

# Optimise your job ads and attract the best talent

## 1. Job title – Keep it simple!

- The job title is the most important part of your job ad. It's the first thing a potential candidate will see and especially important on mobile, where candidates skim results.
- Consider what your ideal candidates will be searching for. Job titles which match a candidate's search criteria will be listed at the top as the most relevant.
- Avoid jargon, acronyms, abbreviations and unusual job titles. Candidates usually search for their current or desired job title.
- Be precise. Use a clear job title and don't mix multiple roles or levels e.g. Junior/Senior. Candidates can be put off applying if they are unsure what the job is or if they are at the right level.

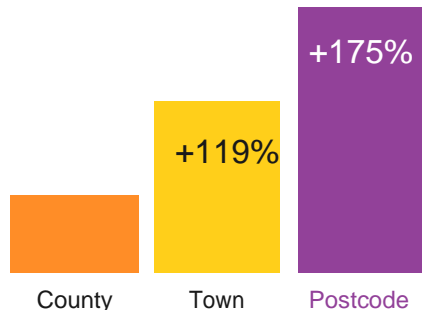
## 2. Location – It pays to be specific.

- In a competitive market, jobs with a broad location are likely to be overlooked in favour of those with more specific information – ideally a full postcode – that will help them plan their commute.
- Jobs with a full postcode attract over 50% more applications than those posted with a town and 3 times more than those posted with a county.
- Also, if a job isn't definitely within a candidate's search area, it won't be shown in results e.g. Southwark +10 miles won't include a job posted to 'London' because it could be anywhere in London, so an ambiguous location means you may miss out on ideal local candidates.

Receive up to 3x more applications when you advertise at postcode level.

- Postcode
- Town
- County

Average number of applications per job.



All data based on job postings on Gettingshired Partners Jan – April 2016.

### 3. Salary – encourage jobseekers to apply for your job.

- Jobs with a salary displayed on the job ad attract up to 20% more applications.
- User research shows that candidates prefer a specified salary over “competitive” or a wide range.
- Promote your perks e.g. pension, healthcare in the salary description to make your job stand out.

### 4. Spelling and formatting – always proofread your job ad!

- Spelling errors look unprofessional and can affect jobs’ visibility in search results.
- Ensure that it’s easy to read – avoid long blocks of text and use bullet points where possible.

### 5. Make it mobile friendly – over 50% of job searches are made via mobile.

- Gettinghired.co.uk is optimised for mobile. All pages adapt to any screen size and we have mobile-friendly features, like auto-suggest and the ability to upload a CV from the cloud.
- If you redirect applications to your own website or applicant tracking system (ATS), make sure the application is easy to complete on a mobile phone. We highly recommend integrating with ATSi Apply – a tool which preloads applicants’ details and CVs directly into your system.

### 6. Showcase your employer brand!

- Use a branded job ad featuring images and video to attract jobseekers and help them discover more about your company.
- If you have multiple vacancies, use an eshot to reach a wide pool of qualified candidates.
- For hard to fill or niche roles, a keyshot delivers a tailored message to your target audience.
- Use branded onsite banners and leaderboard placements to maximise your online visibility.



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