

The anatomy of Powerful Job Postings

A job posting can make or break a job seeker's view of your company. Here's how to get it right the first time, every time.

Layout

Use bullets to break up the text and list things like required skills and company benefits.

Job title

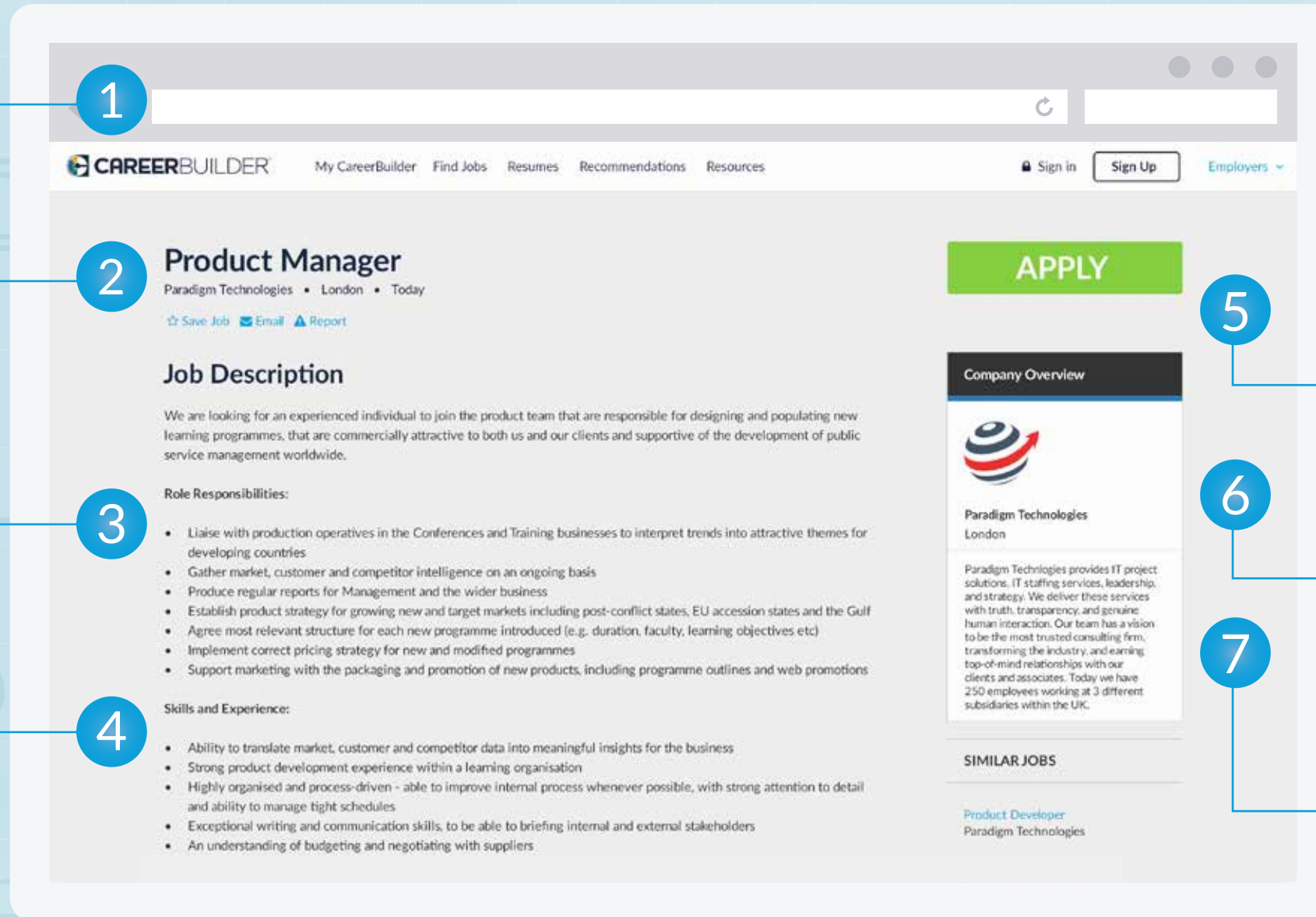
Keep your job title simple and to the point, using terms candidates are more likely to use in their search (as opposed to terms like "sales rock star" or "software ninja").

Job description

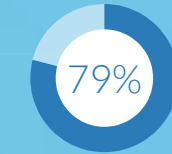
Keep your job description informative but brief by focusing on the major responsibilities of the job and how the position relates to the overall business.

Job requirements

The more information you provide, the more easily a job seeker can determine if she or he is a fit for the role. Be sure to differentiate between "must-have" skills and preferred skills.



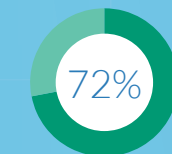
What is the **first thing** job seekers look at when viewing a Job Posting?



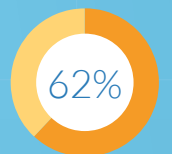
Job Qualifications



Look & Feel



Salary



Company Information

Apply button

Make it fast and easy for job seekers to apply by including an automatic "Apply Now".

Company name & logo

Including your company name and brand logo differentiates your job posting from competitors, and can also increase views and applications by as much as 20 percent.

Company overview

Be sure to include information about your company and culture to ensure you attract job seekers who are not only qualified, but who also share the same values and vision as you.

Would you like to know more about how to write effective job adverts?
Download our free e-book now!

Download E-Book!