The Business Benefits of Being on the Glassdoor Best Places to Work List

- Millions of visits to Glassdoor in the days and weeks following the BPTW launch
- Increased visibility of winning employers’ jobs and profiles
- Thousands of online and broadcast news stories throughout the year
- Thousands of messages across social channels throughout the year
- Brand new powerful opportunity to conduct targeted recruitment marketing

What You Can Do to Become a Best Place to Work

- **Increase review numbers.** Quantity of reviews is the first eligibility factor, so be sure to encourage reviews at 90 days, six months, or year anniversaries.
- **Monitor and respond to feedback.** Set up alerts so that you see reviews coming in and create a plan for how you’d like to respond, both internally and on Glassdoor.
- **Identify trends in reviews.** Reinforce your culture by sharing positive feedback with current employees, and make a plan to address negative feedback.
- **Recruit informed candidates.** Candidates aligned with your company’s mission and values are more likely to be satisfied employees who share their enthusiasm on Glassdoor.
- **Learn from past winners.** Read on to find out the key attributes all Best Places to Work winners have in common.

What Best Places to Work Winners Have in Common

- **A Mission to Believe In.** Employees have a sense of purpose and understanding of how they make an impact, which inspires quality work.
- **Strong Culture.** Engaged leaders view positive culture as part of a good business strategy, and their clearly defined and shared values foster community.
- **People-Focused.** Emphasis on employee development means employees are empowered to do their best work, which boosts productivity and engagement.
- **Transparency.** Honest feedback is valued and encouraged, with open and clear communication from the top down.

"This is a huge honor. We can't imagine anything more important than the quality of our people and culture. Hiring well is the single most important thing we can do. Glassdoor lets us break out of that echo chamber by helping us understand what employees and job candidates really think. I make sure to read every new Glassdoor review."

– Matin Movassate, CEO of Heap – #1 on Glassdoor’s Small to Medium Business Best Places to Work list

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