Not all job postings are created equal.

How to Write a More Effective Job Posting

Not all job postings are created equal.

The reality is, some job postings outperform others. And it has nothing to do with the job itself. Rather, it's how you choose to present the job that impacts its effectiveness. Every decision you make--from naming a job title to choosing keywords--can affect a candidate's perception and ultimately their decision to apply. If you want to reach the candidates you're after, you'll need to craft your job postings to attract the right talent.

When it comes to recruiting, you're faced with a highly competitive talent marketplace. Invest your resources where you can generate meaningful results.

One effective strategy is to start by strengthening your current efforts. One area found to deliver considerable impact for minimal investment: objectively review your job postings.

Use our checklist below to assess your job posting performance:

- Is the job title clear and appropriately explains the job?
- Would job seekers use those terms when searching?
- How do you differentiate your company from its competitors?
- Are you successfully pitching what you offer potential employees?
- Have you accurately identified the responsibilities of the job?
- Is your company description an accurate representation of your workplace?
- Can job seekers quickly identify the required qualifications? Do you include desired skills as well?
- Are your job postings optimized for better SEO results?

Now that you've taken a look at your current postings, identify the areas in which you can improve. Then, use the following sections to strengthen your content and build better job postings.

Ready to get started?

2015 data shows that job seekers spend an average of a minute and a half reviewing a job before either applying or moving to the next job posting.

R

Recruiting.com

Step 1 Dissecting the Job Posting

First, let's take a look at the individual pieces that make up a complete job posting. Each part is a vital piece for communicating with your candidates. By understanding their purpose, you can better assess your posting's overall performance.

There are five parts to a standard job posting: the job title, company description, job responsibilities, call to action and search engine optimization (SEO).

Let's take a look at each segment's function.

1 **Job Title:** When a job seeker first conducts a job search, this is the initial thing he or she will see. It should be eye catching to the right person, but not obscure enough that he or she can't find it via a search.

2 **Company Description:** Job seekers rely on this information to decipher whether the employer is the best fit for their work style. It should also give candidates a clue as to what kind of people they'll be working with.

3 **Job Responsibilities:** This should essentially be a snapshot of what your open position will entail. Include the key responsibilities, tasks and skills your job requires. As well as a few desired, but not required, qualifications.

4 **Call to Action (CTA):** Every job posting should include a strong statement that entices the reader to take action. "Apply now," "Send your resume to," and "Email your portfolio" are all good examples of a CTA.

5 **SEO:** To improve your search engine visibility, weave a few SEO best practices within your posting. Custom url structure and keyword rich content can help you reach more candidates searching from sites like Google, Yahoo and Bing.

R

Recruiting.com
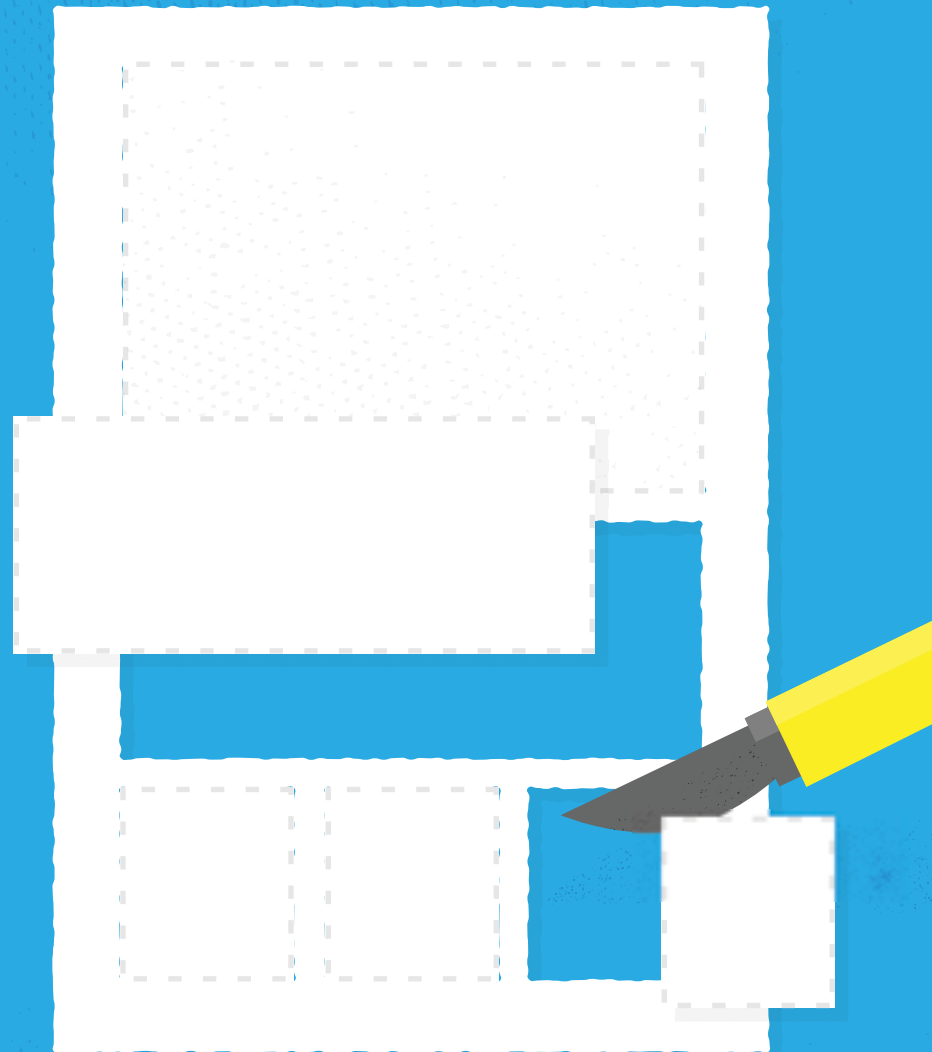
Step 2 Naming the Job

When job seekers are scanning their search results, they're making snap decisions.

Which job looks right for me? Which one is worth skipping over?

And they're answering these questions sheerly based on the title of the posting. That means the opportunity to reach your ideal prospect happens within seconds.

Make the right impression by paying close attention to the job titles you choose. They should be accurate to the role while remaining relevant to your candidates' interests.

On average, job seekers only spend 47 seconds scanning one page of search results.

Recruiting.com

HI, MY NAME IS

Recruiting.com

	LESS EFFECTIVE	EFFECTIVE
	Director of First Impressions	Receptionist or Front Desk Manager
	Front End Ninja	Senior UI Developer
	Technicians wanted!	Service Technician or Automotive Technician
	Copywriter	Marketing Content Writer
	Web Designer	Interactive Web Designer
	Counselor	Family Support Counselor
	Software Engineer	PHP Software Engineer
	Registered Nurse	Registered Nurse – Pediatrics
	Lawyer	Criminal Defense Attorney

Be Clear and Concise

While catchy titles can help garner attention, don't choose something so abstract that your positions are hard to find via search. Think of what terms your ideal candidate would use to describe the position and try to include those.

By placing keywords in your job titles, you can help expand your candidate reach by increasing the posting's ranking in search engine results.

Use an Appealing but Appropriate Job Title

Choosing words your potential candidate would use doesn't necessarily mean you have to use plain terms. Rely on compelling descriptors to add interest to your job title. Just make sure it truthfully represents the scope of the position.

Identify Special Skills or Niche Positions

If the position requires a particular type of industry experience or if the posting is for a niche position, clarify that in the job title.

Recruiting.com

	LESS EFFECTIVE	EFFECTIVE
Use Shortcuts When Appropriate Some job titles are often referenced by their acronym (like RN or LPN). In those cases, make sure to use the abbreviation in addition to the full length version. When it comes to internal abbreviations like Mgr. or PT/FT, plan on leaving those out. Candidates will almost never type in PT when searching for a part-time job. Use the correct spelling to optimize your search engine visibility.	CSR Registered Nurse Account Mgr. – PT	Customer Service Representative – CSR Registered Nurse – RN Account Manager – Part Time
Avoid Keyword Overload While keywords are great for effectively writing job titles, it can be easy to get carried away. Avoid adding too many keywords in a job title. Keep the length around five words or less.	HTML5/CSS3/JavaScript/jQuery Software Engineer Business Development – Inside Sales – Account Manager	Experienced Software Engineer – Javascript Inside Account Manager – Sales

Start engaging candidates from the moment they see your posting by choosing a job title that's accurate and relevant to your ideal prospects. Doing so will improve your response rate and ultimately your candidate results.

Tagging on common abbreviations (like RN or CSR) in addition to the full length job title can help improve your posting's exposure.

Step 3 Describing your Company

When a job seeker finds multiple job postings for the exact same position, they have to rely on the company information to decipher which employer is the best fit for them. To create an effective job posting, use your company description to sell the job seeker on why he or she should work for you instead of your competitors.

Sharing your Story

There may be times when you have the opportunity to give a full company profile. While other times, you may only have room to add a brief company description. Either way, it's an important component of attracting the right people for the position.

Take the opportunity to showcase your company's products, services, history, and your culture. You don't need to include them all, but here are some suggestions for making your company description more effective:

- Include some key facts that differentiate your company (how long you've been in business, awards won, monumental moments, etc.)

- Detail what your company does; the customers you serve; and what products and/or services it offers.

- State your company's mission statement.

- Share the size of your company (you can illustrate this through number of employees, number of locations or markets or number of clients or customers).

- Provide your company's location and the perks of where you work (outside activities, close to restaurants, easy commute).

- Share your company culture by including keywords and phrases that describe what is important to your company (innovative, autonomous, tech-oriented, fast-paced, customer service focused).

- Incorporate your company's ethos by choosing a writing style and words that match your culture

Recruiting.com

Peddling your Perks

It's safe to say that active job seekers are looking for an opportunity that's better than the one they currently have. That could mean receiving better health insurance, increasing their income, shortening their commute, working as part of a team, attaining career growth, or receiving a financially secure retirement.

Whatever advantages you have to offer, make sure you broadcast them! Doing so will help job seekers answer the question, "what's in it for me?"

While the most obvious benefits are insurance plans and retirement packages, don't forget to emphasize your unique perks. Whether your company embraces on-going training, continued education, a casual dress code, a team environment or pet-friendly offices. Make sure you give ample attention to these perks as well. When a candidate can envision the advantages of working for your company, they are incredibly more likely to apply.

Salary: To Share or Not To Share

Deciding whether or not to include pay in a job posting is always a sensitive issue for employers. Because there really isn't a one-size-fits-all kind of solution. Depending on the role, there could be several pros and cons for posting the salary.

One of an employer's biggest apprehension is that a job seeker may only be interested in a job opportunity for the salary alone. However, posting the hourly rate or yearly salary may improve results by helping job seekers asses whether or not they are qualified/overqualified.

If the compensation is on the higher end of the scale, providing the pay could help rule out under qualified job seekers. If it's on the lower end, it could help rule out people who may have more experience than what's necessary for the job.

Ultimately, the decision to post salary information depends on your recruiting objectives. Sell it:

Let's face it, it's never easy talking about yourself. But if you want to entice your industry's top performers, you have to strategically analyze how you should describe your company and its perks.

If you need a little inspiration to start, first identify what you love about work. Chances are it's exactly what your ideal candidate is looking for too.

Describing the Role:

So far, you've captured the job seeker's initial interest with an appealing job title. Continued to engage them with a company story. And successfully promoted your perks.

Now, it's time to work on a just-as-captivating job description to get them to apply. Use this section to provide a snapshot of what the open position entails, so job seekers can better decipher whether or not they're qualified.

An effective job description typically contains two components: the position summary and daily responsibilities. Both sections should be written succinctly by only choosing the most significant information to highlight.

Recruiting.com

	LESS EFFECTIVE	EFFECTIVE
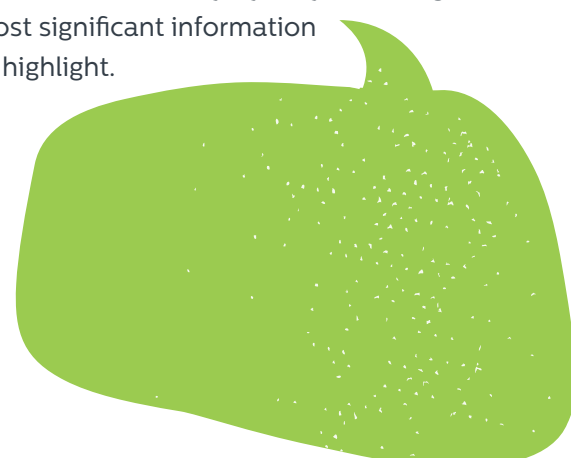
Summarize the Role

The position summary is typically written in paragraph form and gives job seekers a general idea of how the role functions. Try to keep the summary as concise as possible. Stuffing too much information into one paragraph will only confuse the job seeker.

Always use the word "you" as opposed to "the incumbent, the person, or the candidate." Doing so allows your prospects to actually envision themselves performing the job--a strong tool for encouraging candidates to apply.

LESS EFFECTIVE: The incumbent will handle all receptionist duties including greeting clients.

EFFECTIVE: You will serve as the initial touchpoint for our Executive Offices.

LESS EFFECTIVE: This position is responsible for generating sales and servicing customers.

EFFECTIVE: You will actively close sales, provide exceptional customer service, and become an intricate component of our progressive team environment.

List Job Responsibilities

When listing the position's key responsibilities, choose the 5-7 most relevant responsibilities to highlight. Use bullet points for listing daily tasks, so you can order them according to importance or relevance.

Action words work best when describing responsibilities as opposed to simply listing the tasks.

LESS EFFECTIVE: Duties include supporting VP level management and above, making travel arrangements, calendar management, scheduling, procurement, meeting notes, assist in producing powerpoint presentations, filing, typing, setting up meetings to include arrangements for food, etc.

EFFECTIVE:
- Manage and coordinate the schedules of Executive management.
- Assist with production of sales presentations.
- Maintain a presentation and meeting calendar for Executive management.
- Perform administrative responsibilities including taking notes during meetings, preparing correspondence, and managing files.
- Make reservations for flight and hotel accommodations.

Recruiting.com

Provide Qualifications and Skill Requirements

Once a job seeker is interested in your job opportunity, they'll need to decide whether or not they are qualified to apply.

Start out by listing the required qualifications for the job. These are occupational skills, educational achievements, and experience that are absolutely necessary for performing the job.

Finish the list with your "preferred skills." These are attributes that may not be mandatory, but are definitely a plus. Preferred skills might include additional education or experience, a background in a specific industry, or a particular skill such as speaking another language.

Using bullets to list qualifications and skills can help boost apply rates by 135%.

Highlight the Essential Skills

Using bullet points makes it easy for job seekers to quickly scan and assess their eligibility. When listing skills and requirements, start with the most desired and end with those that are "preferred, but not required."

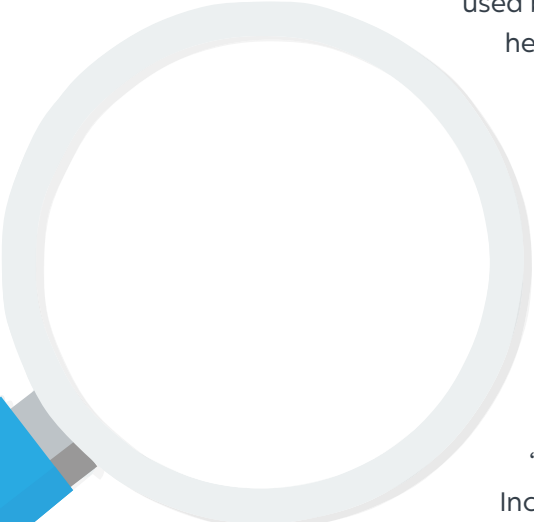| LESS EFFECTIVE	EFFECTIVE
Bachelor's degree in a field appropriate to the area of assignment and five (5) years of related administrative experience, including three (3) years of supervisory experience; OR, Nine (9) years of related administrative experience, including three (3) years of supervisory experience; OR, any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.	• Relevant Bachelor's degree or equivalent combination of education and experience • Five years of related experience • Three years of supervisory experience • Ability to adapt to a changing environment and handle multiple priorities

Recruiting.com

Step 4 Optimize for Search Visibility

Today, the most common starting point for job seekers is searching via Google or Bing. If your job postings aren't optimized for search engines, there's a good chance candidates aren't finding them.

Search engine optimization, or SEO, is the process of impacting the visibility of a website or webpage in search engine's organic search results. By optimizing your job postings with SEO best practices, you can ensure more eyes see your ads in search results.

Leverage the Power of Keywords

Including words or phrases that are commonly used by job seekers in your industry can help boost your job posting's search engine . Use tools like **Google AdWords** to determine what keywords candidates are using to search for similar jobs.

Once you've identified the best keywords, try to strategically integrate them throughout the job posting to increase SEO. It's also important to note that "keyword stuffing" is not effective. Incorporating too many keywords may cause the actual message to become unreadable or inauthentic.

Incorporating keywords into your job title can help increase your candidate views by 116%.

SEARCH

Recruiting.com

Location, Location, Location

Always include the city and state of your open position. A common practice for job seekers is to enter a precise location after the job terms. An example is "nursing jobs in phoenix."

Include your location somewhere in the posting (you can add it to the job title, posting body or a dedicated field for location) to better reach those candidates searching for a opportunity in your city.

Custom URLs can be effective in boosting your postings' SEO

Instead of relying on default URLs that contain an arbitrary combination of numbers and letters, choose to customize your URLs to incorporate the actual job title.

For example, if you're looking for a Java developer, your job posting URL should look like this: **jobs.company.com/java-developer** Custom URLs are a huge boost for your posting's SEO.

Create a Career Site

Since most job postings only exist temporarily, it can be challenging to build your SEO results. If you have a career site, you can incorporate landing pages that showcase certain positions (especially hard-to-fill or niche ones).

By optimizing the landing page URL, titles and page tags to include keywords, you can constantly drive job seekers to your positions (even when you're not hiring).

Incorporate Video

Search engines love video! Not only will incorporating video boost your visibility, but it will also engage candidates to stay longer on your organization's website.

Video entices job seekers to learn more about your company, and therefore helps drive more qualified candidates to your positions.

Studies show that videos are 53 times more likely than text pages to show up on the first page of search results.

Make them Mobile

The number of job seekers who are searching for new opportunities directly from their mobile devices continues to increase with each passing year. If mobile job seekers can't easily read your job postings on a tiny screen, they'll probably leave. And once they're gone, they may never come back. Reach potential candidates who are browsing from a smartphone or tablet by making sure your job postings are optimized for mobile.

Mobile traffic across our network of job boards has grown 400% since 2011. Today, almost 50% of careers traffic comes from a smartphone or tablet.

Recruiting.com
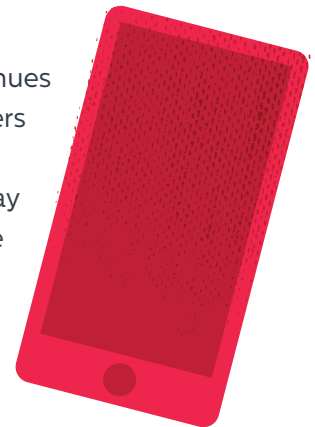
Post Away!

Follow these simple strategies any time you're writing a new job posting or revisiting a former one. Simple tweaks can help boost your candidate response and effectively entice the right candidates to apply to your positions. Start attracting top talent and use these quick tips to guide you in your post creation.

Titles Matter

Is yours clear, effective and concise? Skip catchy headlines, think of what your are candidates searching and be specific.

Show and Tell

Incorporate images and video to show candidates what working with you is really like.

Tell Your Story

Your brand story should answer one very important candidate question — "Why should I work for you?"

Set Expectations

Showcase responsibilities and qualifications in bullet point and use action words to describe duties. Avoid simply listing the tasks.

Stand Out

To get in front of top candidates using keywords and optimizing for mobile are a must. Don't forget to clean up your career site to continually drive job seekers to your positions (even when you're not hiring).

About Recruiting.com

Recruiting.com helps companies compete for talent.

Our innovative talent aquisition software solutions enable employers to find and effectively recruit talent through our social, mobile and search engine optimized career sites and our candidate relationship management system.

Speak with a recruiting expert today.

Call **888.637.3895** or
Email **info@recruiting.com**

Learn more about our recruiting solutions at **www.recruiting.com**

Get recruiting news and tips straight to your mailbox

Subscribe at recruiting.com/resources

Recruiting.com