

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 they don't meet our job description quality standards. Simple changes can fix this! And you can post those jobs where 250 million monthly visitors are looking.¹

When you follow these guidelines, job seekers can more easily understand descriptions of your available jobs. And you can get the best hires faster.



Count your characters. Brevity is the soul of wit, but being too brief in your job description tends to cut down on the number of people who can see it. Try and provide at least a few sentences so that job seekers know exactly what they are applying for.

- + **Pro tip:** Job postings between 700-2000 characters get up to 30% more applicants than other job postings.²



Write a personalized job description. Writing your own job description lets you accurately describe the position and even lets your company show a bit of its personality and culture.

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



Paint a clear picture of the job. Your description should include the 3 Rs:

- + **Responsibilities:** What are the day to day tasks that the role requires?
- + **Requirements:** What academic degrees, skills or professional certifications should your dream candidate have?
- + **Rewards:** What compensation, perks and benefits, free donuts etc. does your company offer?

¹Google Analytics, Unique Visitors, September 2018; ²Indeed Data