JOBTARGET

What is SEO?

Definition of 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:

01. 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.

02. 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.

03. 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.

Key Terms:

Search Engine: A web-based program designed to conduct online searches (ie…Google.)

Organic Traffic: Visitors who find a website naturally and through their own internet search, without the direction from paid advertising.

Search Ranking: The position in which a website shows up on a search results page. Higher rankings are closer to the top of the web page.

How to set up SEO for succes

Use effective keywords

Keywords are a central factor in your SEO effort. They 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 drive better traffic to your posts, not just more candidates.

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. Focus on the roles and responsibilities related to the opening, plus any appealing aspects of it (like benefits). Think about how you might search for the job you're posting and include those terms. Include them in tactful ways – don't overload your post with these keywords.

Optimizing job titles

Keep your job titles simple and to the point.

Here are some key factors to consider:

- Avoid internal lingo and terms.

- Ensure your job titles coincide with the industry standard. Something like "Social Guru" will likely draw fewer candidates than "Social Media Manager."

- Make job titles descriptive. "Events and Sponsorship Manager" will draw more qualified applicants than "Marketing Manager."

- Spell things out by avoiding abbreviations that may hinder searches.

- Keep it simple and don't use additional terms like "hiring now."

Optimizing job descriptions

Making your job listing's description approachable increases your chances of filling the position. Keep these in mind when drafting position descriptions:

Provide clear and precise details for qualifications, responsibilities, skills, and salary ranges that will entice candidates to apply for your job.

Keep job descriptions close to 150 and less than 500 words. Use bullet points to focus on the main responsibilities and tasks for the job.

Including the salary range can increase the ranking of your job ad.

If the job allows for remote work, be sure to include that in your posting. In the current job market, remote work or a flexible schedule is highly desirable.

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.

Employing these tactics will help streamline your recruitment process. Need additional help? JobTarget can work with you to get your jobs in front of the right candidates faster.