



JOB BOARD RECRUITING™

5 Core Focuses for Job Board Recruiting Success!

focus¹, pl. **foci**, **focuses**
[ˈfoukəsɪz] n. 1. Mth: Opt: etc: fo
etc.); Opt: depth of f., (i) profond
profondeur de champ; in f., (i) (
(ii) (of instrument) réglé; out of f
au point; (ii) (of instrument) non
(of headlamp bulb, etc.) mal réglé
to move sth. to point, that
point to a point to point sth.
directionally to some point
directionally to some point

USING THE 5 CORE FOCUSES CHECKLIST

No matter how many applicants you're getting right now, there are... and always will be **more**.

My data from working with Indeed and studying over half a billion job seekers, as they went down the funnel from searching for a job to seeing job ads, to reading job ads, to applying was that... **For every one applicant**, the average employer gets in their inbox, **there are 99 more applicants** who were interested in the job (enough to search for a title and location where that job actually showed up in the results) but never actually made it into their inbox.

Keep in mind, **you don't need all 99 of those**. But your chances of finding a highly qualified candidate for each of your jobs are greater the more applicants you do receive.

Our 5 Core Focuses for Job Board Recruiting Success is a list of questions you can ask yourself that will lead you to the right answers and the right actions you can take to solve the problems you are facing.

The 5 drivers of success are...

1. **Distributability** -- Are your jobs being distributed to the biggest job boards to get the most traffic?
2. **Visibility** -- Are you using words in the right way to ensure that you're being visible to people who are actually searching for keyword phrases that signify they're a good fit for the job?
3. **Clickability** -- Does it make people want to click to read more when it shows up in the list of results?
4. **Engageability** -- Is the actual ad, the content of the ad, and the flow of the ad actually engaging and exciting to the reader?
5. **Convertability** -- Do you have the correct next steps in place that drive people to convert from being the reader of the ad... to the applicant for the job?

I hope that you understand the value that this information provides...

Implementing this process will drive real results.

I find that running these 5 things will increase applicant flow from 50%-300%... without spending any additional money.

And when you do spend money on those job boards after maximizing these five things...

It will amplify the number of qualified candidates you get for each dollar spent.



5 CORE FOCUSES CHECKLIST

Job Board Recruiting Success

DISTRIBUTABILITY

Are your jobs out there where people can find them?
Are our jobs on the job boards?
Are your jobs on the most powerful job boards, like Indeed, Facebook, etc?
Are your jobs on industry-specific job boards?
Are you wasting time adding more obscure traffic job boards?
Do you believe the activity of posting to more places is somehow going to help you?

VISIBILITY

Just because your job is on a job board doesn't mean that it specifically is showing up in searches that qualified candidates would be running.

Do you know what kind of searches are performed by people you want to be in front of?
Are you targeting the words/phrases that potential job seekers are searching for?
Do those keywords or phrases make up at least 1-2% of your ad text?
Are you sponsoring your job on a job board?

Be sure you're using job titles and lingo job seekers are familiar with. If you get too fancy trying to make your job ad seem more exciting... It's more likely to be skipped over by qualified job seekers because it's not something they're looking for.



CLICKABILITY

Does your listing show up in the list of results when somebody runs a search?

Does your job title make sense to prospective job seekers?

Do you have good reviews?

Do you have flair?

Flair are little tags that show up on the job, that are designed to give the job seeker more knowledge about the employer and the job, and how most of it has to do with how good the employer is, or how easy it is to apply.

ENGAGEBILITY

Does your ad actually engage the reader and excite them about the opportunity?

At the end of the day, the most important change an employer can make is to change their ad away from an old bullet-infested job description... over into a targeted, specific, engaging ad.

Does your ad talk about how this job will be an upgrade from their current job?

Does your ad make it sound like this opportunity will improve their life and career path?

Does your ad focus on your differences from your competitors?

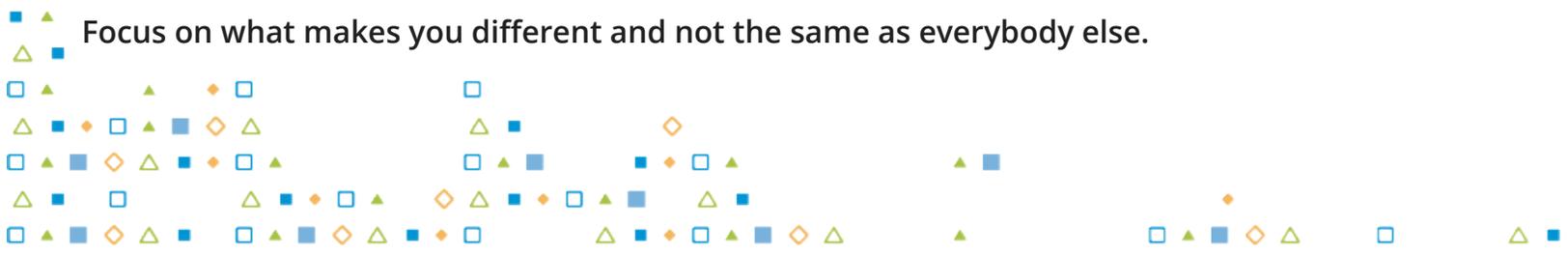
Does your ad focus on the experience they will have working at your organization?

Does your ad share with them a day in the life of this position?

The entire design and approach to posting jobs and writing ads in the corporate world in America is focused on copying each other... Therefore creating a commodity marketplace.

The most powerful thing you can do as an employer is the opposite.

Focus on what makes you different and not the same as everybody else.



Does it answer any questions that might come to the job seekers mind?
Does it answer what shift?
Does it answer what hours?
Does it answer what days?
Does it answer what schedule?
Does it answer what pay?
Does it answer what software or skills they need to know?
Is there PTO?
Does it clarify how many days off and how they earn it?
Do they get holidays?
Are there benefits?
Are you transparent and listing specifics?

If you're embarrassed of the specifics of your perks, your benefits of the job, then chances are... they're gonna find out at some point anyway.

You might need to think about changing some of those structures in your organization.

CONVERTABILITY

Did you do things to make people more likely to convert from a reader to an applicant?

The difference between information and marketing is that marketing calls you and drives you to take the next action.

Did you remove any overstated requirements that would scare people away?



Does the structure of your ad drive people to take the next action?
Does the last paragraph of the ad call people to act?

I know this seems redundant because if you're on a job board, you see an apply button and it's the job of the job board to bring people in.

The last paragraph must be engaging. The very last paragraph needs to tell them to take action.

Did you tell them what to expect after they apply?
Did you clarify the next step?
Did you mention when and how they'll hear back?
Did you explain what your hiring process looks like?

If you expect job seekers to leave the job board and come to your career site to apply, you're most likely missing out on a substantial number of applicants because you created more friction.

Does the initial expression of interest and initial application process take < 5 minutes?

Does it leave out things like...

Extensive work history?
Requirement for references?
Asking for Socials?
Asking them to sign off on a background check, etc.?

