

SPOTLIGHT: DUPLICATE CONTENT

Job Posting Tips

Indeed's mission is to help people get jobs. And when job seekers are given a quicker, easier way to get hired, companies also benefit by having easier access to a better pool of candidates.

The first rule of job posting is the obvious one: you've got to be seen. But many jobs never show up on Indeed because we inadvertently get multiple instances of your jobs. Simple changes can fix this! And you can post those jobs where 250 million monthly visitors are looking.*

Here are some ways to avoid duplicate content and get the best hires faster:



Let your primary ATS know if you: use multiple Applicant Tracking Systems (ATS), switch from one ATS to another or if you post directly on Indeed. Otherwise your jobs could end up being duplicated on Indeed which could result in fewer people seeing them.

+ **Pro tip:** To see if your jobs are already on Indeed, go to **www.indeed.com** and search for your company. If they are already there, let your primary ATS know.



Write a personalized job description. Writing your own job description is always best, so the job will be more accurate, detailed and personable.

+ **Pro tip:** If you use a general job template, we recommend that you customize it to make it unique. Jobs that are near-identical will draw fewer eyeballs.



Direct Employer jobs are given preference on our site. Jobs from staffing/recruiting companies are given less prominence on our site and only are visible if the job is sponsored.

*Google Analytics, Unique Visitors, September 2018

Learn more about our job posting tips at [indeed.com/help](https://www.indeed.com/help)