Job Profile Best Practices

To achieve maximum visibility on job boards, Hireology recommends the following best practices:

Post Real Jobs

- Simply put, the job should be a job. When using an existing job profile, remember to delete the words "MASTER PROFILE" from the title.

Include Clear Titles with Only the Actual Position Name

- Only include one job title in the job title field. Posting "Caregiver/CNA" may result in your post being flagged as spam. Simply use "Caregiver" instead.
- Additional information such as "full time," "signing bonus," or "needed now" is unnecessary for SEO purposes and may result in your post being flagged as spam.
- Use title case, not all capital letters.
- Do not include the location or mention relocation within the job title or description.
- *For example: "Part Time CNA Certified Nursing Assistant NEEDED in Chicago - $200 Bonus!!!" should simply read "Certified Nursing Assistant"*

Create Unique, Non--duplicate Jobs

- Duplicate listings posted within the same account will not be approved for organic visibility. It's also confusing for job-seekers to see multiple versions of the same job. If a new version of a job is created, remember to close out the old version.

Specify the Location in the Job Profile

- Only list the actual city where the job is located or the nearest major city. Search results will automatically pull any city within a 25 mile radius. If you want to extend your reach outside of this 25 mile radius, you'll need to open a second job profile.
- As a best practice, additional cities can be listed out in the body of the job description.
- Do not include the location or mention relocation within the job title or description.

Avoid "General Recruitment Language"
- It is okay to source multiple candidates with one job posting, but the description should read as though it's for one person. This means there should be no mention 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

Refreshing Jobs

- We recommend refreshing your jobs every 30 days with the job refresh button. If a job starts 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 may result in the post being flagged as spam.

Write Detailed Job Descriptions

- Clear titles and detailed job descriptions result in higher conversion rates. Job descriptions should contain several sentences and preferably include mention of your company overview, benefits/perks, day to -day responsibilities and qualifications.
- Do not list keywords or terms in the job description field. Instead, use your job description to highlight special conditions for the opening.

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.

If you have additional questions about writing effective job titles and descriptions or if you need help updating your current postings, reach out to your CSM or support@hireology.com.