5 Tips For Attracting Great Candidates to Your Jobs
When it comes to making many of life’s decisions, **people increasingly turn to online search.** Whether thinking about where to spend their vacation, the type of home they’d like to buy or even the kind of date they want to go on, people use online search.

This shift means many of the **most popular US websites are search engines.** There are standard search engines like Google, Bing and Yahoo, but there are a growing number of **specialty search engines**, for instance, TripAdvisor and Yelp, as well as search-like destinations, which include Amazon and eBay. As online search has grown, the way we look for information has shifted.

The emerging challenge for employers is to gain visibility and attract great candidates by mastering the fundamentals of search for recruitment marketing.
The Evolution of Job Search

Today, the global workforce is made up of over 3 billion people, and from this number more than 800 million search online for a job each year. With so many searches taking place, it’s unsurprising there are hundreds of thousands of websites that list jobs.

Despite the growing number of job sites, candidates increasingly want a single search destination and are turning to search engines like Indeed to find the right opportunity. With job search now an online and mobile activity, the smartest employers recognize that making job opportunities discoverable is the difference between a candidate applying for their role or their competitor’s role.

Understanding how to optimize jobs for today’s candidate is now an essential skill for talent acquisition professionals. Here are five tips to help you succeed with search.
5 tips for Attracting Great Candidates

01 Master the science and art of job content
02 Streamline your application process
03 Grow your employer brand
04 Invest to reach the right candidates
05 Use data to improve performance
Master the science and art of job content

The most effective job titles and descriptions capture the attention of qualified candidates. Recruiters can take a scientific approach by continually testing, analyzing and optimizing job content for improvements.
Getting your content right

The job description below is not right for every organization, but for Airbnb it’s perfect. It offers a sense of what’s special about Airbnb, makes it clear the type of candidate they’re looking for provides an insight into the company’s environment and culture.

“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.”

Airbnb
Applying this tip

Test the performance of different job titles to understand what attracts the most candidates. We compared “Marketing Event Coordinator” with “Marketing Coordinator II” and found descriptive job titles get more clicks in both organic and sponsored listings on Indeed.

By comparing job title performance, the more effective ones will stand out, allowing you to optimize campaigns.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Location</th>
<th>Organic Clicks</th>
<th>Sponsored Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Coordinator III</td>
<td>San Francisco, CA, US</td>
<td>24</td>
<td>55</td>
</tr>
<tr>
<td>Marketing Event Coordinator</td>
<td>San Francisco, CA, US</td>
<td>86</td>
<td>599</td>
</tr>
</tbody>
</table>
Streamline your application process

As smartphone ownership accelerates, job search has evolved from a desktop activity to a mobile one. Candidates now expect a seamless application process and organizations can achieve this by removing unnecessary steps from the hiring process.
The chart shows that 50% of job seekers use a desktop PC to search for opportunities, but 50% also use a mobile device. Mobile has made job search easier, but in many cases, organizations are failing to meet the expectations of the new, connected job seeker by providing a mobile-friendly apply process.

Successful organizations don’t lose good candidates to complex application processes.

The chart shows candidates rarely complete lengthy application processes. Asking 30 screener questions reduces the number of applications by half. Asking 45 screener questions reduces applications by 90%.
42% of job seekers cite the lengthy application process frustrating when searching for jobs.

78% of people would apply for a job via mobile if the process was simplified.

(Source: Censuswide)
Applying this tip

Unfortunately, screening questions are ineffective and they screen out quality candidates, as well as bad ones. To increase the number of mobile applies, recruiters should reduce stages in the application process and remove screening questions where possible.
What features should your mobile career site include?

If you want to invest in a mobile career site, our advice is select one that:

01 Works with any ATS or CRM
02 Needs no integration or IT resources
03 Includes multiple resume upload options
04 Eliminates candidate drop off at login
05 Mirrors and optimize desktop application process
06 Accepts mobile applications in any language
07 Includes robust analytics

Click here to find out how Indeed can help you succeed with mobile.
Smart employers recognize the link between a strong employer brand and receiving more applicants from the right candidates. In the same way that review sites have transformed how people pick restaurants and hotels, employer reviews are having a dramatic impact on the way job seekers select employers.

Indeed has been at the forefront of this trend.
83% Say reviews impact where they apply

46% Say company reputation impacts decisions to accept a job

5% Increase in apply rate when employer reviews are available
Applying this tip

Claim your Indeed **Company Page** and begin managing your employer brand today. Company Pages help potential employees find the right company based on their values and interests. **Complete your profile** to start attracting more qualified applicants.
Invest to reach the right candidates

There are four ways to reach 200 million unique visitors on Indeed and the most common is organic jobs. Indeed lists jobs from thousands of sources in its organic results just like any search engine, but over time these fall in the results as new jobs are added.
4 ways to reach qualified candidates on Indeed

Find Resumes  Sponsored Job  Organic Job  Featured Employer

Software Engineer in Test
Expedia Affiliate Network  117 reviews  Bellevue, WA
Travel market never stands still. At Expedia Affiliate Network, we're smack in the middle of it. We're an... and fastest-growing affiliate network ($2 billion in...
Sponsored by Expedia 6 days ago

Software Development Engineer
Expedia Affiliate Network  117 reviews  Bellevue, WA
At Expedia Affiliate Network, we're smack in the middle of it. We're an entrepreneurial start-up inside the world's biggest travel company....
Expedia 30+ days ago  share  link  email  more...

Expedia, Inc.

At Expedia, we are looking for enterprising, passionate and innovative talent to join us! Come be a part of the world's #1 travel company.

Expedia, Inc. is hiring
Software Development Engineer II
Software Development Manager
Associate Market Manager

80% of hired candidates view fewer than 100 jobs
Applying this tip

To make the right hires, invest so your jobs are seen by the best candidates.

To be seen by the top candidates many employers use Sponsored Jobs or become a Featured Employer. Sponsored Jobs stay at the top of results and let employers target qualified candidates, while Featured Employers appear on the right of results and offer organizations a unique opportunity to promote their employer brand and increase applications.

With millions of qualified candidates creating resumes on Indeed every month, many of the world’s leading employers turn to Indeed Resume to find the right candidates by searching for the exact skills and expertise their organization needs.
Use data to improve performance

The leading talent acquisition teams have moved away from the “post and pray” model, relying instead on source tracking to pinpoint the best hiring sources and support recruiting decisions. This targeted approach enables employers to focus resources on the recruiting solutions that drive the most hires.
Applying this tip

The organizations that succeed with search use data to understand the jobs candidates are searching for. Using these insights they optimize job content and become expert marketers for their employment brand.

But where should you start?

Trend Data

UX Designer vs. User Experience Designer
5 steps to help your organization adopt this approach

1. Start evaluating each recruitment source
2. Establish your KPIs
3. Assign an internal data expert
4. Use data to improve performance
5. Talk to us
What’s the impact of succeeding with search?

“He hired five engineers in the first three months through Indeed. We were trying to hire for specific, hard-to-fill positions, and sponsoring jobs on Indeed delivered.”

**Rich Skelnik, Director of Talent Acquisition**

**GENERAL DYNAMICS**

In 12 months, Indeed delivered 31 hires for University of Oxford.

“We are an evidence-based organisation, so we really drill down in our data. Indeed is one of our core quality applicant attraction sources.”

**Richard Bunkham, E-Recruitment Specialist**

**UNIVERSITY OF OXFORD**

Over a five-month period of advertising, Indeed provided 115 hires.

“Job boards may drive multiple types of hires, but they don’t deliver the same volume or ROI that we get from Indeed.”

**Francene Taylor, Director, Resourcing-Americas**

**IHG**
Your next hire is here

Get started today at indeed.com/hire

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