Hireology Job Profile Best Practices

For best visibility on job boards, Hireology recommends following the below format.

☐ Post real jobs
- Simply put, the job should be a job. Make sure when using an existing job profile that you delete the words "MASTER PROFILE" from the title.

☐ Include clear titles with only the actual position name
- Any additional information such as "full time", "signing bonus", "needed now" is unnecessary for SEO purposes and can be flagged as spam.
- Title should not be in all capital letters.
- Locations should not be included within job titles.
- i.e. "Part Time CNA Certified Nursing Assistant NEEDED in Chicago - $200 Bonus!!!" should simply read "CNA/ Certified Nursing Assistant"

☐ Create unique, non--duplicate jobs
- Duplicate listings posted within the same account will not be approved for organic visibility. It's confusing for job-seekers to see multiple versions of the same job. If a new version of a job is created, make sure to close out the old version.

☐ Specify the location in the job profile
- Our recommendation is to list the actual city where the job is located or the nearest major city only. Search results on the job board will automatically pull any city within a 25 mile radius, so you would need to open a second job profile if you want to extend your reach outside of that 25 mile radius.
- As a best practice, additional cities can be listed out in the body of the job description.
- Do not include the location in the job title.

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- ☐ Avoid "general recruitment language"
  - It's okay to source multiple candidates via one job posting, but the description will need to read as though it's for one person. This means there shouldn't be mentions of the following in the job title or description:
    - Hiring for multiple roles within the same position (i.e. "Caregivers" should be listed as just "Caregiver")
    - References to self- employment and commission only salaries

- ☐ Refresh jobs
  - We recommend refreshing your jobs every 30 days with the job refresh button. If the jobs start to see a significant decrease in traffic within this window, we recommend sponsoring the job for a boost in the search results. Reposting the job too frequently to have it placed higher in the search results is not accepted and can results in being blocked on our job board partners.

- ☐ Write detailed job descriptions
  - Clear titles and detailed job descriptions result in higher conversion rates. Job descriptions should contain more than a couple of sentences and preferably include items such as a company overview, benefits/perks, day -to -day responsibilities of the role, qualifications needed, etc.

- ☐ Support a short and easy application process
  - In general, the application process should be short and simple. We see a significant drop off in application completion if there are more than 21 questions.