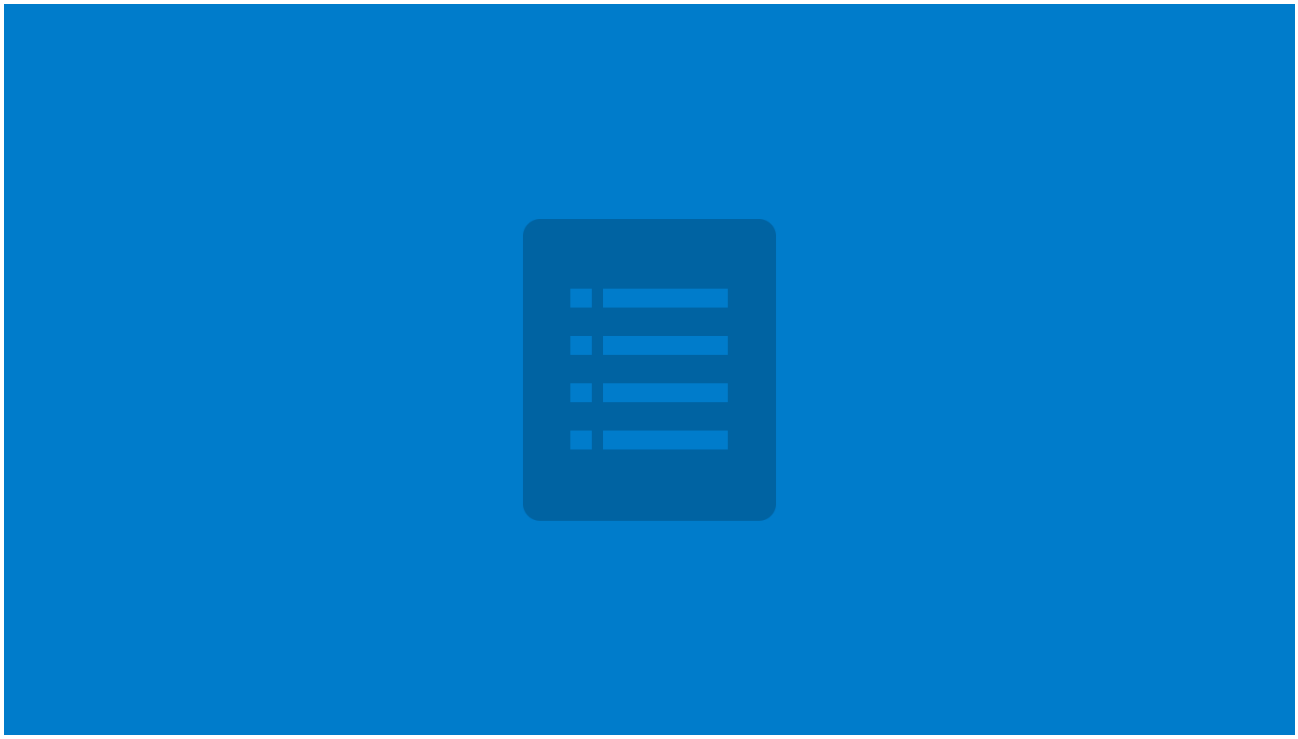
Job Post Checklist

Retail Store Daily Checklist Elegant A Checklist for Creating Effective Job Postings



IDENTIFY COMPELLING AND POPULAR KEYWORDS

- [ ] Look at competitors' job postings
- [ ] Review keywords on applicant resumes
- [ ] Use Internet keyword tools
- [ ] Create a list of 10 common keywords

CREATE A PRACTICAL SUBJECT LINE

- [ ] Use industry standard job titles
- [ ] Remove company abbreviations
- [ ] Add the office location

KEEP DESCRIPTION TEXT PUNCHY

- [ ] Use an engaging introductory paragraph
- [ ] Use around 5 bullet points to describe key responsibilities

INCLUDE VITAL (AND SPECIFIC) JOB DETAILS

- [ ] Include salary range

- [ ] Include benefits information
- [ ] Include a call to action

OPTIMIZE FOR KEYWORDS

- [ ] Place industry keywords in opening paragraph
- [ ] Sprinkle identified keywords throughout post

PROOFREAD

- [ ] Check grammar & spelling yourself
- [ ] Have a colleague review the post

SHARE ON NETWORKS

- [ ] Post on Facebook, LinkedIn & Twitter
- [ ] Create social post for hiring managers and recruiters to share with their networks
- [ ] Encourage all employees to share on their social feeds

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