Appcast™

The Anatomy of a High-Performing Job Ad & Apply Process

An online job advertisement can drastically impact a candidates decision to apply to your company, as well as the amount of returns you collect from your investment in online recruitment. Ensure you are set up for success by creating high-converting job ads and an easy application processes.

1 Setting up Job Titles

Craft specific job titles that clearly indicate the function and location of your open position. Avoid writing job titles that are too long or won't resonate with your target candidates.

1-3 Words = **5.5%** Avg. Application CR

'Just Right' Job Title 1
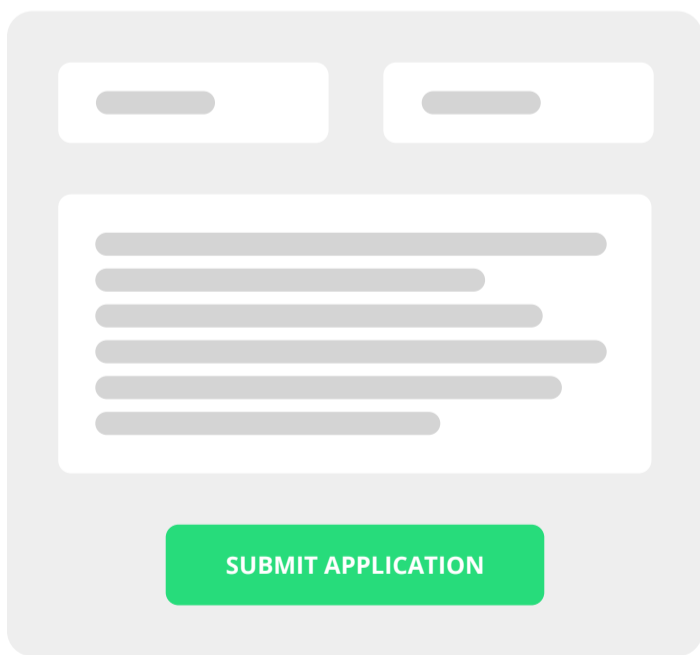Location

'Just Right' Job Title 2
Location

2 Writing Job Descriptions

Write concise job descriptions that accurately communicate the roles and responsibilities of the candidate you are hoping to hire, as well as the benefits of working at your organization.

501-1,000 Characters = **8.9%** Avg. Application CR

'Just Right' Job Title 1
Location
★ ★ ★ ★ ★
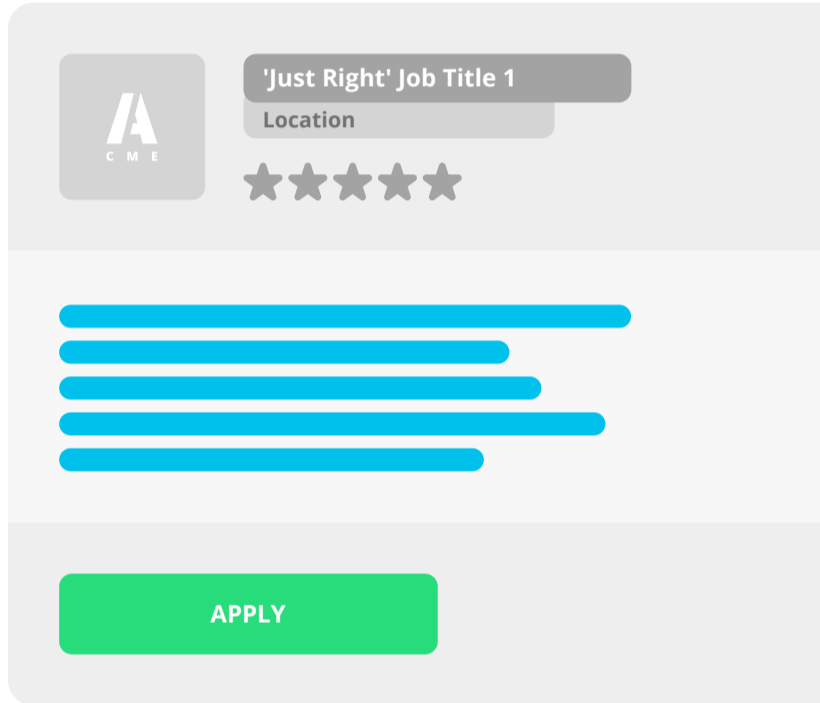
APPLY

3 Building your Application Process

To optimize your conversion rates, during the online apply process, ask only the necessary questions needed to qualify a candidate. If possible, do not require candidates to log-in to your platform when applying. This will drastically reduce candidate drop-off in your apply process.

SUBMIT APPLICATION

Hourly Positions

Ensure the application process for hourly positions, or those not requiring a resume, is easy to apply for and optimized on a mobile device.

Professional

While most salaried roles will require a longer application process, make sure that it is easy for job seekers to upload their resume and cover letter from a mobile device or any web browser.

<5 min Apply Time = **12.47%** Avg. Application CR

Use these simple guidelines to craft a high-performing job advertisement and online apply process to bring more quality talent into your organization.