



The Franchise Recruiting Guide:

10 Steps to Attract More Applicants

Finding the best applicants for a job posting can be a struggle for any Franchise Owner. But when you are hiring for a small business, and you only hire a few employees a year, the task can seem daunting.

One common issue hiring managers face is the challenge of attracting quality online applicants. Strategically writing job positions and using the best tactics to post them online are the first steps to attracting the best applicants on the Web.

If hiring is not your particular expertise, these quick tips will help you attract the right type of applicant to your open positions.



1. Use Searchable Job Titles

It's important to use job titles that prospective applicants search on a day-to-day basis. While you may have fancy internal job titles, it's important to keep the names simple and direct on the job boards.

Just put yourself in the mind of the applicant and ask yourself: "would I search for this?"

2. Write a Keyword Heavy Job Description

Job descriptions are another great way to boost your search result visibility. Take the time to write a complete description of day-to-day tasks so that job seekers understand exactly what you are looking for in an applicant.

Use commonly searched terms to describe everyday job activities so that job applicants can easily search for your postings.

Note: In many cases, Hyrell has already created search friendly titles and positions that you can start using right away. See your Franchise Hiring center for details.



3. Reevaluate Your Requirements

While you want the best employee possible, if you set your requirements too high, you may scare off some great prospects. The key to online hiring is flexibility and open-mindedness.

Lower your stated list of requirements, or simply separate your list into “Must Have Skills” and “Preferred Skills” to increase applicant interest.

4. Include Out-of-the-Box Benefits

If you can't provide fantastic benefits or over-the-top annual bonuses, focus on the day-to-day perks that you do offer.

Highlight your monthly company lunches, summer office hours or flexible work schedule.

There are plenty of perks you can provide to help increase company morale and attract quality job seekers to your organization.



5. Communicate Your Corporate Culture

Make sure to show your company's personality in your job postings.

Be upfront with your applicants. List your corporate mission or company values and let them know what type of environment they'll be working in.

A great corporate culture can attract great applicants who share your company's vision and values.



7. Post Positions Early in the Week

In life (and in hiring) timing is everything.

If you do post to Internet job boards, be sure to post when most job seekers are searching for open positions – the beginning of the work week.

8. Refresh Job Postings

As more jobs are added, your position drops down the list.

Refreshing your position a few times a week allows your job to appear at the top of the search results – instantly increasing visibility to job seekers.



9. Post to Specialty or Boutique Job Boards

Do you need to fill a very technical job? Try posting your position to a technical job board!

Specialty or boutique job boards are a great way to reach out to a small pool of potential applicants.

These job boards target specific industries and technical positions, so you can speak directly to your most sought-after job seekers.

10. Reach Out to Local Colleges or Trade Schools

Student interns and recent graduates can be great sources of fresh ideas and new talent for your company.

You can use this talent pool to your advantage by building relationships with the local career counseling centers at nearby colleges or trade schools.

11. Share Your Posting on Social Media

With all the job seekers who are active on social media, you have the opportunity to find and engage potential applicants online.

Participate in discussions or start your own on your company's social media channels so potential candidates can engage with you and your company. Start by identifying Facebook groups, Twitter hashtags or LinkedIn discussions that are relevant for the role you are hiring for.

With these 10 tips, you can attract more applicants and hire the most qualified individuals, in the least amount of time.

Ready to start attracting quality online applicants the right way?

Contact Hyrell today!

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About Hyrell

Hyrell provides powerful recruiting and hiring management solutions to businesses in a wide range of sizes and industries. The Hyrell cloud-based hiring system helps these organizations find, qualify, engage, and hire the best applicants possible to deliver business results that matter. For more information, please visit hyrell.com.

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