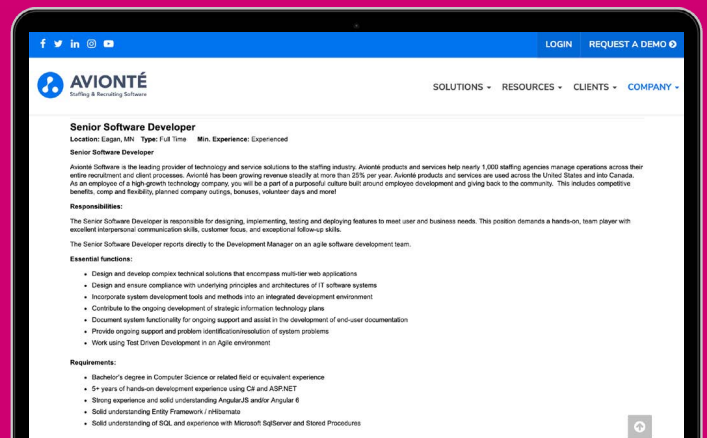


A Recruiter's Checklist for Optimizing Your Job Postings



If you're trying to hire the best of the best, you'll need to make your job postings stand out from the rest. Ensure you're doing your best by "checking all the boxes".

❑ Write an interesting, impactful job description

- Create a concise description that tells the potential candidate why they should care.
- Tell the applicant how they could make an impact at the company.
- Demonstrate how the job seeker's role could fit into the organization's mission.
- Create an error-free, exciting and empowering job description.

❑ Make your job title searchable

- Avoid gimmicky terms or abbreviations; save your creativity for the job description.
- Make sure your job title is straightforward and jargon-free.
- Think like a job searcher and keep it clear for SEO purposes.

❑ On-page SEO optimization

- Make your quality job title and amazing job description creative and captivating!
- Double-check that you have all the elements included that a job seeker might be looking for.

❑ Formatting – think of mobile first

- Your formatting should give job seekers a way to browse information from any device.
- Make sure your description is easy to read and understand from a mobile device.
- Check out what your posting looks like on multiple devices.

❑ Add a call-to-action

- Create a compelling call-to-action to encourage job seekers to apply!
- Include a one to two liner to summarize the entire job posting and company culture.