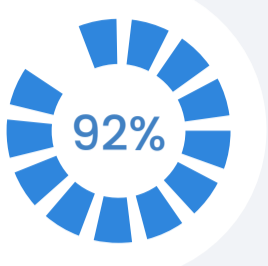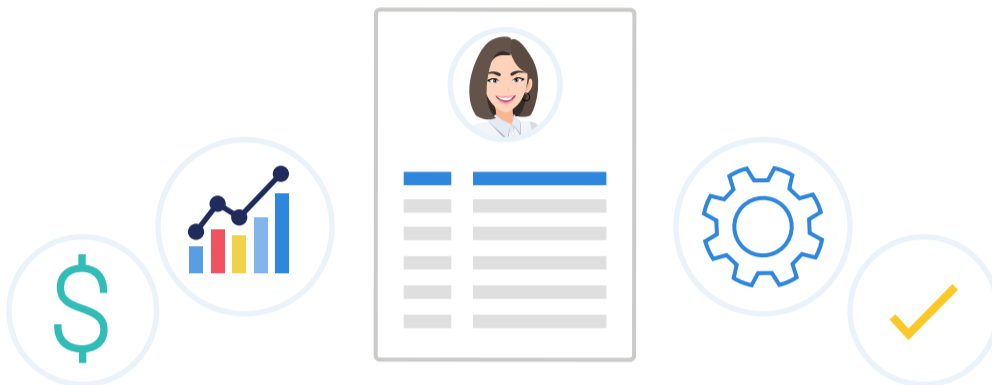**⊚ JOBTARGET**

Optimizing Your Job Application

92%

Did you know **92%** of people who click "Apply" never complete the job application?

An easy and intuitive application process can increase conversions on open roles, leading to a stronger candidate pipeline and improve the experience the candidate has with your company, benefiting your employer brand.

Does your application process tick all the boxes? Here are five tips to increase conversion rates by optimizing your job application process.

Only include essential screening questions

A candidate spends an average of 5 minutes completing a job application. With this in mind, it is best to aim to keep the application to one page. Strive to narrow down the application questions that are the most necessary to screen the candidate properly and move to the interview stage.

Eliminate unnecessary processes

Requiring candidates to do things like create an account with your ATS or manually add their resume information can be time-consuming and prevents potential candidates from applying to your position.

Ensure your job application is mobile-optimized

72% of all Indeed job searches made in the US in 2022 were made on mobile devices. Make sure your application process is mobile-accessible and easy to read so candidates can apply on the go with a phone, tablet, or computer.
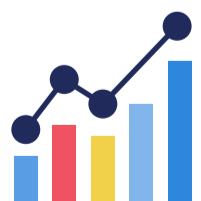
Stay competitive with salary transparency

Did you know that jobs with salaries listed receive up to 2.4X more applications? Providing a salary can also better target your ideal candidate by setting realistic salary expectations before the interview process. In the United States, there's an increasing number of states subjected to salary transparency laws as well.

Enable "Easy Apply"

Many job seekers already have a full-time job so don't add additional work to their day with a time consuming, admin-heavy application. Easy Apply options help the candidate quickly submit their resume and cover letter in a few simple steps (or just one step with click- to-apply functionality!).

Optimizing your application process is a great way to drive more candidate volume without having to spend any extra money! Make it as easy as possible for candidates to apply for your jobs so you don't miss out on the perfect fit for your open roles.