

E-BOOK



SET UP YOUR JOB AD FOR SUCCESS





Crafting a job post that grabs job seekers' attention and attracts them to apply is a valuable skill that will enhance the performance of your job ads.

Before you start writing your post, take the time to define the position and the type of candidate you're looking for.

Ask yourself:

Who is the ideal candidate and what qualifications do they possess?

What level are they in their career – junior, mid-level, senior?

What team does this position belong to?

What are standard terms used within this industry that are easily identifiable to candidates?

What are the minimum qualifications or skills needed to do this job?

Once you have an idea of the type of candidate you need, you can craft your job title and description.

Creating a Job Title

The purpose of the job title in your posting is to help job seekers quickly find and identify a potentially relevant opportunity. You want your title to be clear and broad to ensure you get a good click through rate.

As a general guideline, titles should be no more than eight words long (ideally three to five words). Take into consideration keywords or phrases that are normal for that industry or job – this is not the time to introduce company-specific jargon or buzzwords. It is best to leave numbers, abbreviations, and codes out of a job title and instead use terminology that quickly makes sense to external candidates.

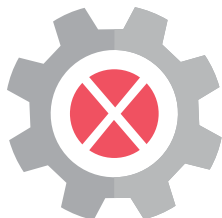


Here are a few examples of clear, relevant job titles that will help the right candidates find your jobs:



1. Senior Content Marketing Manager – Remote
2. Part-Time Security Officer – Evening Shift
3. Psychiatric Mental Health Nurse Practitioner

Here are a few examples of confusing job titles that can make it hard for candidates to find your job:



1. Content Marketing Wizard
2. Part-Time Security Officer Wknds all shifts – Stamford, CT – \$14/hour
3. MS Travel LPN – Job ID: L987602

Creating a Job Description

A job description is your opportunity to convince a job seeker to apply for the role. You want to create a detailed description that clearly defines the role and requirements and answers a job seeker's main questions. Job descriptions should never be over 800 words, but you want to aim for between 150 and 500 words.

Make sure to include these components:



Overview of the position and company

Highlight what is unique about your company within the industry and why the candidate should work for you – this is your opportunity to make the job seeker feel excited about your company.



List of job duties and who the role reports to

Use bullet points so the list of responsibilities can be clearly identified.



Required and preferred qualifications or skills

[An internal report from Hewlett Packard](#) found that women are less likely to apply for a position if they do not meet 100% of the requirements, while men will apply even if they only meet 60% of the requirements. Consider what requirements are non-negotiable for the role and list other requirements as “nice to haves” in order to reduce gender bias in the hiring process.



Salary

Did you know that including the salary range for your role can increase the ranking of your job ad?



Key benefits and perks

Highlight aspects of the job that make it great – examples include company culture, childcare and flex time, healthcare options, remote work opportunities, employee discounts or programs, bonuses, and stock options.

It's important to remember that a job posting is like any other advertisement: you're trying to sell the job opportunity and attract quality applicants. Providing testimonials, Glassdoor reviews, or links to your company's social media pages can also help paint a picture of your company in a candidate's mind.

Optimizing Your Job Posts for SEO

Search Engine Optimization (SEO), is the method of optimizing a web page's content (or a job posting) so it reaches peak performance in search engine results. Job boards often use the same kind of technology, so SEO is one way to increase the quality of candidates seeing your openings.

Why is SEO important?

SEO increases search traffic to your jobs and helps job listings rank higher on search result pages. When you take advantage of SEO, job listings bring in more qualified candidates and improve your organization's recruitment efforts.

How do search engines work?

Search engines index content on the internet. They connect readers with online content, generally based on keyword searches. Technology is also used to determine how relevant the term is to ensure readers see the most appropriate content first. In the case of job postings, job boards use the same kind of technology to connect postings with candidates.

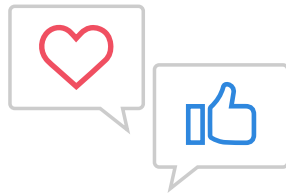
There are three types of SEO:

1. **On-Page SEO** is the method of fine-tuning the content of your job advertisement. This involves including relevant keywords and optimizing titles and descriptions. Using on-page SEO helps search engines understand the content that is on your job listing. On-page SEO is where you'll want to focus your efforts.
2. **Off-Page SEO** pertains to everything that does not occur on your website. Off-page SEO mainly focuses on link building, but it also includes social media, content marketing, and building local citations. When it comes to job postings, including them on your company's social channels is key.
3. **Local SEO** focuses on your local geographic area, instead of a broad national landscape. The main function of local SEO is to improve your visibility in local search results on search engines and create more awareness for your online job advertising to local candidates. Identifying regional job boards is one way to increase visibility to the right audiences, as is including a location if it's relevant.

How to Set Up SEO for Success



Use effective keywords: Keywords are phrases or words that you add to your job postings so job boards (essentially search engines) can identify the relevant jobs that match with a user's search. Good keywords don't just drive more candidates to your job posts, they drive more of the right candidates for the job. By being intentional in the keywords you use in your job postings, you'll be able to control what type of job seekers find them.



Use social media: Many SEO strategies take advantage of social media because it's a powerful channel for bringing candidates to your website. You can use social media to highlight job posts and opportunities, in addition to promoting your company or brand. Posting jobs to your personal networks also helps with SEO.



Optimize for mobile: A lot of job candidates are looking for jobs from their phones, so make sure your job posts display properly on mobile screens. When a job seeker views the application from their phone, it should be formatted specifically to the smaller screen size to make it easy to fill out the application.



Indicate location: Some job sites and search engines use location services when candidates search online for jobs. It's a way to bring those nearby opportunities to a candidate's attention. Therefore, it's important to include the location of the job in your job post.

Need help improving your job ads?

JobTarget can help!

Book time with one of our experts to learn how to get the most out of your job ads.

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