Mobile Apply Checklist:
3 Ways to Optimize Your Apply Rate

According to Appcast benchmark data, just 5.1% of mobile candidates complete a job application, compared to 9.5% being completed by candidates on a desktop. That being said, not all mobile apply processes are created equal, and a poor apply process could be impacting your mobile apply rate.

When it comes to job advertising, our research* has uncovered three best practices you can put in place to ensure your apply process is optimized for mobile. Check out our tips below!

1 OPTIMIZATION TIP:
Account for multiple browsers on mobile

✓ Ensure your job application process is mobile browser friendly, and that your applications can be completed on whatever browser job seekers could potentially be using for their search.

Candidates can't complete your application if it doesn't play nice with their browser of choice. This is crucial on mobile - if your application page isn't responsive to their device, you lose out on what could be a qualified applicant who was interested in pursuing your open roles.
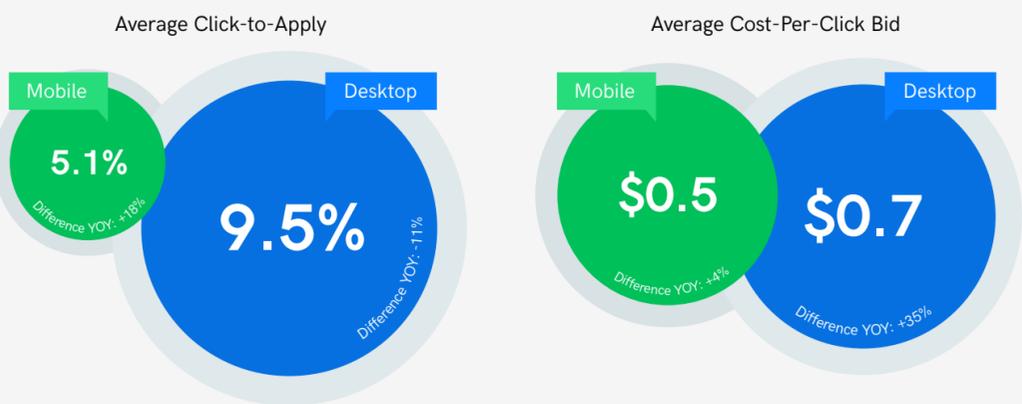
	Clicks (in millions)	Applies (in millions)	Apply Rate
Desktop	27.5	2.6	9.5%
Mobile	22.4	1.1	5.1%
Total	49.9	3.7	7.5%

2 OPTIMIZATION TIP:
Shorten your job titles and descriptions

✓ Keep titles and job descriptions to essential words only to increase the likelihood of a job seeker clicking on your ad and applying.

Based on our research, the highest apply rates come from job titles with 1-3 words, with a decline in applies for titles that were longer. For job descriptions, the highest performers were between 300-800 words, with descriptions less than or greater than that range seeing lower applies across the board.

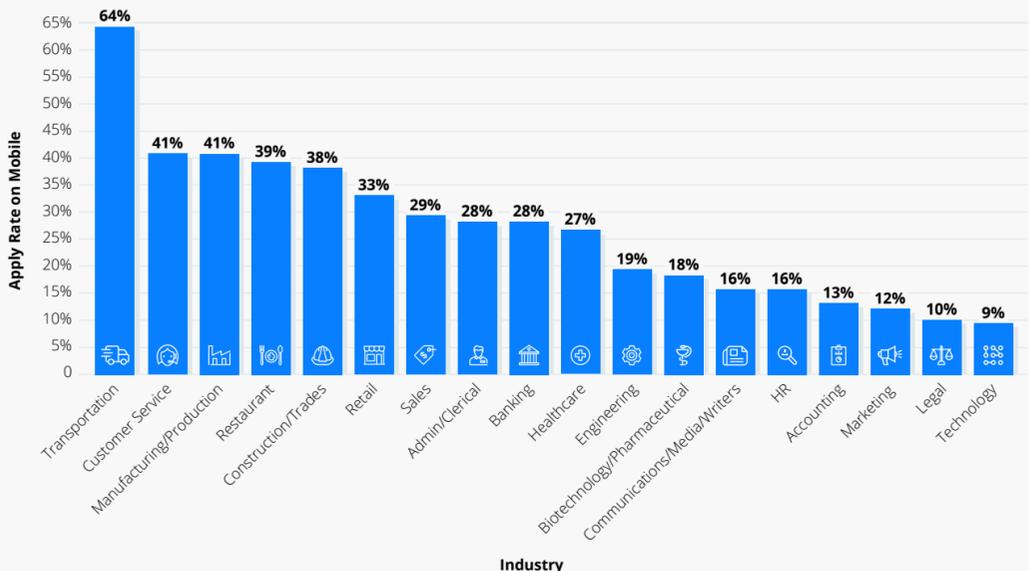### YoY Job Ad Conversion Rate & Pricing Data

Average Click-to-Apply

Mobile 5.1% — Difference YOY: +16%
Desktop 9.5% — Difference YOY: -11%

Average Cost-Per-Click Bid

Mobile $0.5 — Difference YOY: +4%
Desktop $0.7 — Difference YOY: +35%

3 OPTIMIZATION TIP:
Enable resume upload from mobile

✓ Reduce the number of questions in your mobile application and enable candidates to upload a resume (and/or, cover letter) from their phone to improve your mobile conversion rates.

On average, 35% of all applies come from mobile devices, illustrating that candidates are more willing (and able) to apply for jobs from their phones or tablets.

% of Applies on Mobile Devices by Industry

Industry	Apply Rate on Mobile
Transportation	64%
Customer Service	41%
Manufacturing/Production	41%
Restaurant	39%
Construction/Trades	38%
Retail	33%
Sales	29%
Admin/Clerical	28%
Banking	28%
Healthcare	27%
Engineering	19%
Biotechnology/Pharmaceutical	18%
Communications/Media/Writers	16%
HR	16%
Accounting	13%
Marketing	12%
Legal	10%
Technology	9%