



How to write Successful Online Job Adverts



Overview

Job adverts come in many shapes and sizes, but it's important to remember that writing online job adverts is slightly different. The opportunity to attract the right candidates is a lot bigger as nearly every candidate looks for jobs on the internet first. Not only is it cheaper to advertise online, but there is also a greater opportunity to find the perfect candidate. As many job seekers will search solely online it is extremely important to remember to ensure your ad is search engine friendly and this means 'keywords' are included wherever possible.

What are Keywords?

Keywords are words that the candidate will use to search for the advertised role. Strong keywords will appear in several areas including the job title and job advert. It is best to think like a job seeker, for example, if your role was a Corporate role, try and use this keyword as often as possible within the main body of the advert. The most important keyword is the job title so it is best to use this in the main body of the text.

For writing successful online job adverts we have compiled a few simple rules that every advert should follow to ensure it attracts the candidates who are right for the job.

Writing the perfect job advert

A good job advert will include:

- Job Title
- Employer details
- Location
- Roles & Responsibilities
- Ideal candidate profile
- Qualifications and experience required
- Details on how to apply

A bad job advert will include:

- Too much technical detail about the role
- A complicated layout
- Using too much technical jargon
- Too many words
- Uninspiring descriptions of the role
- Too much emphasis on the job
- Not enough emphasis on the ideal candidate



Top Tips

1. Think like a **job seeker** not an employer
2. Get to the point. Be **punchy** – avoid using words that add ‘padding’
3. **Sell** aspects of the role and company
4. **Include the 3** most important things – Job Title, Location, Benefits
5. Use & repeat keywords for role in the job advert
6. Assess effectiveness of the advert e.g. Number of responses to the advert.

Job Advert Checklist

We've provided you with a checklist of the items to include in an effective job advert.

1. Is the job title right? i.e. what individuals would search for? Is it too vague?
2. If the role is part of a team which team?
3. Who does the person report to?
4. What does the company do?
5. An outline of the job role and purpose
6. An outline of the ideal candidate profile
7. Where is the role? Would I apply for this job if I didn't know where it was?
8. Could you sell the role more effectively than listing the job description?
9. Any corporate branding
10. Equal opportunities statement



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