

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 title quality standards. Simple changes can fix this! And you can post those jobs where 250 million monthly visitors are looking.*

Here's what helps:



Be specific

Targeted job titles like 'Full Stack Software Developer' are more effective than 'Software Guru.' (Although Software Guru does have a nice ring to it.) And 'Pharmaceutical Sales Representative' will attract more resumes than 'Sales Representative.'



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
- + Locations
- + Incentives
- + Shift/working hours
- + Multiple titles
- + Any attention grabbing verbiage (example: Amazing Opportunity to Work with Snakes)



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.

*Google Analytics, Unique Visitors, September 2018