10 Tips
For Creating Top-Notch Job Content
The Value of Great Job Content

With over 3 million jobs added to indeed.com each month, and more than 20 million listed on Indeed at any one time, your jobs need to stand out in order to reach the best candidates. Successful recruiters understand that targeted job descriptions are now the most effective marketing tools to attract talent—and the best descriptions are crafted with job seekers, and what they are searching for, in mind.

Simply put, great content attracts great candidates. Here are 10 tips to help you get there.
01  Get attention
02  Target
03  Be open
04  Make every word count
05  Be precise
06  Avoid jargon
07  Be honest
08  Learn from others
09  Always test
10  Have fun!
When drafting a job description, open with an attention-grabbing paragraph. Be as specific as possible when describing the role. Candidates will lose interest when reading a generic description, so make sure that your job content is compelling, interesting and relevant.

**Putting this tip into practice**

You need to strike a balance between giving enough information about the role and being creative. Take a look at this Apple job description as an example of how you can craft job descriptions that are both interesting and true to your employer brand.

Help architect our future. Be a leader of leaders. Get ready for your perfect job, one that encourages you to think strategically yet stay connected with your teams. Do you have premium-brand regional or director-level experience? If so, prepare to innovate, create and inspire.
Generic job titles are less effective than targeted ones, so try to include phrases that describe the role. For instance, when looking for someone who manages events and sponsorships on the marketing team, using a job title such as “Events and Sponsorships Manager” is better than “Marketing Manager.”

**Putting this tip into practice**

When an Indeed client was not attracting relevant candidates for an Account Manager role, our team analyzed the job description and performance. We discovered the job was sales-focused—a key element not represented in the job title. When the title was changed to “Sales Account Manager,” the performance of the job increased significantly.

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**“Sales Account Manager” is a more effective job title than “Account Manager”**

<table>
<thead>
<tr>
<th>Sales Account Manager</th>
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<tbody>
<tr>
<td>Clicks on Jobs</td>
<td>Applies</td>
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<tr>
<th>Account Manager</th>
<th></th>
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<tbody>
<tr>
<td>Clicks on Jobs</td>
<td>Applies</td>
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After changing the job title from “Account Manager” to “Sales Account Manager” the client experienced a 42% increase in applies and a 36% lift in clicks. And because it was a Sponsored Job, there was a 3% reduction in spend.
Give job seekers a sense of your style and culture. Elaborate and be open about sharing core values, perks, benefits and industry awards with people reading your job description—it creates a memorable impression as they consider whether or not to apply for the job.

Putting this tip into practice

Every organization has something that makes it unique and special, and you should communicate this in your job content. Take a moment to think about what it’s like to work at your company and how you can demonstrate this to job seekers. Here’s a job description from Airbnb for inspiration:

“The Communications team manages the voice of Airbnb. We’re a small team of ex-political operatives and former Olympic athletes that deploys to locations around the globe—whether it’s broadcast interviews in Berlin or a speech in San Francisco, we’re there. We’re quick on our feet, whether it’s in a briefing or on the dance floor and we’re never first to leave the party.”
Sometimes removing content is as important as adding it, so try and strike a balance between providing enough detail in your job descriptions and being concise. You don’t want to overwhelm job seekers with pages of content if a single page is all that’s needed.

**Putting this tip into practice**

Indeed research shows there is an optimal length for job content to attract the best candidates. Roles with descriptions between 700 and 2,000 characters get on average 30% more.
Targeted job titles are more effective than generic ones, so try to include phrases that describe the role. If you’re hiring a “Java Developer,” call it that. Not a “Java Ninja” or “Java Hacker.” Those quirky job titles don’t include common search terms that people use, making your job hard to find. Before crafting a job description, you can look at a few tools to help you identify popular titles for certain jobs.

Putting this tip into practice

Google Trends is a free tool that you can use to compare the popularity of job titles and phrases. This graph compares “User Experience Designer” with “UX Designer” and shows that “UX Designer” is currently the more popular job title, whereas the number of jobs posted for “User Experience Designer” has declined over time.

“UX Designer” has gained in popularity over “User Experience Designer”

Source: Google Trends
When creating job descriptions, forget internal titles, acronyms or jargon. Instead, use Indeed Job Analytics and performance reports to test which titles and descriptions receive the most traffic and produce the most qualified candidates.

Putting this tip into practice
Craft job content that is descriptive and contains the terms job seekers use to find your jobs. The title “Pharmaceutical Sales Specialist” is better than “Sales Associate III” because it contains more detail and is not linked to an organizational structure that the candidate may be unfamiliar with. The Indeed team can help you use Job Analytics and other performance data to craft better job descriptions. Contact us to learn more.

For one of our clients in the pharmaceutical industry, the keywords that drove the most traffic were “pharmaceutical sales,” “pharmaceutical” and “sales.”

Top Keyword Searches (Clicks)

<table>
<thead>
<tr>
<th>Keyword Description</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>Pharmaceutical Sales</td>
<td>2,372</td>
</tr>
<tr>
<td>Pharmaceutical Sales</td>
<td>1,993</td>
</tr>
<tr>
<td>Sales</td>
<td>1,133</td>
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<tr>
<td>Medical Sales</td>
<td>669</td>
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<tr>
<td>Marketing</td>
<td>567</td>
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<tr>
<td>Pharmacist</td>
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<tr>
<td>Healthcare</td>
<td>369</td>
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<tr>
<td>Medical Science Liaison</td>
<td>311</td>
</tr>
<tr>
<td>Chemistry</td>
<td>294</td>
</tr>
</tbody>
</table>

Source: Indeed Job Analytics
Don’t exaggerate or underplay the responsibilities of the role. Sometimes we see job descriptions that oversell the opportunity in order to attract people, but this approach will backfire in the long run. For example, if your organization operates in one country, don’t describe it as “global.”

**Putting this tip into practice**

Use job titles and descriptions that accurately reflect the role. Review your job content to check there is no disconnect between the position you’re trying to fill and the type of candidate you’re looking for.

In this example, the job title listed is for a Coordinator, but the description is more suited to a supervisory role.

**Assisted Living Coordinator**

Qualifications:

- Minimum one year supervisory experience
- Hiring, coaching and performance management
- BA/BS Degree
- The ability to handle multiple priorities and delegate assignments
- A dedication to seniors and their well-being
Take a look around to understand what the competition is up to and see if there are any strategies that you may be able to adapt. Your rivals may take a different approach to recruitment that you could utilize in your own strategy. We don’t advise that you copy your competition, but rather be aware of different recruitment strategies.

**Putting this tip into practice**

Indeed offers a free tool—Search Insights—that is visible when you log into your account, visit your Company Page and visit the “Analytics” tab. Search Insights helps you see the top keywords that are delivering traffic to your jobs. It also shows where your company ranks for a particular keyword against your competitors.

United Airlines is ranked #1 for the keywords “flight attendant” on Indeed.

<table>
<thead>
<tr>
<th>Flight Attendant</th>
<th>Company</th>
<th>Rank</th>
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<tbody>
<tr>
<td></td>
<td>United Airlines</td>
<td>1</td>
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<td></td>
<td>Sunwing Airlines Inc.</td>
<td>2</td>
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<tr>
<td></td>
<td>Spirit Airlines</td>
<td>3</td>
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<td></td>
<td>American Airlines</td>
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<td></td>
<td>Republic Airline</td>
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<td></td>
<td>Air Canada</td>
<td>6</td>
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<td>Mesa Airlines</td>
<td>7</td>
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<td>Southwest Airlines</td>
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<tr>
<td></td>
<td>Frontier Airlines</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>GoJet Airlines</td>
<td>10</td>
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Source: Indeed Search Insights
Experiment, challenge assumptions and test constantly. This means continually tweaking, analyzing and optimizing job titles and descriptions for improvements. You can do experiments to compare different versions of your job titles and descriptions to see which ones drive the best results.

**Putting this tip into practice**

Test the performance of different job titles to understand what attracts the most candidates. We compared “Marketing Events Coordinator” with “Marketing Coordinator II” and found descriptive job titles get more clicks in both organic and sponsored listings on Indeed. By comparing the performance of job titles, the more effective ones will stand out, allowing you to optimize your campaigns.

**Changing the job title to “Marketing Events Coordinator” increased organic and sponsored clicks significantly**

[Diagram showing the comparison of organic and sponsored clicks between Marketing Coordinator II and Marketing Events Coordinator.]
Being an expert on the content that delivers hires for your business can be highly rewarding. We advise organizations to make content creation and measurement a key responsibility, and we encourage the sharing of results, successes and best practices.

Your next hire is here

More people find jobs on Indeed than anywhere else. Over 200 million people each month search for jobs, post resumes and research companies on Indeed.

Get started today at indeed.com/hire

Source: Google Analytics, Unique Visitors, September 2016

Contact
1-800-462-5842 and find more insights at blog.indeed.com