

# Job Posting Best Practices

The need for commercial drivers continues to grow, with the Bureau of Labor Statistics projecting a 36.9% increase from 2014-2024.<sup>1</sup> Employers like you turn to Indeed to fill the hiring gap. But **many trucking jobs never appear on Indeed** because they don't meet our job quality standards.

Simple changes to job titles, locations, and descriptions can help ensure your jobs appear where 250M unique monthly visitors are looking.<sup>2</sup> Even better, by following these guidelines, your jobs should stand out to job seekers and can help you get them filled faster!

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## Job Title Best Practices

The phrase “you never get a second chance to make a first impression” can also be applied to your job title. Clear and relevant job titles help job seekers find your post quickly and easily.



### Be specific

Targeted job titles like “Class A Flatbed Driver” or “Owner Operator” are more effective than “OTR Driving Opportunities” or “O/O's - Up to \$10,000 Sign-On Incentive”.



### Be concise

Avoid anything that isn't the title of the job, especially details that are better left in the job description. Examples of things to omit from the job title are:

- + Salary/wage
- + Incentives
- + Multiple titles
- + Locations
- + Shift/working hours
- + Any attention grabbing verbiage



### One title per job

While you may be hiring for multiple roles, each job title should be specific to only that role. Additional roles should be posted as separate jobs.

<sup>1</sup>U.S. Bureau of Labor Statistics (2017); <sup>2</sup>Google Analytics, Unique Visitors, September 2018



what

Front loader driver



where

New Jersey



Find Jobs

## Job Descriptions

Your job description is an introduction to your company and your employer brand, so draw the job seeker in with details about what makes your company unique.

**Use a detailed summary** that provides a company overview and job expectations.

**Specify experience and certificate requirements** so job seekers can determine if they are a fit.

**Outline the core responsibilities** of the position and let them know what to expect day-to-day.

**If you are hiring nationwide, post a single job in each state.** Identical jobs posted in multiple cities goes against Indeed policies and can negatively impact job visibility.

**Training opportunities are generally not permitted** on Indeed. This type of posting may prevent your jobs from appearing on Indeed.

## Lease Purchase Jobs

Lease purchase jobs require additional information to help a job seeker understand the costs and expectations involved.

**Provide information on the time and work required** to become an Owner Operator.

**Detail all lease costs and requirements** in the job description. Job seekers should know any potential costs they may incur.

**Focus on the details.** The job description should center around the lease purchase, not only as an additional option.

**Be transparent.** If they are expected to carry their own insurance, create or contribute to an escrow account or pay for plates/tolls/scales, let them know.

**Job descriptions between 700 and 2000 characters get up to 30% more applies<sup>3</sup>**

<sup>3</sup>Indeed Data (worldwide)

For additional hiring resources, visit: [indeed.com/hire/resources](https://www.indeed.com/hire/resources)

