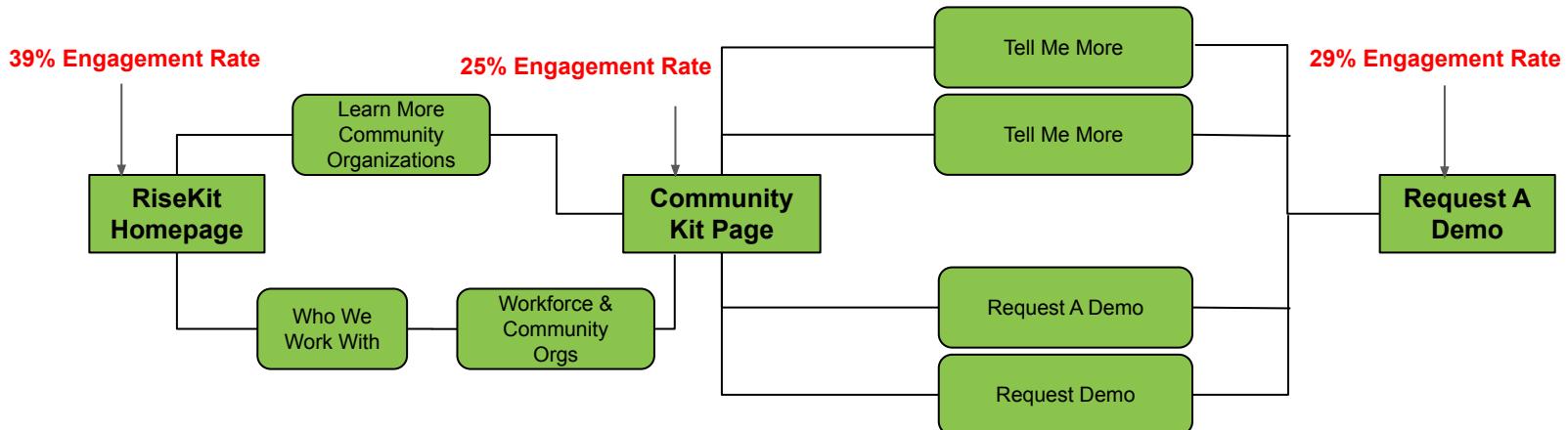
Average Engagement Rate by Month



- The overall engagement rate on RiseKit's website ranged between a low of 33% and a high of 49%
- This falls below the range of a good engagement rate for websites (60-70%)
- This means that RiseKit's site is underperforming relative to general website engagement rate benchmarks
- Now that we know the general performance of RiseKit's site, what does performance look like for pages meant to facilitate lead conversions?

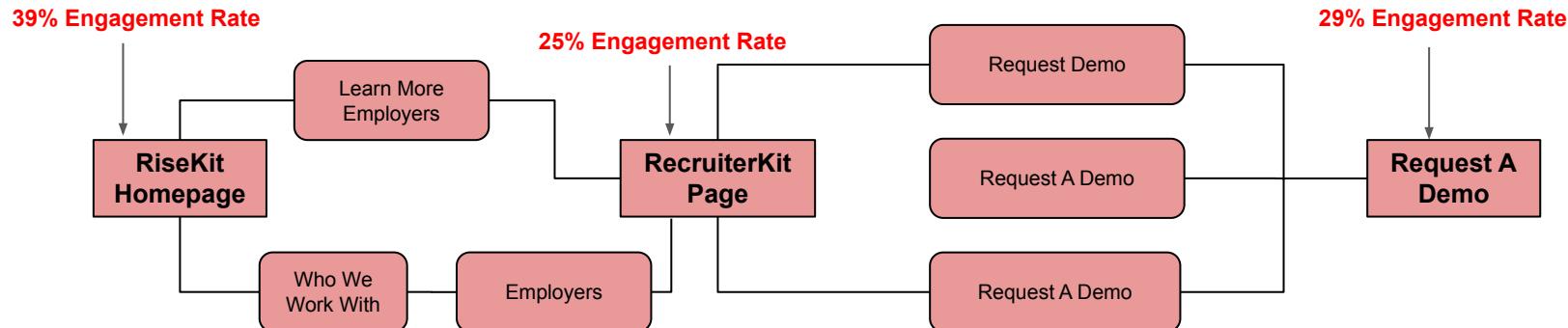
CommunityKit Lead Conversion Pathway

- Multiple pathways leading to the same location (Request A Demo)
 - Users have seven different buttons to choose from throughout the process
- Overall low engagement rates throughout the pathway
 - Many users fall off at the homepage, the CommunityKit page, and at the actual sign-up form
 - Only 25% of users are engaged on the CommunityKit page



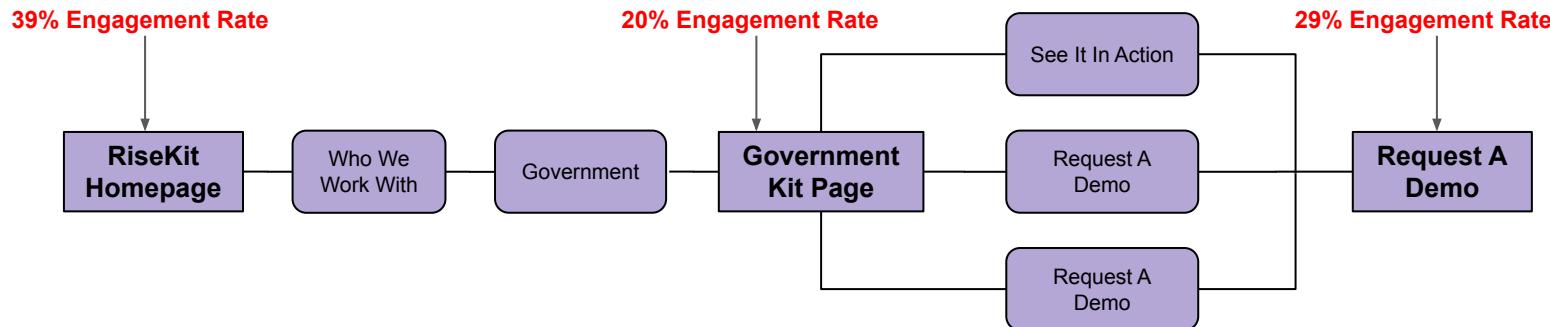
RecruiterKit Lead Conversion Pathway

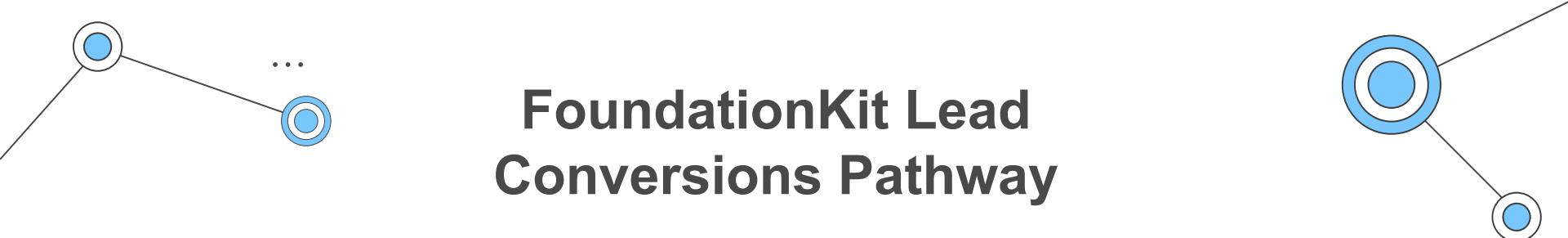
- Much like with the previous pathway, the RecruiterKit pathway offers several different ways to get to the sign-up page
- Besides the homepage and the form fill out page, many users drop off at a similar point as the previous pathway (RecruiterKit Page vs CommunityKit Page)
 - The aforementioned pages also have the same engagement rate



GovernmentKit Lead Conversion Pathway

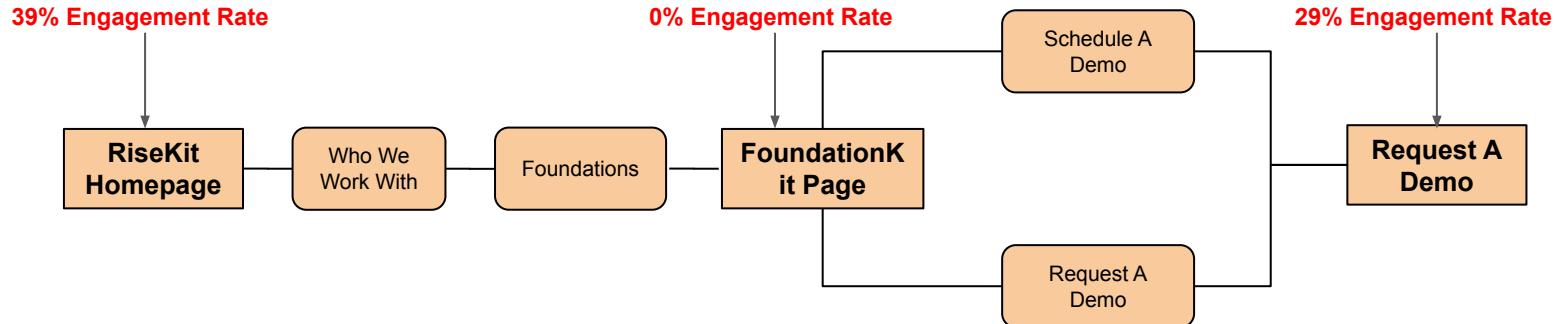
- The GovernmentKit pathway has a more streamlined path to conversion compared to the previous two pathways
- However, the GovernmentKit page has a lower engagement rate than the corresponding kit pages on the aforementioned pathways (20%)
 - A higher percentage of users drop off at the GovernmentKit page vs RecruiterKit/CommunityKit

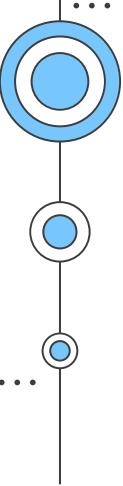




FoundationKit Lead Conversions Pathway

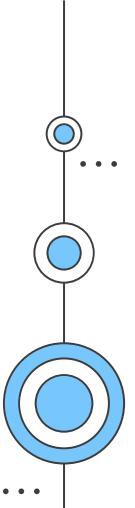
- The FoundationKit pathway is also streamlined, similar to the government one
- However, out of all the pathways, the FoundationKit process has the page with the lowest engagement rate (0% engagement rate for FoundationKit)
 - All leads that go through the FoundationKit conversion pathway drop off at the FoundationKit page





Flowchart Findings



- From the flowcharts, we can see that user engagement rates are low on all webpages throughout each conversion pathway (from the RiseKit homepage to the Request A Demo sign-up form)
 - The lowest engagement rates occur at the different “kit” pages on each pathway
 - Based on comparisons between the different “kit” pages and their engagement rates, FoundationKit and GovernmentKit have the lowest engagement rates
 - We cannot provide a definitive reason for this without data to show what users are engaging with on each webpage (e.g., how much time is spent viewing/interacting with each section of a page, number of buttons clicked)
 - Now that we know what pages to focus on, we can look at them and see what can be improved on
- 

Homepage Issues

A button for this already exists below. This also stops functioning upon scrolling down the page



We Work With

Who We Are

Impact

Login

FOR JOB SEEKERS



Community
Partners



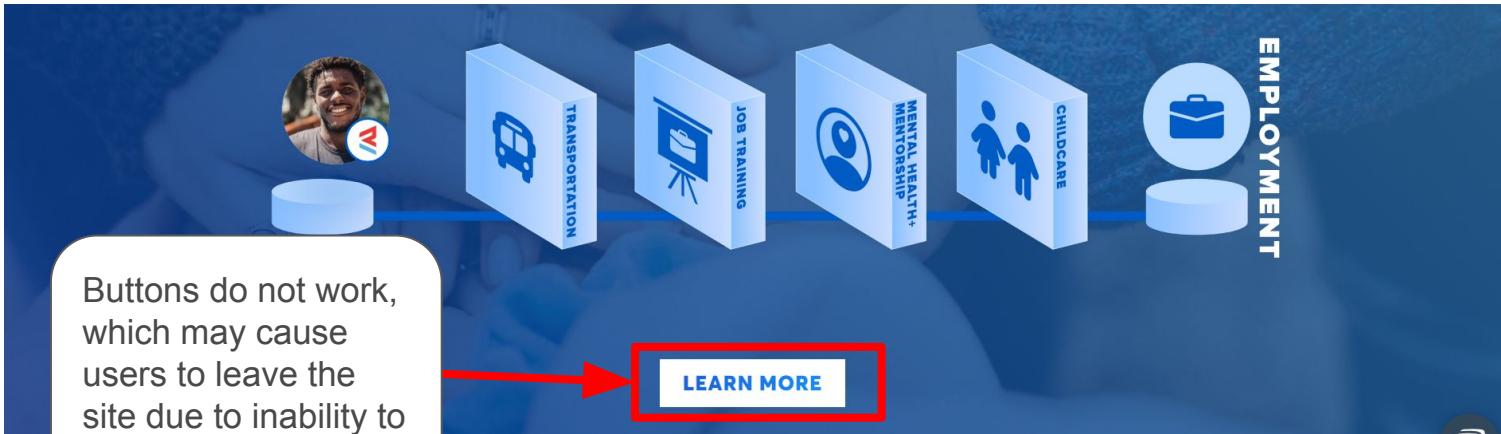
Login



Community Organizations logos overlap with the top header of the website. This Prevent the user to click any of those button



Kit Issues - Malfunctioning Buttons



Easily connect participants with jobs, training, and supportive services

- Easily connect participants with jobs, training, and supportive services
- Allow your participants to browse jobs, training programs, events and supportive services

JOB BOARD

BRAND AS YOUR APP

RESOURCES

TRANSPORTATION, CLOTHING, CHILD CARE, TRAINING

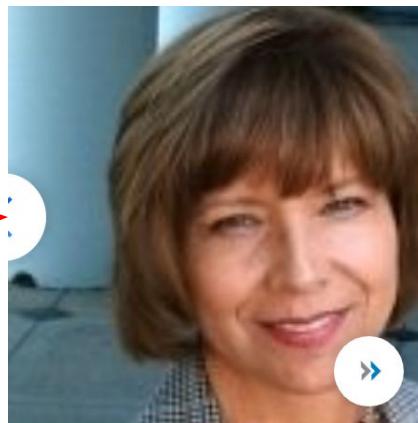
TELL ME MORE

Homepage Issues

Move the sign-up buttons up so the user can immediately see them upon landing on the page. Also, add buttons for government and foundations



Better quality pictures for testimonials



"It's my snapshot of the employment world in our community—from a client perspective and a corporate job perspective."

— Karen Spicer, Director of Job Access, Community Council of Greater Dallas

Kit Issues - Hard To Find Buttons

How RiseKit works with Community Organizations:

- 1 Share jobs & collaborate with employers and community partners through your own branded app
- 2 Track what jobs and resources participants are interested in
- 3 Help re-engage participants, community partners and employers to close the feedback loop
- 4 Provide analytics to measure outcomes

Talk to someone at RiseKit to see if there's a fit.

[REQUEST A DEMO](#)

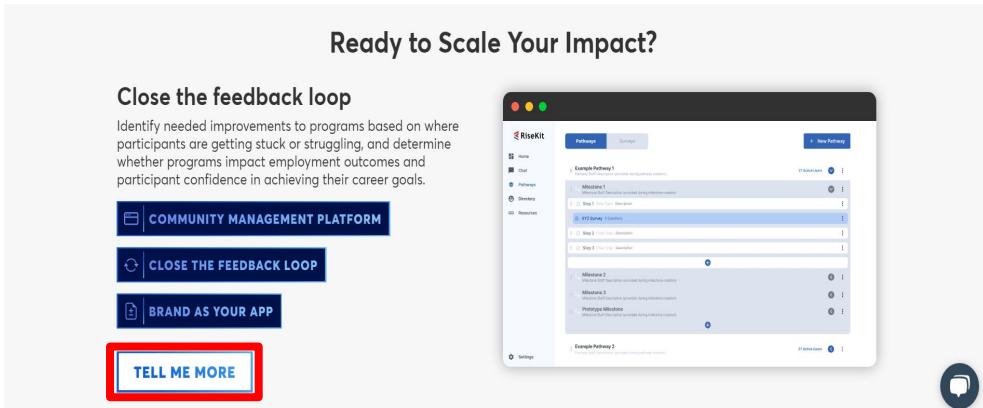
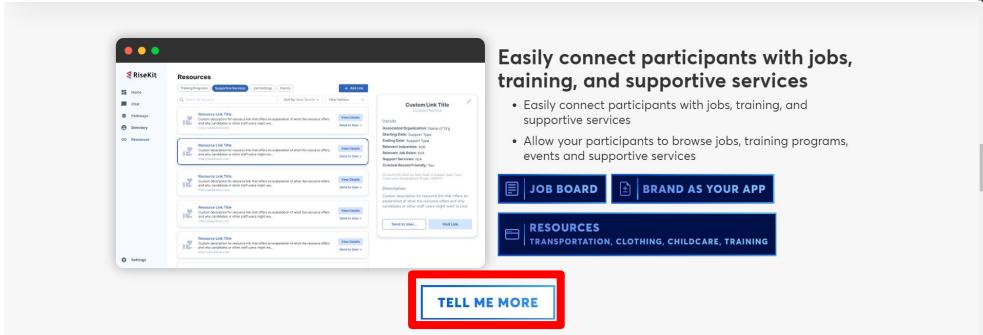
[CONTACT US](#)

Have to scroll down too far to find these buttons, which can make it hard for users to find them, causing them to leave the site



Kit Issues - Redundant Buttons

- Many of the webpages have redundant buttons
- These two sections of the CommunityKit webpage are on top of one another
 - Both have the same “Tell Me More” button, which each lead to the exact same form
- Redundant buttons artificially increase the number of items to engage with on the site
 - Problematic for users who want to access sign-up forms quickly



Kit Issues - Oversized Pop-Up

- Clicking on “See Who We Integrate With” on RecruiterKit opens a pop-up that is taller than the height of the browser, making it difficult to close
 - Users may have to reload the entire page to get rid of the pop-up

Deepen Existing and Find New Community Partnerships

- A partnership with RiseKit means we can help manage your community partners, address the barriers to employment, and provide community support without you having to do extra work
- Measure community recruiting DEI Initiatives and see what's working and what isn't working

[LEARN MORE](#)

SEE WHO WE INTEGRATE WITH

makes it easy to manage community partners.

- Instead of spending 480 to 4,100 hours per year across all of your community partners, RiseKit can integrate into your Applicant Tracking System to reinvest this time to reach your DEI goals!

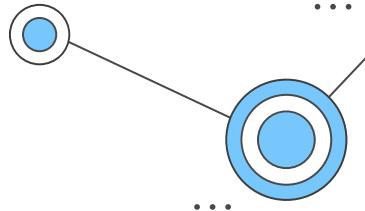
Applicant Tracking System (ATS) Integrations

Close the feedback loop with Community Organizations

- Automatically send jobs to RiseKit
- Automatically updates the application status to <Incomplete Application, Applied, Interviewing, Hired, or Archived> by sending notifications to the job candidate and Community Organization staff(s).

| | | | |
|------------------------|--------------------|--------------|--------------------|
| AS Applicant Stack | A Ashby | B BambooHR | BizMerlinHR |
| C Breezy HR | CATZ | C Clockwork | Comet |
| Cornerstone TalentLink | E Engage ATS | Eploy | Fountain |
| G Greenhouse | Harbour | Homerun | HR Cloud |
| I icims | JazzHR | JobAdder | Jobscore |
| J Jobsoid | Jobvite | Lano Lano | Lever |
| K Oracle Taleo | Personio | Polymer | Recruitee |
| M Recruiterflow | Recruitive | Sage Sage HR | SAP SuccessFactors |
| N SmartRecruiters | TalentLyft | TalentReef | Taleo |
| O Teamtailor | UKG Pro Recruiting | Workable | Workday |

Kit Issues - Redundant Sections



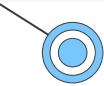
- Just like the buttons on the different webpages, some sections of those pages are redundant
- On the FoundationKit page, there are two sections with similar information about associated organizations
- This artificially increases the amount of content users may interact with
 - Makes it harder for them to get to where they need to go/find relevant information

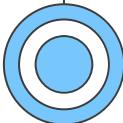
What communities can RiseKit support?
Hover each section to see some of our current partners

| | | | |
|---|---|---------------------------------|-----------------------------|
| College & High School Alumni |  Of Color, Inc. Veterans BG BLATT & GAINES ATTORNEYS AT LAW | Second Chance Candidates | Homeless Candidates |
| Head Start Families | Refugee & Immigrants | Opportunity Youth | Disability Inclusion |

Rising Foundation Partners

| |
|--|
|  TULUMAN — FAMILY OFFICE — THE CHICAGO COMMUNITY TRUST EQUALITY OPPORTUNITY PROSPERITY Stand Together FOUNDATION |
| Tell Me More? REQUEST A DEMO CONTACT US |





...

Request A Demo Issues

- All of the webpages that were previously discussed lead potential conversions to the same page - “Request A Demo”
- This page has an engagement rate of 29%
 - This means that only 29% of users are interacting with/submitting the form
 - What are the possible causes?

The screenshot shows a contact form with the following fields:

- First name*
- Last name*
- Email*
- Phone number
- Company name
- Contact Type: A dropdown menu with "Please Select" as the default option.
- I'm Interested In: A list of checkboxes for various interests:
 - Managing Existing & New Community Partner referrals
 - Connecting to my local workforce system to source more job seekers
 - Improving Job candidate communications and feedback loops
 - Standardizing Job/Career readiness programs
 - Being an Inclusion Network Partner of RiseKit
- What would you like to learn?: A large text input field.



Request A Demo Issues

- One reason may be because the form is general purpose/not tailored to attracting specific leads to use RiseKit's platform/software
- Low engagement rates may also be due to the form being the exact same as the "Contact Us" form
 - This splits user traffic between the two forms

Request A Demo

Not sure if we can help? We are. Let's chat!

First name*

Last name*

Email*

Phone number

Company name

Contact Type



Contact Us

Not sure if we can help? We are. Let's chat!

First name*

Last name*

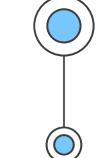
Email*

Phone number

Company name

Contact Type



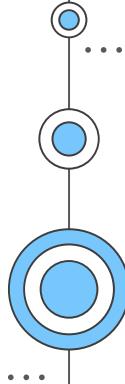


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Request A Demo vs Contact Us

- Given that there are two identical forms that users can submit, which one do users engage with more?
- We can determine this by comparing the engagement rate and number of submissions for each form
- Using data from Hubspot, we can see that the Contact Us form has nearly double the engagement rate of the Request A Demo form (46% vs 29%)
- The number of submissions for Contact Us is also higher (54 vs 39)

| Form | Engagement Rate | Number of Submissions |
|----------------|-----------------|-----------------------|
| Request A Demo | 29% | 39 |
| Contact Us | 46% | 54 |

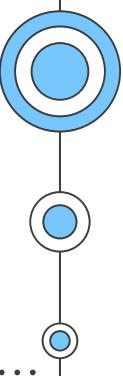


05

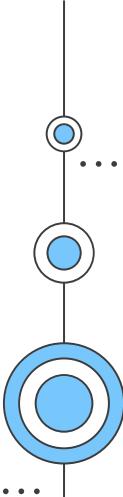
Key Takeaways

Recommendations

- Due to its limited visibility, investing additional budget and human resources into SEO and paid ads for RiseKit may not be feasible. Instead, it is recommended to utilize existing tools such as Dripify and Apollo to enhance brand awareness first
- Start tracking users on GA4 to identify which demographic to target
- Be personal and approachable when reaching out to leads and potential employers
- Edit campaigns and emails to make it more engaging and include call-to-action
- Keep track of benchmarks to see what needs to be improved
- Leverage social media platforms to boost brand visibility and create concise, brief content to maximize impact
- Fix buttons that are misleading or broken
- Remove redundant buttons, sections, or forms
- Decrease the number of tabs/buttons users have to go through
- Track more metrics (number of clicks, engagement rate for more pages)



Sources

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 - (5) "How High-Growth Tech Companies Can Fuse Advocacy with Communication." *Sprout Social*, 29 Jan. 2021, sproutsocial.com/insights/guides/high-growth-tech-companies/.
 - (6) Newberry, Christina. "2023 Instagram SEO: 10 Expert Tips for Better Reach." *Social Media Marketing & Management Dashboard*, 27 Feb. 2023, blog.hootsuite.com/instagram-seo/.
 - (7) Kalemi, Ervin. "Essential Instagram Carousel Stats You Need to Know for 2023." *Publer's Blog*, 7 Apr. 2023, <https://publer.io/blog/instagram-carousel-stats/>
 - (8) "41 Tiktok Video Ideas for Small Businesses." *Boosted by Lightricks*, 7 July 2021, boosted.lightricks.com/41-tiktok-video-ideas-for-small-businesses/.
- 

Thank you!

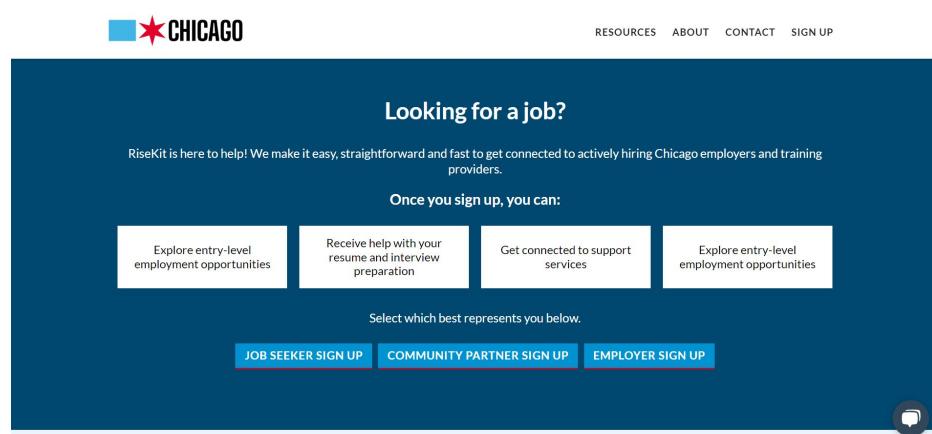
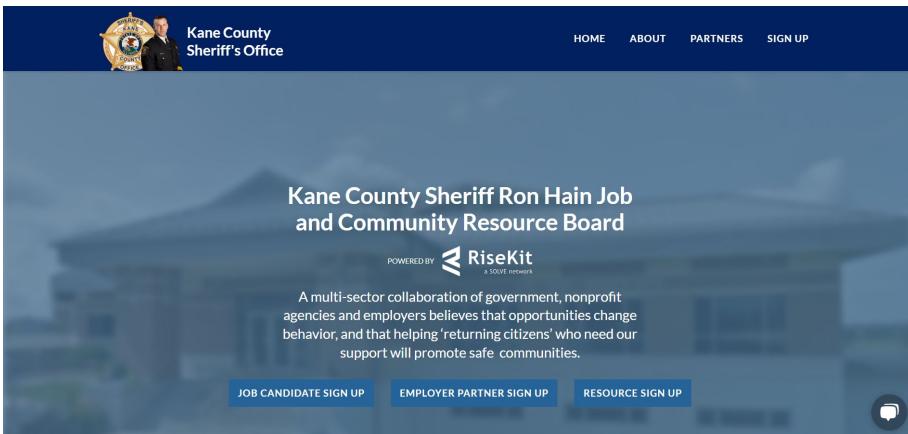


06

Appendix

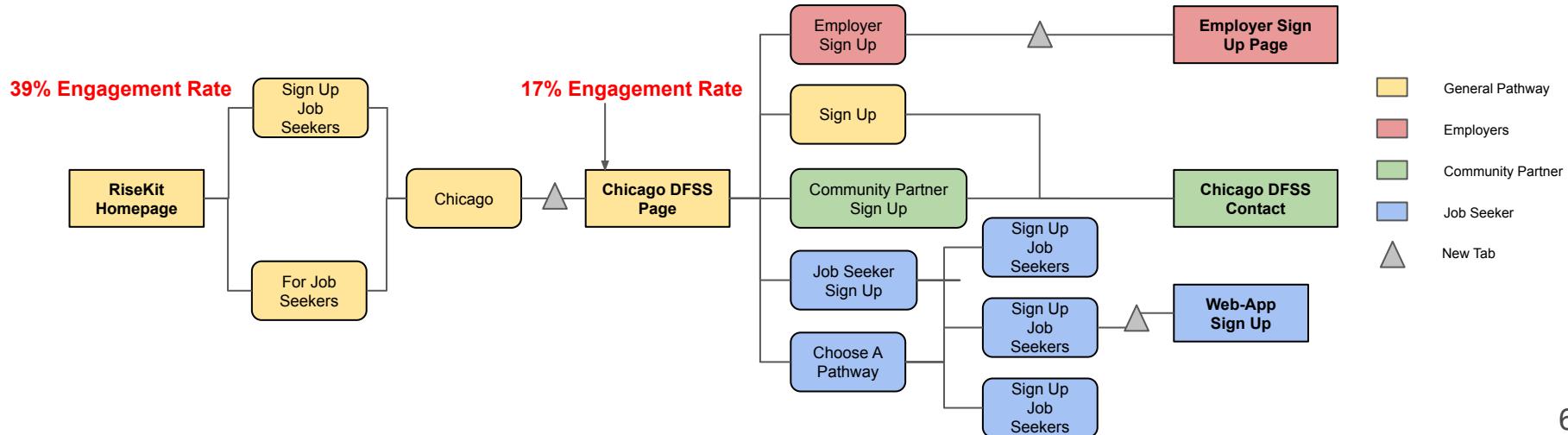
Lead Conversion Pathways - Web-App Sign-Ups

- A secondary goal is to drive traffic to existing Community Partner Management Platform sites and increase conversions there among job-seeker, employer, and community organization leads
- We will take a look at lead conversion pathways for two organizations already using RiseKit's software - Chicago DFSS and Kane County Sheriff's Office



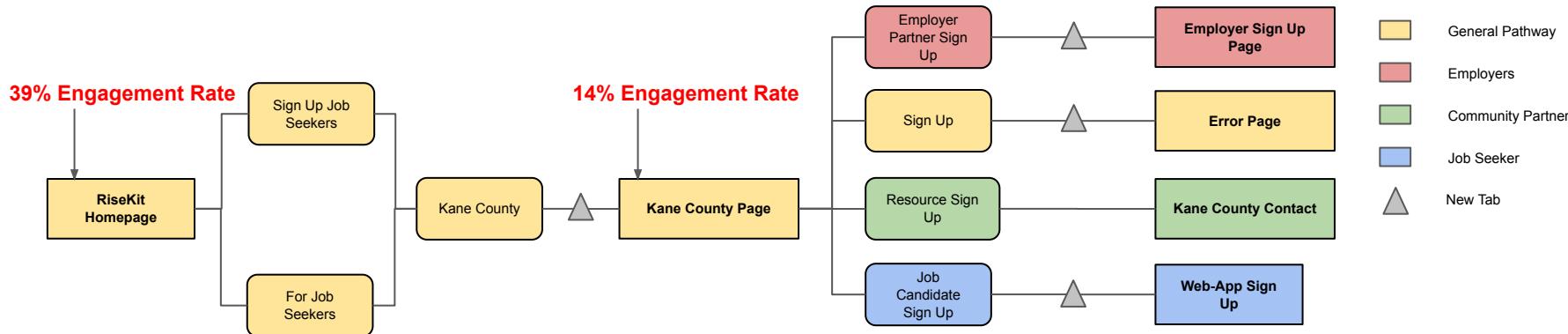
DFSS Lead Conversion Pathway

- Job-seeker, employer, and community partner leads first start on the same pathway, but then diverge upon reaching the DFSS site
- Most users end up opening two tabs on the way to the sign-up forms (indicated by gray triangles)
- Job-seekers have several buttons to choose from that leads to the same sign-up form
- Engagement rates on the DFSS page are very low (17%)
 - This means that not many users are submitting forms at the end of the pathway



Kane County Lead Conversion Pathway

- Just like with the DFSS pathway, Kane County leads go through the same process until they reach the Kane County Page
- Most users trying to get to the sign-up forms also have to open at least two tabs
- Unlike DFSS, job-seekers only need to click one button to get to the sign-up form
- Engagement rates on the Kane County page are very low, just like DFSS (14%)
 - This also indicates low form submission/less conversions



Misleading Buttons

- The buttons on the homepage leading to the Community Partner Management Platforms are misleading
- The buttons leading to them indicate that the platforms are for job seekers to see
- However, the platforms themselves have sign-up buttons for employers and community organizations
- So the “For Job Seekers” and “Sign Up Job Seekers” buttons may throw off employers/community organizers who want to access the DFSS/Kane County Sheriff’s Office platforms

The screenshot shows the homepage of the Kane County Sheriff's Office website. At the top right, there is a "Job Seeker Sign Up" section with a red 'X' icon. It includes a "FOR JOB SEEKERS" button with a red arrow pointing to it, and dropdown menus for "Choose your city" with options "KANE COUNTY" and "CHICAGO". Below this, the main header features the Kane County Sheriff's Office logo and navigation links for "HOME", "ABOUT", "PARTNERS", and "SIGN UP". The main content area has a blue background and displays the text "Kane County Sheriff Ron Hain Job and Community Resource Board" along with the "RiseKit" logo. At the bottom, there are three sign-up buttons: "JOB CANDIDATE SIGN UP", "EMPLOYER PARTNER SIGN UP", and "RESOURCE SIGN UP", with the "EMPLOYER PARTNER SIGN UP" button highlighted by a red box.



DFSS Page

- To sign-up as a job seeker, one would first click “Job Seeker Sign Up”
- This causes the page to scroll down to three other buttons, and the user is prompted to click on one of them
- Clicking on any of the buttons leads a separate tab to be opened for the web-app sign-up
- This may be frustrating for the job-seeker, due to the number of buttons and tabs they'd have to click through

CHICAGO

RESOURCES ABOUT CONTACT SIGN UP

Looking for a job?

RiseKit is here to help! We make it easy, straightforward and fast to get connected to actively hiring Chicago employers and training providers.

Once you sign up, you can:

Explore entry-level employment opportunities Receive help with your resume and interview preparation Get connected to support services Explore entry-level employment opportunities

Select which best represents you below.

JOB SEEKER SIGN UP COMMUNITY PARTNER SIGN UP EMPLOYER SIGN UP

Justice Impacted/Returning Citizen

Has your criminal background held you back in life? Has your background made it hard for you to find or keep a job? Are you looking to increase your skill set through job training programs? Are you in need of supportive services like work clothing or food resources? Click here to connect with our Career Navigator for one-on-one support!

GET STARTED

Find a Job

Are you looking for your first job or an entry-level position to help build your career? Are you looking to earn a certification or credential to increase your employability? Are you looking for support with resume writing and interview preparation? Click here to connect with our Career Navigator for one-on-one support!

FIND A JOB

Habla Español?

¿Está buscando su primer trabajo o un puesto de nivel de entrada para ayudarlo a desarrollar su carrera? ¿Está buscando obtener una certificación o credencial para aumentar su empleabilidad? ¿Estás buscando apoyo para escribir un resumen y la preparación de entrevistas? ¡Haga clic aquí para conectarse con nuestro Career Navigator para recibir apoyo personalizado!

HABLA ESPAÑOL

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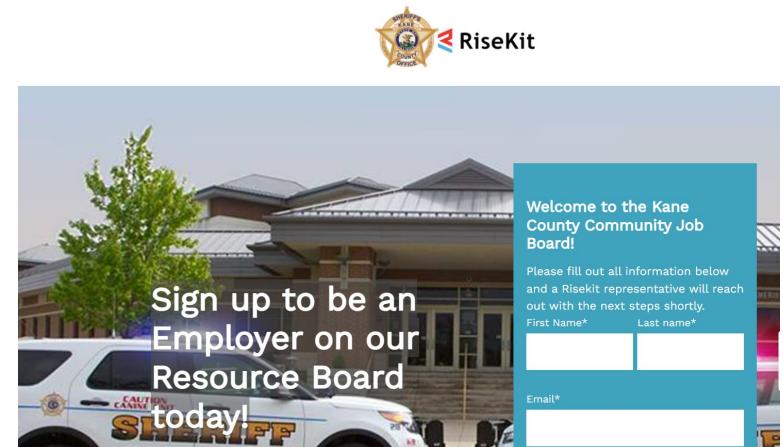
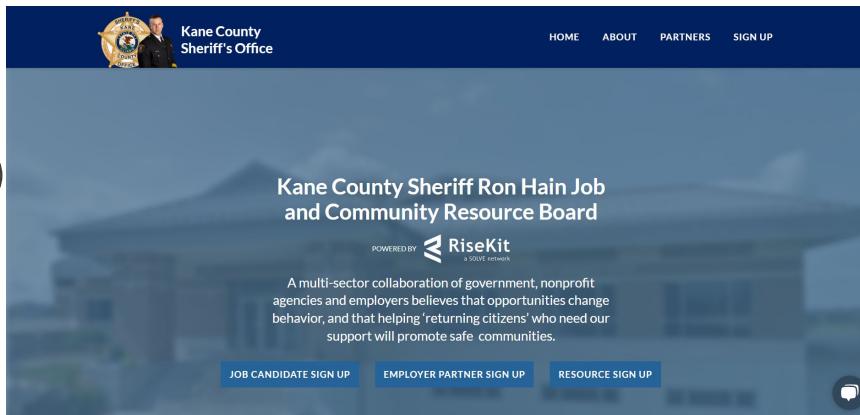
DFSS Employer Sign-Up

- Much like with the job seeker sign-up form, the registration form for employers also opens on yet another tab
 - This can, again, cause leads to opt out of the account registration process due to the convoluted pathway that users have to go through

The screenshot shows the 'Create Your Account' page from RiseKit. At the top right, there is a link 'Have an account? [Sign In](#)'. The main title 'Create Your Account' is centered above a brief description: 'Start browsing job-ready candidates today by registering as an employer with RiseKit.' Below the description are several input fields: 'First name' and 'Last name' (each with a 'First Name' placeholder), 'Email address' (with a 'Email Address' placeholder), 'Password' and 'Confirm Password' (each with a 'Password' placeholder), and 'Company Name' (with a 'Company Name' placeholder). A checkbox at the bottom left states: 'By checking this box and clicking Sign Up, you verify that you agree with and consent to [RiseKit's Terms of Use](#) and [Privacy Policy](#).'. A large blue 'Sign up' button is at the bottom center. In the bottom right corner, there is a small blue icon with a white speech bubble.

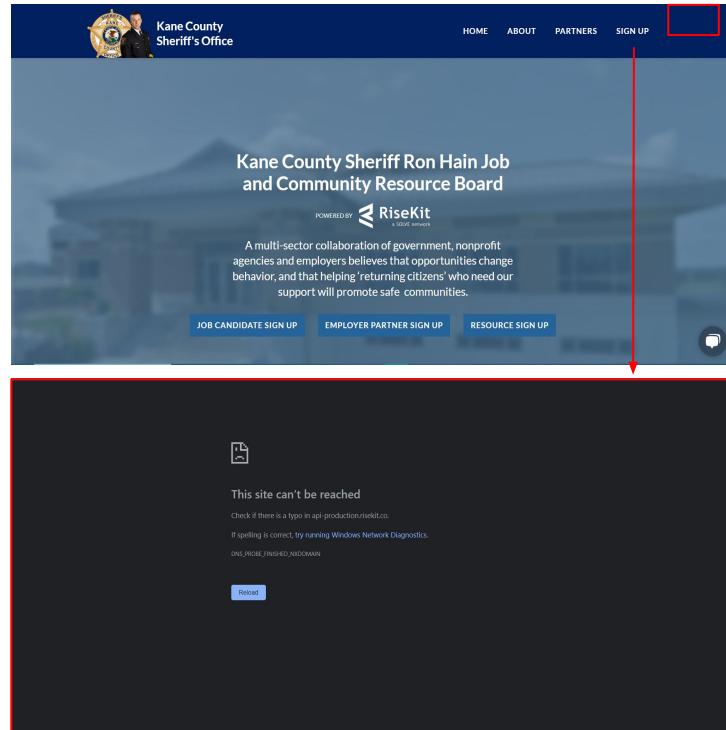
Kane County Sign-Ups

- Much like the DFSS sign-up process for job-seekers and employers, the account creation process for Kane County entails the opening of multiple tabs just to get to the final sign-up form
 - As discussed previously, a lengthier sign-up process can cause a higher number of leads to drop out of the conversion pathway



Kane County Malfunctioning Sign Up Button

- Clicking on the Sign-Up button on the top right of the Kane County page opens an error page on a separate tab
- This can clearly throw off users, since an error page abruptly ends their conversion journey
 - Leads would have to begin the sign-up process all over again, which they may choose not to do



DFSS Web-App Sign Up Fixes

- One element that needs to be fixed has to do with signing up via the “Justice Impacted/Returning Citizen” section on the DFSS site
- The button leads to a sign-up form, where leads are prompted to enter their mobile number
- Doing so generates an error, preventing the user from progressing in the form
- Trying to enter the number again will result in the user being informed that the number is already being used
- This obviously poses an impediment to job-seekers filling out the sign up form

The image contains two screenshots of a mobile verification sign-up form titled "Mobile Verification". Both screenshots show a yellow header bar with the title and a blue footer bar with a "Confirm Number" button. In the top screenshot, there is an error message in a red box: "Error undefined method '[]' for nil:NiClass map ([element| element[key]]) ^^^^". In the bottom screenshot, there is another error message in a red box: "Error Phone number has already been taken". The form includes fields for entering a primary mobile phone number and confirming it.

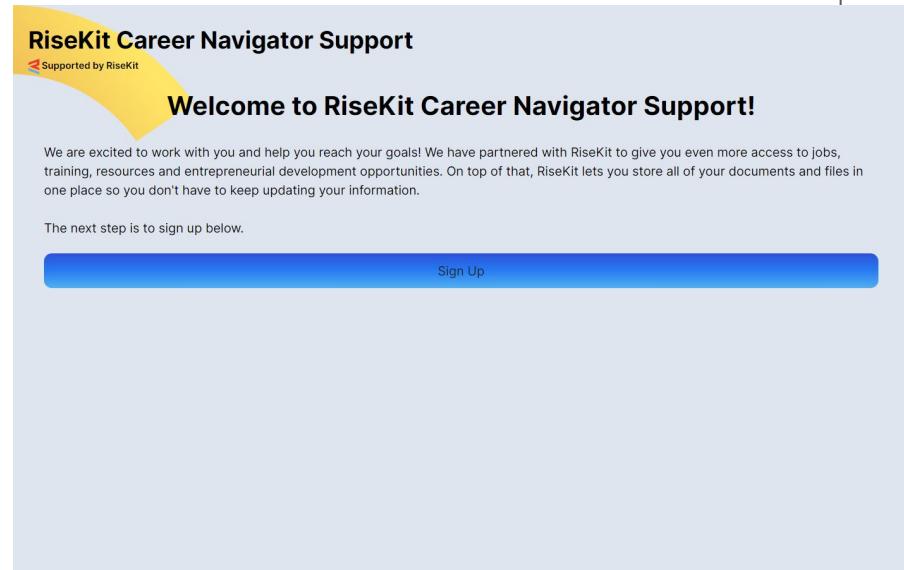
DFSS Web-App Sign Up Fixes

- The “Find A Job” and “Justice Impacted/Returning Citizen” forms on the site also appear to have the same content
 - We do not have a complete view “Justice Impacted/Returning Citizen” form due to the previously mentioned mobile phone error
 - But both forms appear to have 4 sections (excluding the initial sign-up section and privacy policy sections)

The screenshot shows a mobile verification step of a web application. At the top, there's a yellow header bar with a back arrow icon and the text "Mobile Verification". In the top right corner, there are icons for a magnifying glass and a red "X". The top right also displays "1/4". Below the header, there's a message: "Please enter your **primary** mobile phone number". Underneath this message is a dropdown menu set to "US" and a text input field labeled "Enter Mobile Number". Below the input field is a large blue button with the text "Confirm Number".

DFSS Web-App Sign Up Fixes

- Another issue with the DFSS Web-App Sign Up has to do with “Habla Espanol” button on the DFSS page
- The button is made for Spanish speakers, but clicking on the button leads to a sign-up form written in English
- This can throw off job seekers who primarily or solely speak in Spanish



The screenshot shows a web page titled "RiseKit Career Navigator Support". A yellow banner at the top left reads "Supported by RiseKit". The main heading is "Welcome to RiseKit Career Navigator Support!". Below it, a paragraph states: "We are excited to work with you and help you reach your goals! We have partnered with RiseKit to give you even more access to jobs, training, resources and entrepreneurial development opportunities. On top of that, RiseKit lets you store all of your documents and files in one place so you don't have to keep updating your information." A sub-headline says "The next step is to sign up below." A blue "Sign Up" button is visible.