

# 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

**Make and Share Free Checklists**  
[checkli.com](https://checkli.com)