

5

Tips For Attracting Great Candidates to Your Jobs

Life Decisions Increasingly Begin with Online Search

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

what:

where:

Find Jobs

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](#)

01

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.”



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**.

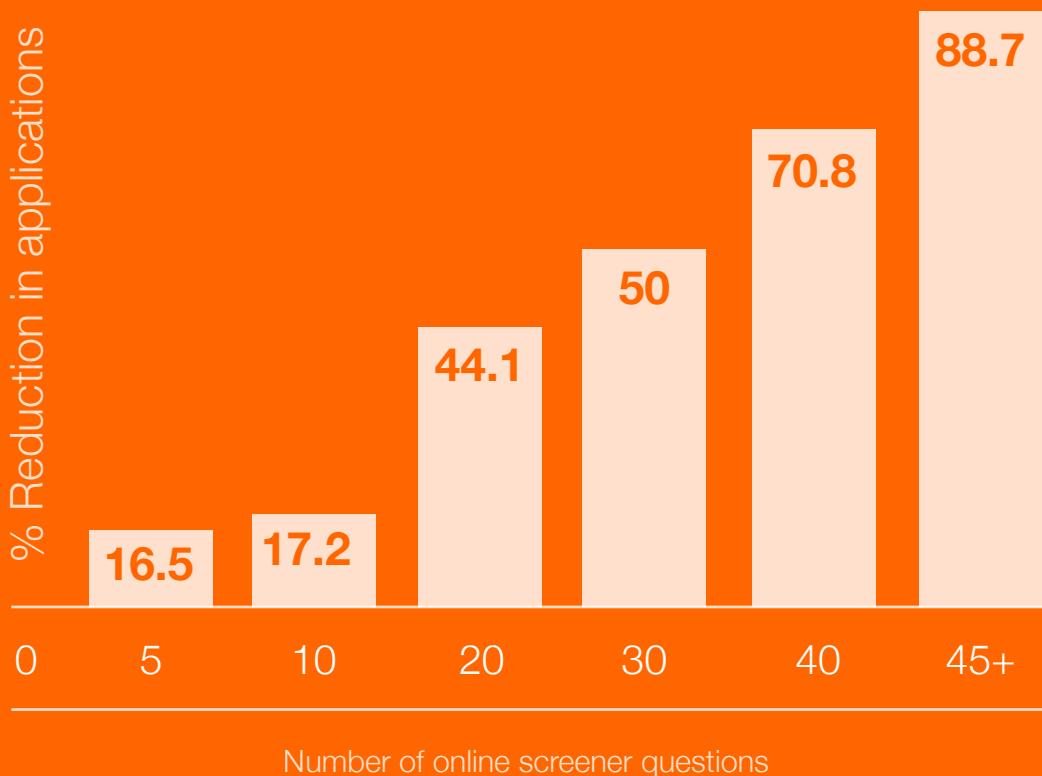
Job Title	Location	Organic Clicks	Sponsored Clicks
Marketing Coordinator III	San Francisco, CA, US	24	55
Marketing Event Coordinator	San Francisco, CA, US	86	599

02

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.

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**

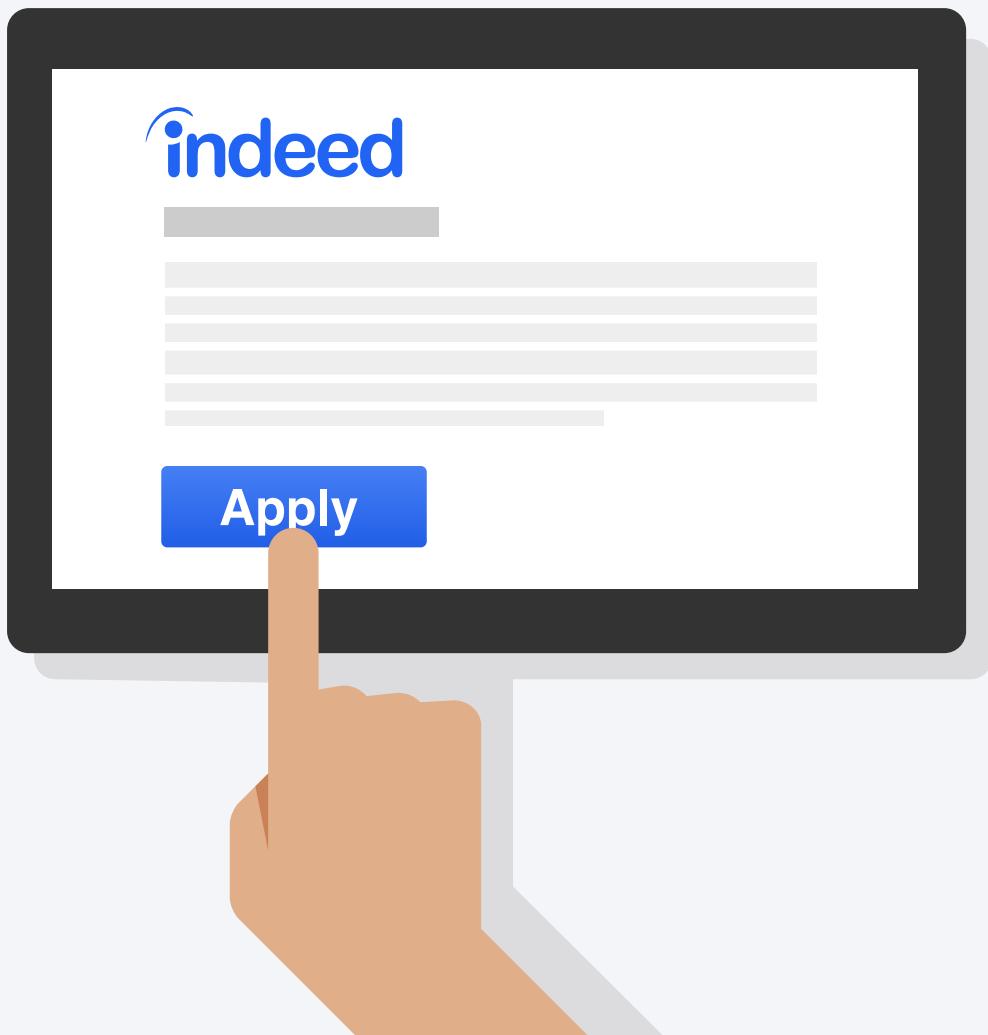


78%
**of people would apply for a job
via mobile if the process was
simplified**

(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.

03

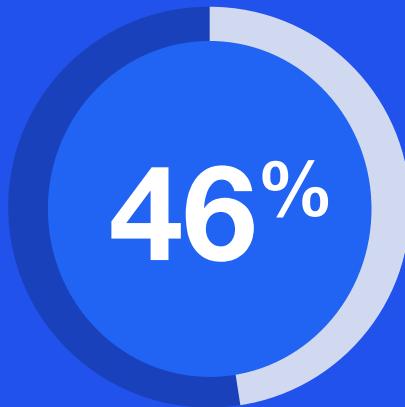
Grow your employer brand

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.



**Say reviews
impact where
they apply**



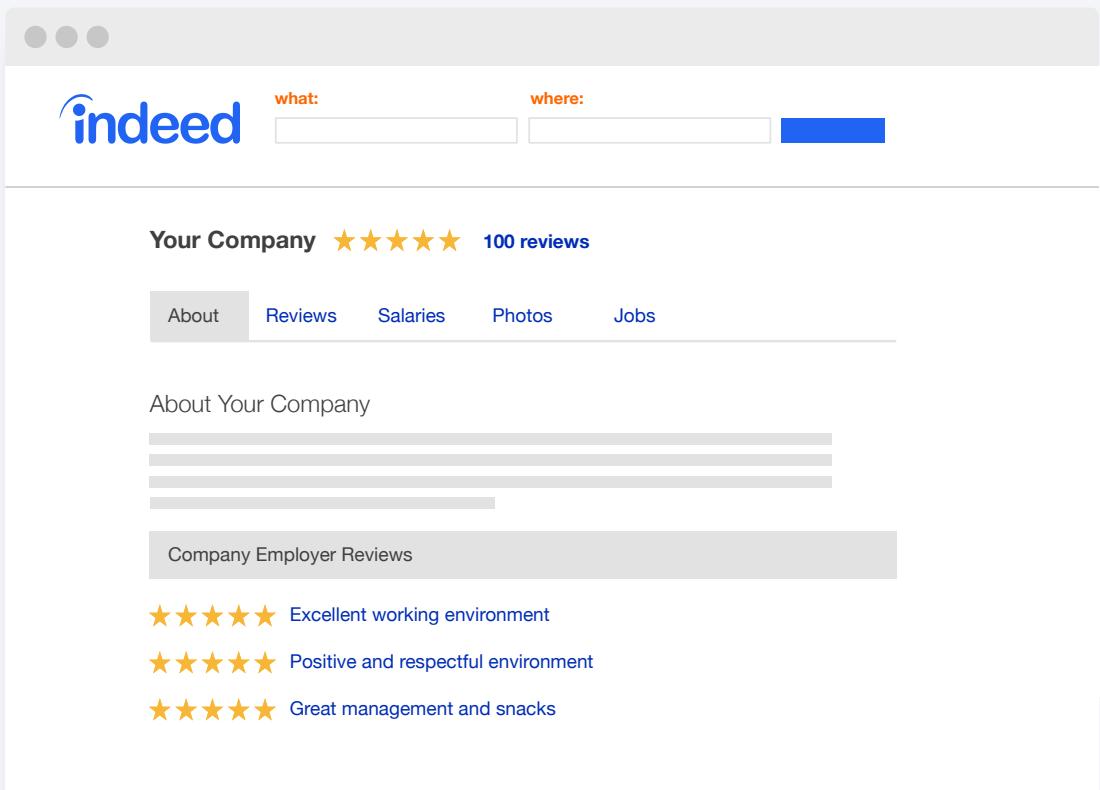
**Say company
reputation impacts
decisions to
accept a job**



**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.



04

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

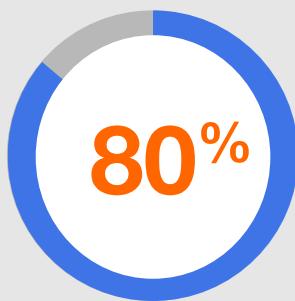
Sponsored Job

Organic Job

Featured Employer

The screenshot shows the Indeed homepage with four callout boxes:

- Find Resumes:** A box around the 'Find Resumes' button in the top navigation bar.
- Sponsored Job:** A box around a job listing for 'Software Engineer in Test' at 'Expedia Affiliate Network'. The listing includes a 5-star rating, 117 reviews, and a 'Sponsored by Expedia - 6 days ago' label.
- Organic Job:** A box around another job listing for 'Software Development Engineer' at 'Expedia Affiliate Network', which includes a 5-star rating, 117 reviews, and a '30+ days ago' label.
- Featured Employer:** A box around the 'Expedia, Inc.' employer profile, which includes a 5-star rating, 117 reviews, and a list of open positions: 'Software Development Engineer II', 'Software Development Manager', and 'Associate Market Manager'.



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.

05

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?



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?

“ We 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



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



Your next hire is here

Get started today at [indeed.com/hire](https://www.indeed.com/hire)

Contact us at 1-800-462-5842 and
find more insights at [blog.indeed.com](https://www.indeed.com/blog)

