

# How to Take a Diversified Approach to Job Ad Visibility

It can feel difficult to get enough eyes on your job ads to generate the applications you need to fill the role. Most people assume that if you just post your jobs to the biggest job sites, that you're sure to get the visibility you need. You're going to miss out on candidates if you're only posting to one site, no matter how big it is. In order to reach as many candidates as possible, you need to take a diversified approach to job ad visibility.



Here are some tips to help you diversify your job ad exposure to get in front of more candidates:

## 1

### Utilize Multiple Channels

The most straightforward way to diversify your ad exposure is to advertise your job through multiple channels. This can involve posting to a different job sites or combining strategies, such as advertising on job sites, sharing a job on social media, and sourcing passive candidates.

- Post to a range of job sites (leading sites, niche sites, universities, associations, etc.).
- Use social media to utilize your network and the network of others at your company.
- [Programmatic job advertising](#) is the easiest way to diversify your ad exposure. You're getting the best of both worlds by being present on a number of sites, while the system also takes a targeted approach to budget and performance optimization.



## 2

### Optimize Your Jobs for SEO

Put simply, when your ads are optimized for search engines, more people will see your ad in their search results.

- Use the right keywords throughout your job posting
- Include a clear and concise description that incorporates your keywords (including the job title)
- Choose industry standard job titles and avoid internal jargon

[Learn more about SEO.](#)

## 3



### Attend Events/Conferences

Don't underestimate in-person events and conferences for promoting open roles! They can be an effective way to connect with potential candidates and offer a more personalized experience for them. [Hiring events](#) can also help you make a lot of hires quickly.



## 4

### Leverage data to Your Advantage

Access to data can help you take a targeted approach to expanding your reach by informing things like:

- What job sites you should choose
- The best job title to use for each role
- Competitive compensation

[Learn more about using data in your job ads.](#)

The key to job ad visibility is to move away from the single site approach and get your job in front of job seekers through as many channels as possible. For your next open role, try shaking things up and challenge yourself to try these tips.