



— GO BEYOND —



# HOW TO OPTIMISE YOUR JOB AD - A CHECKLIST

A couple of weeks ago we published over **15 job description templates** and while job descriptions certainly play a crucial part in the hiring process, they are not what the job seeker will see first. That's what your job ad is for.

So, to attract the right candidates to apply for your open role, you want to make sure your job ad is giving them what they want to see.

Fortunately, you don't have to worry about what it is they want to see. There's plenty of research on that topic and it gets even better, you don't need to find and read all that research either.

We've done that for you and we have put together a simple checklist of what you need to do in 2019 to optimise your job ad for the right candidate.

## 01 YOUR SHORT DESCRIPTION SHOULD ENGAGE THE READER WITHIN 10 SECONDS

Accountant  
Morgan McKinley

Location: Sydney CBD  
Salary: \$80 - 100K base  
(if you're not sure, [check out how much you should be paying](#))

### BEFORE

Exciting opportunity to work for a global company and utilise your previous experience.

### AFTER

Lead key accounting processes and be an integral part of the Finance team in this multinational media business. This is a career building opportunity for an experienced accountant seeking career development.

## 02 USE ACTION WORDS

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- Drive
- Review
- Support
- Liaise
- Work
- Manage
- Report
- Assemble
- Direct
- Coordinate
- ...

## 03 USE THE KEYWORDS PEOPLE WANT TO SEE IN YOUR INDUSTRY

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By keywords we mean the words candidates would type into the search bar on a job board page. It's important to use the keywords candidates are actually looking for.

SEEK has a great tool showing you exactly what keyword/s are used in what industry. This is a great indicator for how to write the title of your job ad. Instead of writing Accountant Extraordinaire, you will see that that's not what candidates are looking for. Instead, you will be given a list of what words they are using instead

For accountants that's for example:

- Accountant
- Graduate
- Payroll

**See full list.**

## 04 SHOWCASE SALARY

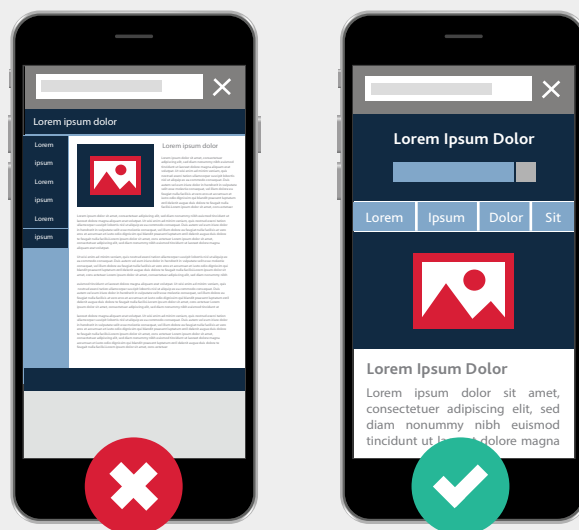
Candidates wish to know upfront if the salary is within their expectations.

## 05 STRUCTURE YOUR AD

This sounds pretty basic but structuring your ad is just as important as the other points. You want to make sure that your job ad is easy to scan and read. So make sure to use bullet points and headlines throughout your text.

## 06 ENSURE IT'S MOBILE FRIENDLY

This is crucial as many jobseekers are viewing your job ad on their mobile devices and if it looks like this:



You should talk to your developer again.



## 07 ADD THE BENEFITS YOUR CANDIDATES WANT TO KNOW ABOUT

To do this, you can use SEEK's "laws of attraction" feature. This feature allows you to enter the industry you're hiring for to see what professionals in that industry value the most.

For Accounting & Finance for example, we can see that salary, work-life balance and career development is very important to financial services professionals.

## 08 GENDER DECODE YOUR JOB DESCRIPTION:

The use of a certain language in your ads can have an effect on who applies and who doesn't apply for your job ad. There are certain factors you need to consider when writing inclusive job ads.

