



PT WORK Force®

Entice a Broader Candidate Pool with Job Posting Tips from Indeed

July 31, 2023

Presented by Lauren Kort, Senior Manager, Talent Intelligence, Indeed

This webinar focused on how to properly write job postings to attract the right employee for your company's positions.

Job Postings

When employers first post a job opening, there is an initial influx of activity because it's new and fresh. Soon, however, time starts to work against them based on Indeed's algorithm and what it deems a relevant experience for the job seeker.

How can you ensure your job postings are getting more views?

- Build job postings to capture the attention of a broader, more inclusive diverse pool of candidates. Keep the reading time of the post to about a minute (2,000 characters). A resource to help with this is [Word Counter](#).
- Include the top 5 or 7 skills (bulleted) needed to do the job **and** whether they are required or supplemental.
- Be specific about required skill sets so seekers don't have to guess if they're a good fit.
- State that you encourage job seekers to apply if they have one or more of the recommended skills.
- Replace degree requirements with skills or experiences. Add "or relevant experience" or "no college degree required."
- Remove the number of years from experience requirements to attract more talent. Years of experience do not necessarily correlate to skill level.

Men and women have different thresholds to feel qualified to apply for roles, so rethink your "must haves" for job requirements. For example, if you list 14 bullet points of qualifications, the average woman will feel like they must check off 12 or more to apply where the average man would only check off 7 or 8. In efforts to be exhaustive you may inadvertently deter women to apply. When hiring for roles that historically tend to be more male dominated, this is something to be mindful of as it relates inclusivity.

Attract job seekers by including the most important information:

- Compensation
- Benefits (What's in it for me?)
 - Should be front and center and called out. Give them a reason to keep reading.
- Job type (e.g., full-time or part-time)
- Requirements (e.g., required skills or qualifications)
- Location
- Shift/hours

Employers who post compensation have a huge opportunity to attract and engage more talent. Job seekers consistently rate compensation as the top deal breaker when deciding whether to apply for a job. Having that level of transparency is important to younger candidates entering the workforce.

- 83% of job posts on Indeed provide salary information.
- Jobs postings that feature salary/pay:
 - receive up to 65% more applicants
 - experience 17% more people beginning the application process
 - have 15% lower cost per apply, on average

Examples for including pay information (best to go with a range):

- Pay: \$800.00 per week
- Pay: \$60,000.00 - \$90,000.00 per year
- Hourly pay rate: \$15.80 to \$17.55
- Can make up to \$19.50 an hour
- Starting pay: \$30.33 per hour
- Starting pay: Mileage rate of \$0.69 per mile

Inclusive language

If you don't already, you should consider including a DE&I statement.

Stay away from boilerplate language like “we are committed,” or “we are an equal opportunity employer.” An example of a company that does this well is MOD Pizza. MOD includes the following statement at the top of all their job postings: *“At MOD, everyone is free to be themselves and everyone has an equal opportunity to pursue their hope and dreams. We embrace individuality, support human growth, and recognize the value in second chances. Welcome to MOD!”*

Another DE&I statement example: *“We are committed to cultivating and advancing an equitable environment where everyone belongs. We recognize that a diversity of perspective, backgrounds and ideas is what drives true collaboration and psychological safety. We continually evaluate and revise our hiring practices to remove bias and barriers. We remain committed to fair-chance hiring and do not require a background check.”*

Avoid words like:

- “Mature,” “energetic” and “dynamic” which can imply age.
- “Frontline,” “rock star” or “competitive” which can suggest traditional masculinity.
- “Active” or language about physical ability.
- “Millennials wanted” is discriminatory.

[Gender Decoder](#) is a resource to determine whether you have gender-conforming words in your job postings. Paste your posting to determine if it’s more masculine focused based on keywords. Postings should be neutral or feminine-coded. Data shows posting is masculine-coded can deter women from applying.

“Encouraged to apply” filters to consider:

- Military encouraged to apply
- Seniors encouraged to apply
- No college degree required
- No high school diploma required
- 16+ years old
- fair chance
- back to work

Use language like “Candidates who are back-to-work, U.S. veterans, people with disabilities, people who have been impacted by the justice system or with no college degree are encouraged to apply.”

Keywords to Consider for Job Postings

A good rule of thumb is to include important keywords two or more times in your postings. Indeed has seen results with this algorithm. Audit your postings by:

- Opening the post
- Click “Control F” on the page.
- Search any recommended keywords to see if you have included them.

“Hiring Immediately” and “Remote Work” are outcomes from the pandemic. If you are hiring for positions that can be done remotely, this should be prominently featured to capture those looking for remote work. The same goes when hiring immediately, or whether the position is 3rd shift or requires a CDL license, etc.

It is critical to include the right key words in your job postings to obtain more views. For employers with a free Indeed account, in their profile click “Analytics” in the menu to the left and navigate to hiring insights. You can search job titles and location (or leave location blank to search nationwide) and scroll down to the “Top Term Search By Clicks.” This will display specific phrases to include in your job postings for that position to connect with the way people are searching.

Job Titles

Be mindful of title length and clarity. Indeed recommends 35 characters or less and to avoid internal jargon and acronyms when possible. If longer, pertinent details in the title can be lost.

Anything that makes someone say, “That’s exactly what I want,” include it in the job title. You may receive fewer applications, but those who apply will be more qualified. For instance, if you post “General Manufacturing Warehouse Manager - 3rd shift,” seekers may not see “3rd shift” in the title because it’s too long. Eliminating “General Manufacturing” would allow for seekers to see “3rd Shift” – an important keyword.

Other tips for job titles include:

- Use Machine Operator instead of Machine Operator I, Machine Operator II, etc. Seekers will most likely search for Machine Operator rather than Machine Operator I, so you may get more views. You can elaborate on the position in the actual description.
- Use Entry-Level Sales Representative rather than Sales Representative I.
- If you require someone to be bilingual or work 3rd shift, include that in the title.
- Do not include the location in the job title as it will be listed below the title.

Click [here](#) to watch the webinar in its entirety.