Best Practices for Optimizing Indeed Job Descriptions

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Introduction

An optimized job description can be an important tool for organizational success, and ensuring that a job description attracts quality candidates can be a challenge.
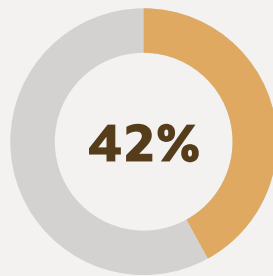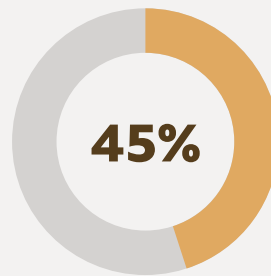
According to an Indeed survey:

62%
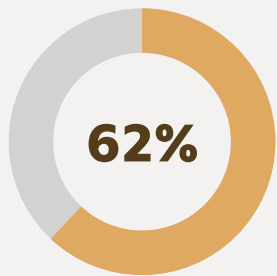
of employers identify receiving too many applications from unqualified candidates

42%

say they have had to revise their job descriptions to attract better matches

45%

of employers struggle to find enough candidates, and that is their biggest hiring challenge

Writing a job description requires more than listing clear expectations and responsibilities for your open role. Job seekers are also looking for salary and benefits information, details about location and schedule and additional insights into what differentiates your company culture and values from others.

Additionally, search engine optimization **(**SEO**)** is a critical element of crafting optimized job descriptions, as this factor can help make your job postings visible to job seekers through search engines and job boards.

How to optimize job postings

[Thinking like a job seeker](#) may help you determine which elements to include and how to optimize your Indeed job posting.

Create a strong job title

Effective [job titles](#) are often straightforward and based on terms that are standard in your industry. While coming up with creative position names works for certain industries and businesses, it may also lead to confusion about the role's responsibilities or prevent your job description from appearing in job seeker searches on Indeed.

For example, **"**Customer Service Representative**"** might be a better option than **"**Customer Happiness Officer,**"** since the former specifies what the role entails and is a more searchable term.

Creating a **straightforward job title** that matches what candidates are searching for can help your job posting reach the right job seekers.

Provide salary or pay range

Studies show that [job seekers may consider salary information to be the most important element](#) of job descriptions. Including compensation details or a salary band helps attract candidates whose salary needs are aligned with your pay scale.

Here are some ways you can list compensation details in your job description:

- **Salary:** $70,000–$85,000 annually
- **Hourly Pay:** $25–$30 per hour
- **Compensation ranges** from $50,000 to $70,000 annually plus bonus
- **Salary:** $35,000 + commission
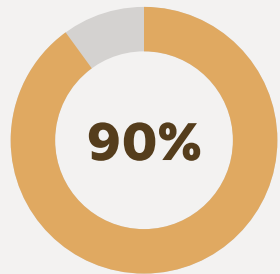
90% **of new jobs posted directly on Indeed provide salary information.**

Bonus Tip:

If you offer bonuses, travel allowances, commissions or stipends, consider including them in your job descriptions as part of your compensation package to reach job seekers who align with your open role.

List benefits and perks

Information regarding benefits offered is another high-priority consideration for job seekers.

Consider including a list of important benefits you offer employees, such as:

- Retirement plans
- Medical, dental, and vision coverage
- Paid time off
- Paid parental leave

You may also want to include [perks that go beyond the core compensation package](#) to attract quality candidates, such as:

- Educational support, like tuition reimbursement
- Gym memberships
- Unlimited paid time off
- Home office stipend
- Employee discounts
- Mental health support
- Employee Assistance Programs (EAPs)

Here is a template you can reference to help create a benefits section for your job description:

indeed

As part of our commitment to supporting the well-being of our employees, we offer a comprehensive benefits package that includes:

Competitive salary: $90,000 to $100,000 annually with bonus.

Health insurance: Medical, dental and vision healthcare coverage for you and your dependents.

Retirement plan and matching: 401(k) plan with 5% company match.

Paid time off (PTO): 15 vacation days per year and sick leave, along with all observed national holidays.

Parental leave: Three months of paid leave for new parents.

Flexible work options: Potential for remote work, flexible hours and hybrid schedules.

Training and development: Learning resources and opportunities for career growth.

Wellness: Discounts on gym memberships and wellness activities.

Home office stipend: Reimbursement for office furniture, supplies and electronics to enable work-from-home arrangements.

Specify work location, schedule and duration

Specify in your posting whether a job is **on-site**, **remote** or **hybrid**.

For **on-site roles**, list office locations and cities so candidates can decide if they're able to commute or relocate. If you provide relocation benefits for non-local candidates, make sure to include that in your job description.

For **hybrid jobs**, list the number of days and/or specific days of the week employees are expected to be on-site.

For **remote jobs**, specify which time zone the applicant must be available in and which states you're able to hire in, if applicable.

It may also be a good idea to **specify** when employees will be **expected to work**. Indicate if the job will require nights, weekends or travel. If travel will be required, state how often, how long and to which locations.

Consider including whether the role is **full-time**, **part-time** or **temporary/ contract**. Temporary and contract roles can be either full- or part-time and may or may not include benefits. For these types of jobs, detail the project or **job scope and duration**. This information will be essential in helping potential candidates decide whether the job is a good fit.

Below are a few examples showing how to include this information in your job descriptions:

Example 1:

Employment Type: Full-time being 34-40 hrs/week

Schedule: Weekdays, 8 AM to 5 PM CST

Location: Hybrid (3 days on-site / 2 days remote)

Example 2:

Employment Type: Full-time being 34-40 hrs/week, Contract

Schedule: Weekdays, 9 AM to 5 PM EST

Location: Remote

Duration: 6 months with possibility of extension

Example 3:

Employment Type: Part-time being 20-25 hrs/week

Schedule: Weeknights and weekends

Location: On-site

Duration: Seasonal (2-3 months)

Focus on skills

Skills-first hiring allows employers to diversify and expand their talent pool, **identify essential skills needed** for their open roles and connect with candidates who have the skills to succeed on the job. It may be important to remember that a specific degree, previous job title or a specific number of years of experience isn't always necessary for an employee to succeed in a given role.

To attract all types of candidates who may be successful in your open role, think about the importance of education versus experience.

Consider **listing the skills or capabilities you're seeking** in your job description. Be specific about the level of skill you are looking for in a candidate and explain that these skills can take the place of a degree. Specify any requirements that are must-haves for hiring, such as certain certifications or language fluency.

See the skills-first hiring phrases template below for examples of how to list desired skills:

indeed

- Demonstrated ability to **[**skill**]** in a **[**specific context**]**
- Proven experience in applying **[**skill**]** to achieve **[**desired outcome**]**
- Strong proficiency in **[**skill**]**, with a focus on **[**specific task**]**

Use the completed examples to help enhance your job descriptions:

- Demonstrated ability to negotiate and execute contracts in a commissioned sales environment or similar
- Proven experience in applying Agile methodology to streamline workflow processes using automation software
- Strong proficiency in Adobe Photoshop, with a focus on photo editing and retouching

Include information on work-life balance

By describing how your organization values and encourages [work-life balance](#), you may attract more quality candidates to your open roles.

Below are some examples you may consider adding to your job descriptions:

- Flexible scheduling

- Remote or hybrid work options

- Parental leave and caregiving support

- Details about work environment like office layout

- Volunteer opportunities or philanthropic efforts

Describe company culture

Many job seekers want insights into your [company culture](#) to find out what it's like to be part of your team.

Information about company culture can include everything from building amenities, location and benefits to organizational values, professional development opportunities and diversity initiatives. Giving candidates an inside look at the environment they would be joining might help your job description stand out in a competitive market.

Describe your company culture in your job posting, including your:

- Mission statement
- Business values
- Approach to collaboration and mentorship
- Commitment to Inclusion & Belonging

You may also find it beneficial to include how your business invests in its employees and community, such as:

- Promoting continuing education
- Hosting team-building activities and events
- Providing volunteer opportunities for employees

Consider the following example when describing your company culture in your job description:

*Our company culture is based on **collaboration**, **innovation** and customer service. We believe in **creativity**, **personal initiative** and **professional development** and work hard to create an **inclusive environment** where everyone feels valued.*

*Our employees benefit from our regular team-building events, **training opportunities** and company celebrations. We enjoy feeling that we are all part of a **supportive community**.*

To let candidates know more about what they can expect in working for you, include a link to your Indeed Company Page. This page provides an overview of your **company culture**, **work environment**, **mission**, **values**, **benefits and perks**.

Use analytics and application tools

Indeed offers a number of tools that can help you hire more quickly and effectively.

Both free and Sponsored Jobs postings can help optimize your Indeed job descriptions by providing information about recruitment analytics and talent acquisition metrics.*

Try Sponsored Jobs on Indeed

When posting a job on Indeed, you can choose between creating a free job posting and a paid job posting, also known as a Sponsored Job. Sponsored Jobs postings stay in search results longer and appear more often, which boosts their visibility to potentially attract more applicants. Indeed data shows that **Sponsored Jobs posted directly on Indeed are 90% more likely to report a hire** than non-sponsored jobs.

*Terms, conditions, quality standards and usage limits apply. Feature availability may be limited and is subject to change at Indeed's discretion.
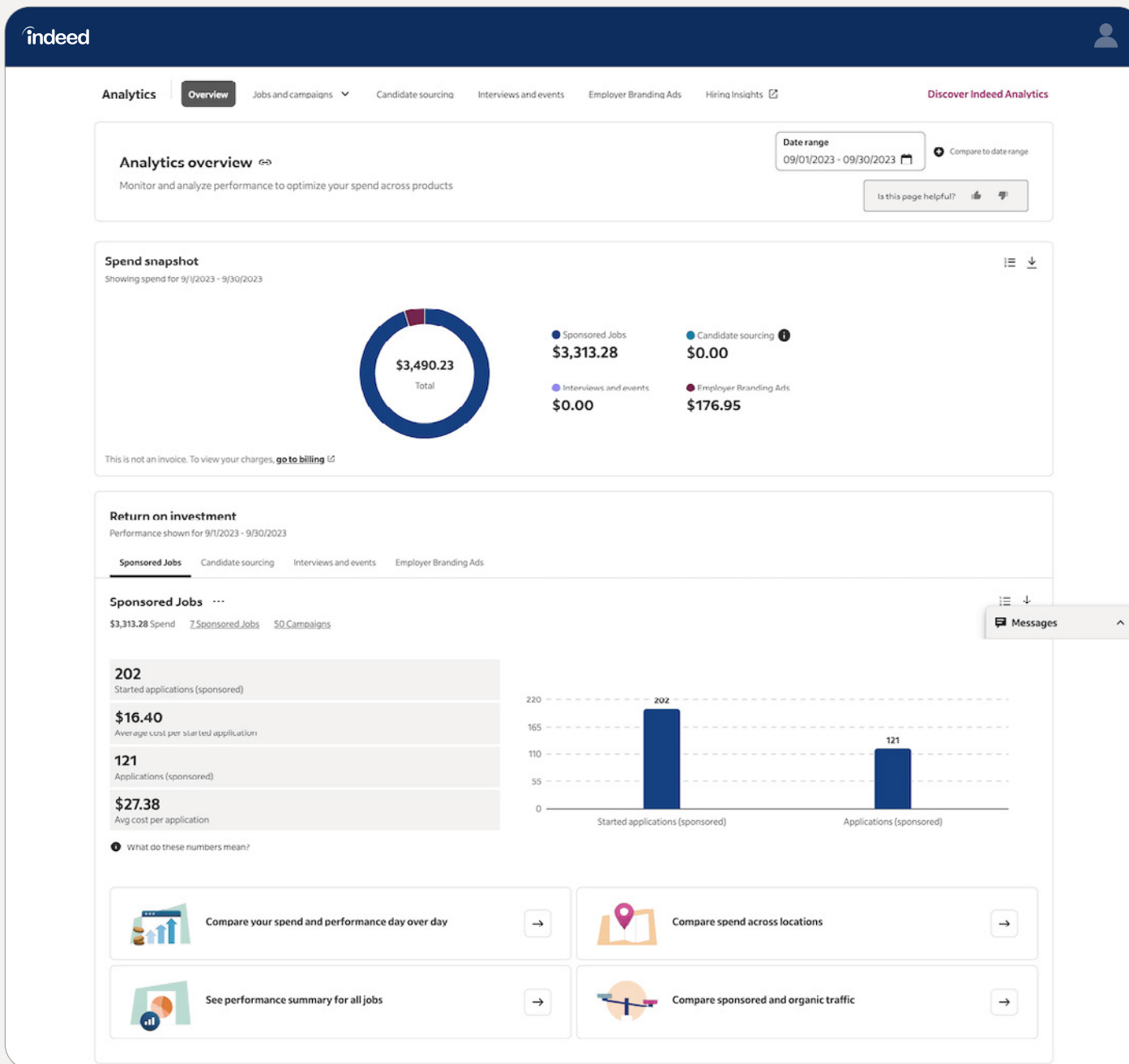
Use Indeed Analytics

[Indeed Analytics](#) can help you optimize your job postings. For example, if you're receiving fewer applications than you anticipated, you may need to consider the keywords you're using in your job post to improve its visibility.

With **Indeed Analytics**, employers can access recruiting data and **generate real-time performance reports** to help you improve your listings, calculate ROI, and inform strategy. Leveraging data and analytics can benefit hiring managers by promoting a stronger recruiting and hiring process.

Indeed Analytics can [help evaluate job performance](#) by:

- Providing details about how many candidates saw your job in their search results, including how many have applied

- Monitoring the number of clicks on your job description

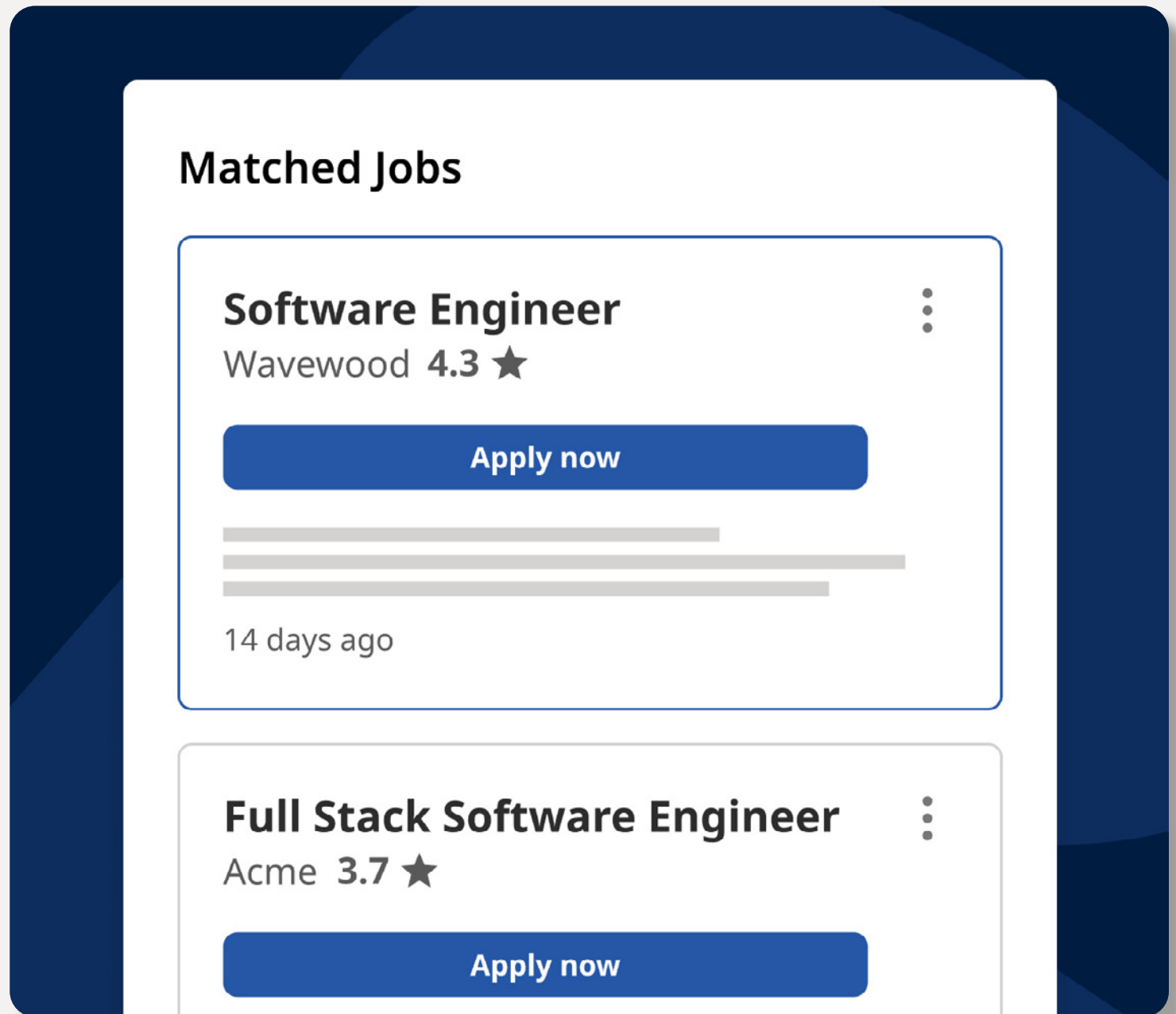- Tracking spending on Sponsored Jobs

Turn on Indeed Apply

You can also optimize your job posting with [Indeed Apply](#), which offers candidates a more streamlined application process so they can **apply quickly and easily** using an Indeed resume and general application questions.

This option reduces the time it takes to complete an application, which can help employers get **more candidates more quickly compared to traditional application processes**.

Jobs that **use Indeed Apply receive**, on average, **45% more application starts** than those that do not.*

Indeed Apply is automatically included when you post a job directly on Indeed, and you can enable it if your job was originally posted on your applicant tracking system (ATS) or career site.

Matched Jobs

Software Engineer
Wavewood 4.3 ★

Apply now

14 days ago

Full Stack Software Engineer
Acme 3.7 ★

Apply now

* Indeed data (worldwide)

Hire with Indeed

Optimizing your Indeed job posting begins with writing job descriptions that include the **key information** job seekers care about most.

By including information about work-life balance, considering skills-first hiring, describing company culture and ensuring transparency about business values, **your job postings should reflect the priorities of both candidates and employers** while creating positive candidate interactions.

Discover new talent by posting new roles on Indeed today.