

# **Guide to Optimizing Your Job Posts**

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Job seekers can only apply to open positions at your organization if they know they exist. It's not enough anymore to simply post a job and expect the job applicants to come. Forward-thinking organizations know they must optimize job postings by:

- Creating Great Job Posts
- Choosing the Right Job Boards
- Sponsoring Your Posts

## Create Great Job Posts

### Use Standardized Job Titles and Ensure the Title Indicates the Job

Using “Marketing Ninja” instead of “Marketing Manager” might seem cute, but it's confusing. Account Executive III is confusing, but Account Executive isn't. Save the formal title and specifications for the job description.

### Use Inclusive Language

You want as many qualified people as possible to apply for your job, so use language that includes everyone—check out this comprehensive, [inclusive language guide](#) for tips on keeping your language inclusive.

### Be Concise

LinkedIn found that [job posts with 150 words or less got candidates to](#)

[apply 17.8% more frequently](#) than job posts containing 450-600 words. Keeping things concise is also better for the modern candidate who may be using a mobile device for their search, and 50% of job views on LinkedIn are on mobile devices.

## Use Keywords

Hundreds of millions of job searches are conducted monthly through Google. While most reputable job boards do the work to ensure their postings are searchable in the major search engines, employers still have the most influence on ensuring your posting rises to the top of search engine results.

## Include Multi-Media, If Possible

[Infographics and videos](#) will help your posting reach the top of a search engine results page. It's also a way to help your posting stand out.

## Include a Salary Range

Include a salary range in your job posting. A joint Glassdoor/Harris poll found [67% of job seekers look for salary](#) when deciding whether or not to apply.

## Don't Be Casual

Some companies will go super playful, utilizing language like “kickass rockstar wanted” or hashtags like #processobsessed. While they're attempting to differentiate themselves from overly corporate-sounding

language, LinkedIn found that candidates were 2x-4x less likely to apply to excessively casual job descriptions.

# Choose the Right Job Boards

51% of today's job seekers utilize job boards as part of their career search. Job boards are powerful for employers because they benefit recruiters trying to fill current openings and build a talent pipeline integral for keeping applicant traffic steady.

## Define Your Needs

Too many prospective employers arbitrarily post on job boards without a strategy. When did you last think about what you need from a job board? Before your next post, create a list of required job board functionalities. Defining your job board needs allows you to choose which board works best rather than leaving it up to chance.

## Create a Candidate Persona

You create buyer personas for customers. Why not candidate personas for job seekers? What excites candidates about a role? How do they find jobs? How are they applying? For example, more than half the traffic from Glassdoor comes from mobile devices, with individuals between 35-44 making up most mobile applications. Strong candidate personas will help you determine what job boards your ideal candidates use.

Your job candidates' industry, education, and experience will affect which boards they use. Craigslist, for example, is great for labor-intensive positions and hospitality jobs, while business professionals gravitate towards LinkedIn.

## **Understand Organic vs. Sponsored Job Boards**

Some job boards are free to post at no cost. Organic postings will be organized by posting date in your chosen job board's search results or feeds. A job post published today will appear first in a job search conducted today, while a job posted a month ago will be later in the search results or feed.

Some free boards have premium or sponsored options to ensure posts appear more frequently and earlier in search results. Most sponsored posts have a time limit (30 days, for example), and after that, the post will revert to the unpaid version. Paid or premium boards require paying for every posting since these boards often have advanced networks or features.

## **Audit Competitors**

What job boards are your competitors using? If your competitors gravitate towards a job board you've never utilized, there may be a reason. Research to see why. Conversely, what boards are your competitors eschewing? Posting to these (after researching and ensuring they work for your hiring goals) may give you a competitive advantage.

# Sponsor Your Posts

Sponsored job posts can take your applicant traffic to the next level. Indeed reports that employers are 4.5x more likely to make a hire when they sponsor their job post, and ZipRecruiter finds sponsored posts receive 11x more applicants than organic posts. This post will explore the benefits of sponsoring job posts and discuss when it could give employers the competitive edge they seek.

## The Benefits of Sponsored Posts

**Increased Visibility:** The primary benefit of sponsoring a job posting is increased visibility to generate a steady flow of candidates. Sponsoring a post on a job board will increase the visibility of a larger pool of potential candidates, which can be especially useful if you're targeting a specific group or filling a niche role.

## Targeted Advertising

Many job boards allow you to target your sponsored post to specific locations, industries, or job types. This means you can reach the most relevant candidates for your open roles

## Faster Time-to-Hire

Sponsoring a post on a job board can help you fill your positions quicker, as it allows you to reach a larger pool of qualified candidates in a shorter amount of time and keeps your post top of mind for anyone using that job board. This is especially pertinent when you consider

that SHRM finds it costs an average of \$454 a week (\$1800 a month) for a position to sit open.

## **Cost Effectiveness**

Sponsoring a post on a job board is often more cost-effective than other advertising methods, such as Google or Newspaper ads or using a recruiter.