

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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