Recruiter CMO
Content Marketing & Optimization

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Setting Up for Success

Five critical marketing concepts for successful job postings.

Hi, my name is Chris Taylor. Welcome to RecruiterCMO.

Over the past few years, Indeed.com has become our de facto national database of jobs. For many employers, Indeed is already their largest external source of hire. With increasing frequency, the competition for talent begins on the search results page of Indeed. If you're looking to improve your job postings results, this is the best place to start.

Winning on Indeed is a balancing act. On the one side, you need to optimize your postings relative to the algorithms Indeed uses to determine the findability and visibility of your job posting. At the same time, you need to create job titles that engage and differentiate your job opening.

Findability & Visibility   Engage & Differentiate
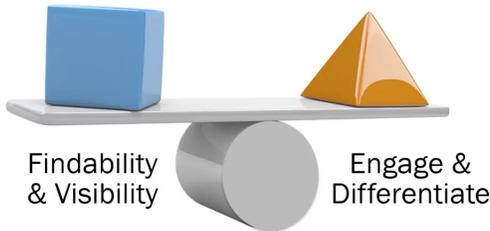
In this video, we'll highlight five critical job marketing concepts that can dramatically impact the quality and quantity of candidate response. In future videos, we'll provide in-depth explanations for each of these concepts.

5 critical job marketing concepts for your Indeed.com job postings

1. Findability
2. Obtaining 1st, 2nd and 3rd page search results
3. Winning the Moment
4. Managing sponsorship costs
5. Monitoring Pageview-to-Apply (P/A) Ratio

Are your jobs findable? Findability is fundamental to the success of your recruitment marketing. If your job postings aren't findable, nothing else matters.

There are three factors that impact findability: exact keyword matches, posting date and job location.

I would encourage anyone who is not thoroughly familiar with the concept of findability to watch our videos.

Our second job marketing concept deals with the importance of obtaining 1st, 2nd and 3rd page search results. There are several factors that impact 1st page search results. Some of these factors are within your control and some are not.

Let's take a quick look at search results for **Operations Manager in Kansas City.** As you can see, this search returned 2,702 results. This is the equivalent of 271 pages of search results. With this many results, you can see the importance of a 1st, 2nd or 3rd page placement.

Sponsored jobs are not impacted by posting date or exact job title matches.

Exact matches between job seeker search terms and your job title.
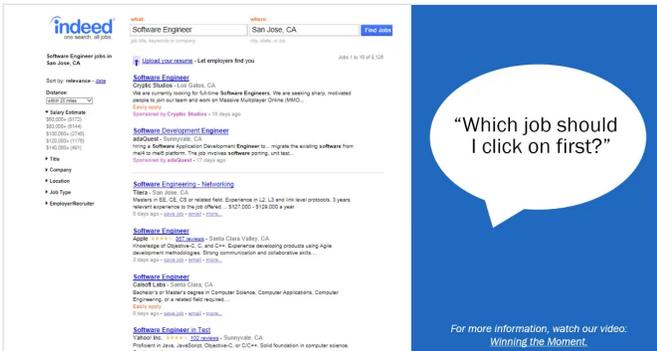
Posting date

As you look at these search results, note that the job postings that earn a first page search result have recent posting dates.

A second factor that impacts first page search results is exact matches between job seeker search terms and terms that appear in your job title.

You should take note that sponsored jobs are not impacted by either posting date or exact matches between job seeker search terms and your job title.

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Our third concept is Winning the Moment

Winning the Moment answers the job seeker's question: Which job should I click on first? You win the moment by engaging your target audience and by differentiating your job on the search results page.

Our next concept is Managing Sponsorship Costs.

In my view, sponsoring your hard-to-fill and urgent jobs is one of the most cost-effective ways of driving qualified candidate response. But given the number of people who visit Indeed, it is critical that employers manage their sponsorship budget at the individual job posting level.

Our final concept deals with monitoring your Pageview-to-Apply ratio. Question: Are your job postings attracting the wrong people?

Monitoring your P/A ratio provides recruiters with an early warning that their job posting might be off-target. A low apply rate often means there's a disconnect between your job title and the jobs requirements or job description. A high apply rate often means that that your job postings may be too vague or generic.

The P/A metric works in real time. This means that problems with your job posting can be identified and repaired early in the job marketing process.

Over the past few years, recruitment marketing has experienced a quiet revolution. New concepts such as Findability, Winning the Moment and Reducing Candidate Interaction Costs are becoming essential elements of an effective job marketing strategy. This is why we created RecruiterCMO.

An invitation to try RecruiterCMO

We welcome the opportunity to evaluate your job marketing. Our evaluation will include a competitive analysis of your job postings.

• We'll include a cost estimate for our services.

• RecruiterCMO works with all ATS and HRIS applications.

• We also have solutions for employers who do not use an ATS or HRIS system.

• There is no software to learn. Your recruiters don't change any of their processes.

Thanks for watching.

Visit RecruiterCMO on YouTube to watch this and other videos.