

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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