



# Getting Started with Indeed

A guidebook for  
growing businesses



# Strategies for attracting and hiring top talent have changed

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Candidates have more choices and are researching positions — and companies — to find the best fit both financially and culturally. This shift means employers, regardless of their size or industry, are relying on external resources to boost their recruitment efforts.

The talent you attract significantly impacts your company's growth and future. That's why a growing number of employers are turning to job search engines like Indeed to post jobs and attract top talent. With more than 25 million jobs worldwide, Indeed provides a single destination to find and reach quality, active job seekers.



## Indeed's the world's #1 job site<sup>1</sup>

With over 250 million people visiting Indeed every month<sup>2</sup> to post resumes, search for jobs and research companies, thousands of employers are turning to Indeed for their hiring needs.



## Indeed is a search engine, not a job board

While job boards only contain the jobs that are posted directly to the site, search engines (like Indeed) include millions of jobs from thousands of sources, including job boards, staffing agencies, employer career sites and small businesses.



## Delivering the right fit for every hire

Growing businesses, like yours, rely on Indeed to attract more candidates to your jobs across all industries, allowing you to find quality applicants faster. With a mission to help people get jobs, Indeed offers job seekers the best opportunities and partners with companies of all sizes to hire top talent.



## How search works on Indeed

For employers looking for great talent, relevancy and time are critical. Every job search begins with a “what” and a “where” — what role a job seeker is searching for and the ideal location in which to find it. Like other search engines, Indeed's algorithm uses keywords to match job seekers with the most relevant content in response to searches. The search results are a combination of three types of jobs: 1) Free<sup>3</sup> job listings (jobs that are aggregated by our search engine), 2) Free<sup>4</sup> Indeed hosted jobs (jobs that are posted directly on our site), and 3) Sponsored Jobs (jobs that are promoted by employers). These search results are matched to the search terms entered by candidates and are sorted by relevance and the date the job was posted.

<sup>1</sup>comScore, Total Visits, March 2019

<sup>2</sup>Google Analytics, Unique Visitors, September 2018

<sup>3-4</sup>Terms, conditions, quality standards and usage limits apply

A person is working at a desk. They are holding a blue pen over an open notebook. A laptop is open in front of them. On the desk, there is also a cup of coffee. In the background, there are some small figurines on the desk.

# Indeed helps job seekers and employers find the right fit every day

With millions of quality applicants searching for jobs and posting resumes, Indeed has become the catalyst for putting the world to work. Flexible budgets and the option to post jobs for free<sup>5</sup> make Indeed a cost-effective source of candidates.

Employers post jobs on Indeed to attract the top talent in their industry. To get started, simply create an account and enter your job description. Then, from a simple dashboard, you can review applications, manage and communicate with candidates and even schedule interviews.

**Ready to learn more about getting started with Indeed?**

Here are 7 steps to get you up and running.

<sup>5</sup>Terms, conditions, quality standards and usage limits apply

# 01

## Create an account and post a job

Anyone can create a free<sup>®</sup> account on Indeed and post a job.

To begin, you'll need to provide basic information about your company and your open position. You will be guided through the following steps to complete your job posting.

01

### Create account

Job title, company, location

02

### Job details

Job type (full/part-time), salary, clear title, work location

03

### Application settings

Applications (by email/in-person), resume requirement

04

### Job description

Written job description

05

### Application questions

Experience, education, location, license, language

While some sections are optional, no employer wants to review hundreds and hundreds of resumes. Adding specific details about your job and the role requirements will help narrow down your results and will ensure more quality candidates.

<sup>®</sup>Terms, conditions, quality standards and usage limits apply

# 02

## Create quality content to attract quality candidates

Today's recruiters combine the science and art of job titles and descriptions to attract top talent. Quality content is crafted with job seekers—and what they're searching for—in mind.

### Here are helpful dos and don'ts for creating top-notch content for your jobs.



#### Make your job titles specific

Write targeted job titles that include phrases that best describe the role.

**Try:** Deli Clerk

**Instead of:** In-Shop Sandwich Maker



#### Be precise

Targeted job titles are more effective than generic ones. Avoid using acronyms, jargon or internal titles in your job posting.

**Try:** Senior Account Executive

**Instead of:** Sales III - Account Executive



#### Keep job titles concise

Strike a balance between providing enough detail in your job title and being concise.

**Try:** IT Specialist

**Instead of:** Smart, Friendly, Diligent Business IT Remote Guru



## Get attention

Create job content that is compelling, interesting, relevant and that opens with an attention-grabbing paragraph.

**Try:** We're a **unique collection** of engineers, musicians, designers, marketers and world-class sellers **with a common goal: to enrich lives by delivering effortless personalized music** enjoyment and discovery.

**Instead of:** The Account Manager is the primary contact for designated customers within their assigned territory.



## Hook your reader

Share details about what makes your company unique.

**Try:** Collaboration is the foundation of our workforce, and we're looking for smart individuals who are self-motivated and passionate to join us.

**Instead of:** The Account Manager is responsible for maintaining relationships, along with increasing business by selling and ordering products for customers within their territory.



## Be honest

Use job descriptions that accurately reflect the role. Avoid exaggerating or underplaying the responsibilities of the role.

**Try:** This is an **outstanding opportunity** to **build and manage** key client relationships, be a platform and product expert and **become an expert** in media planning, strategy and measurement to our multi-channel advertisers.

**Instead of:** Possess key skills: Influencing, leadership, teamwork, account management, planning & execution, problem solving/analytical thinking, relationship building (internal and external) and knowledge of the business



## Highlight soft skills

Tailor your job content to attract more of the right applicants — those whose experience, achievements, goals and personality align with your role and team.

### Try:

- + Ideal candidate is **detail oriented, analytical, highly organized** with the ability to manage and **prioritize multiple tasks**
- + Enjoys **working independently** and in a **collaborative team environment**

**Instead of:** Excellent communication skills



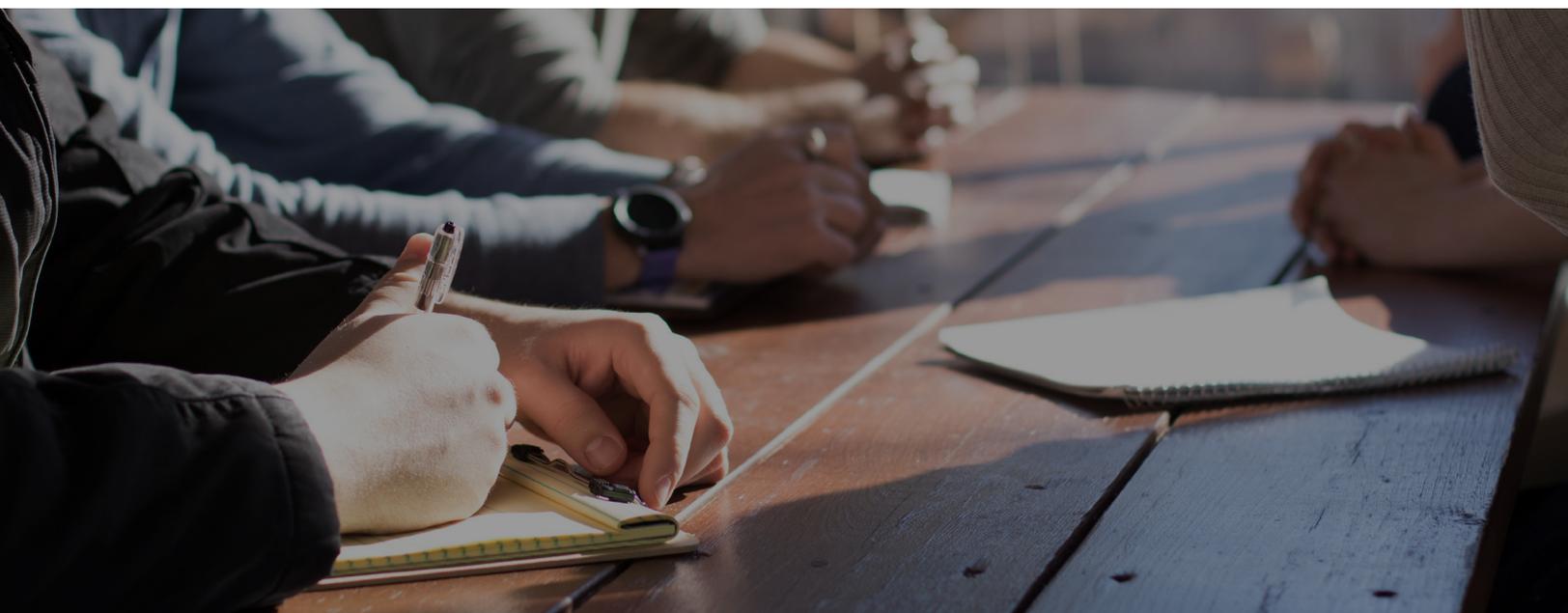
## Be open

Share details about your organization's core values, perks and benefits to give candidates a sense of what it's like to work at your company.

### Try:

- + Medical, dental and vision insurance to keep you and your family healthy
- + Competitive retirement plans to help you plan for the future
- + Generous vacation days so you can take time off when you need it
- + Transportation support for a stress-free commute

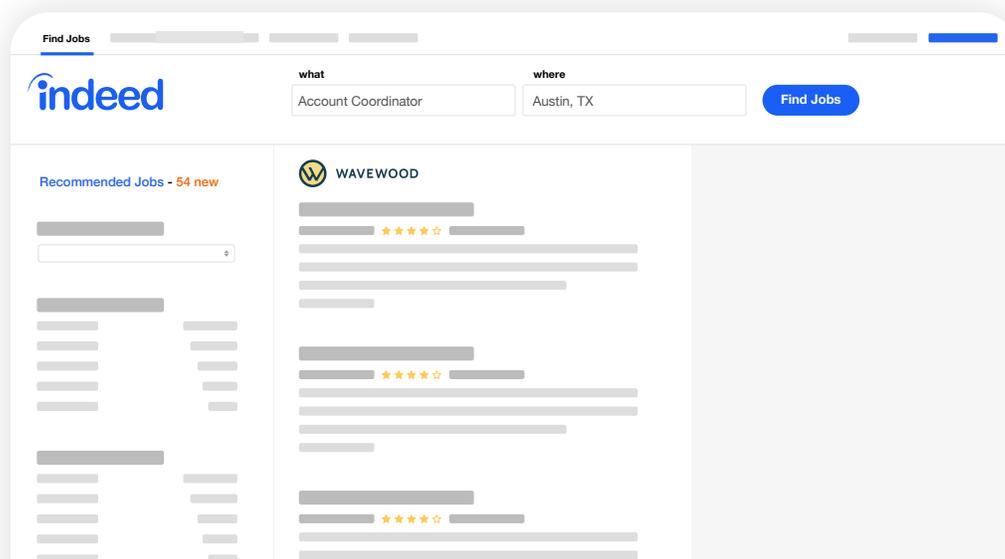
**Instead of:** Medical, dental and vision options, 401K, PTO



# 03

## Sponsor a job

A Sponsored Job is a paid listing that enjoys better placement in search results over time than non-sponsored listings. Because of increased visibility over time, Sponsored Jobs can help deliver more quality applicants to your job openings than non-sponsored listings.



### How Sponsored Jobs pricing works

With Sponsored Jobs, the budget you set will determine how many people see your jobs and how you rank against other businesses in search results. Your ideal budget depends on how many jobs you have, the type of jobs, your location and industry.

#### 01

The estimator tool next to the budget field gives you an idea of how many applications you can expect. A higher budget will generally attract more applications for your job.

#### 02

Sponsored Jobs use a pay-for-performance pricing model. This means you only pay when someone clicks on your job to view it.

#### 03

Sponsored Jobs are flexible. You can change your budget or cancel at any time.

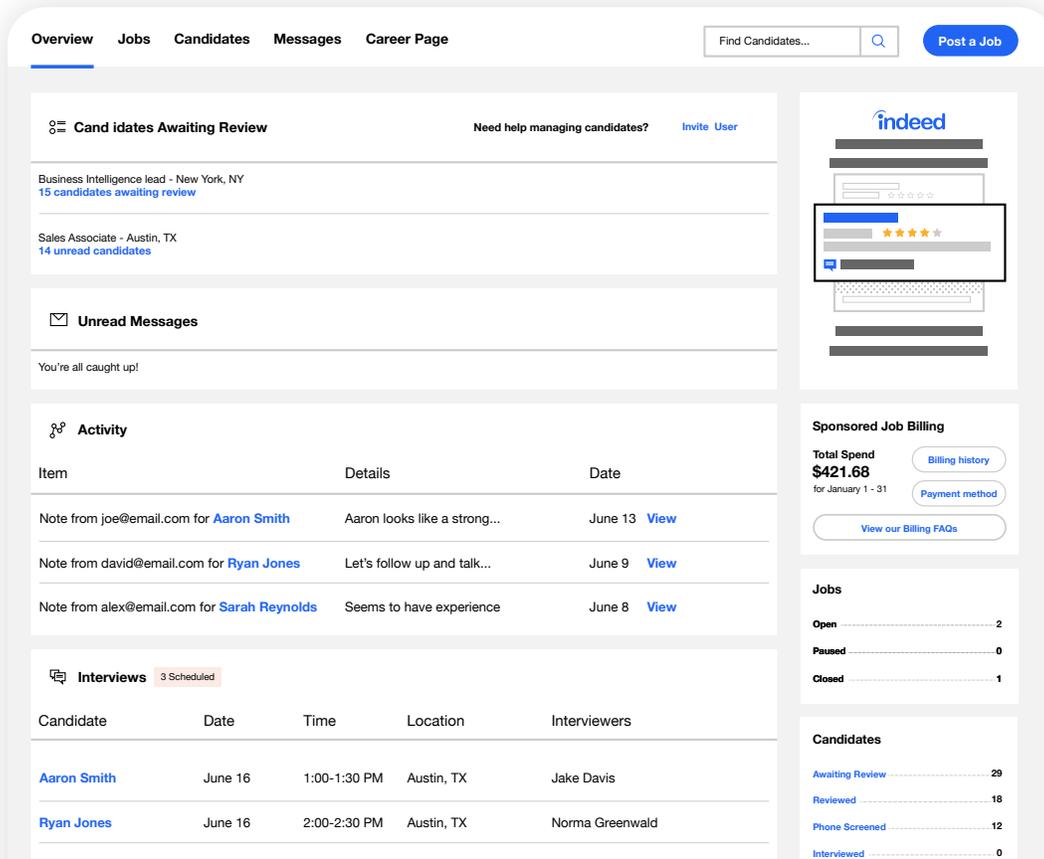
#### 04

Performance reports available through the Employer Dashboard track the impact of your Sponsored Jobs, including views, clicks and applies that your listings attract.

# 04

## Manage your Employer Dashboard

After posting and sponsoring your job on Indeed, it's important to keep all your crucial recruitment data in one place. Your Employer Dashboard provides everything at a glance, including how to manage your job listings, evaluate candidates, schedule interviews, measure performance and more.



From the **Overview** tab, you can view:

**01** Open, paused and closed jobs

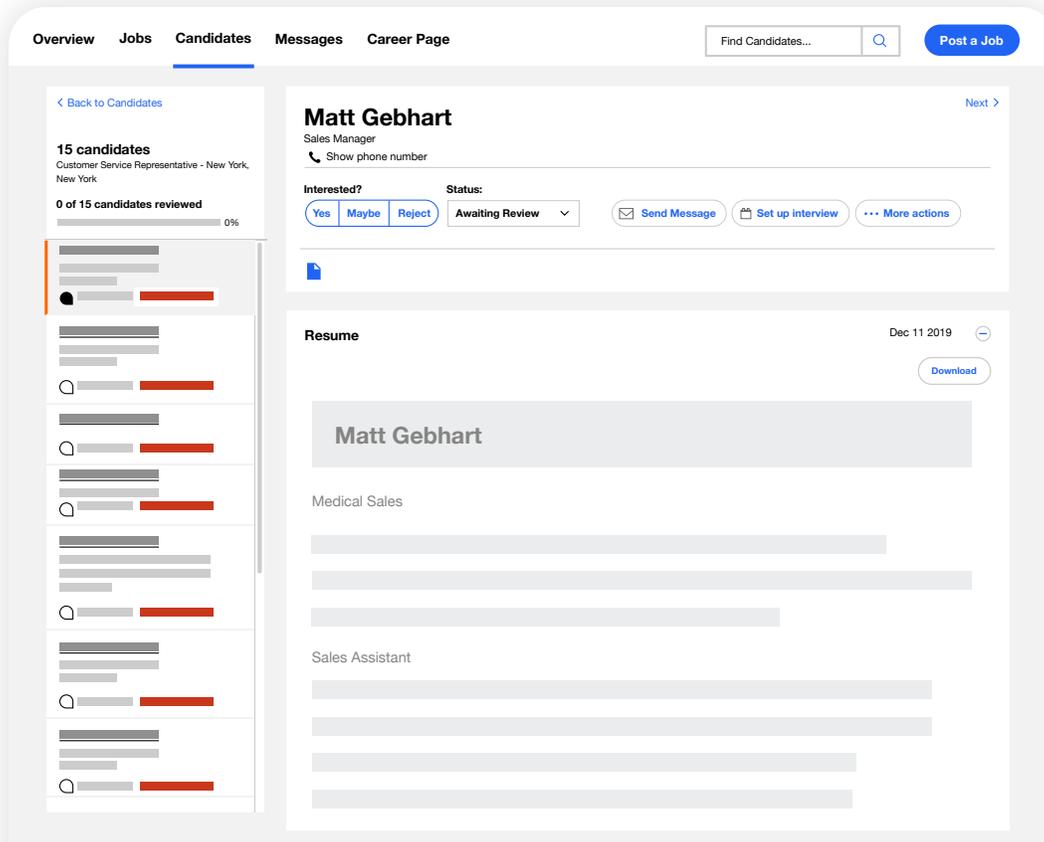
**02** Total number of applicants

**03** Number of people you've phone screened, interviewed and made offers to

# 05

## Communicate with candidates

The Candidates tab allows you to evaluate the candidates who have applied for each of your posted jobs.



**From the Candidates tab, you can:**

### 01

View the applicant's qualifications and expertise

### 02

Forward resumes to other hiring stakeholders for feedback

### 03

Email the candidate or schedule an interview

### 04

Take notes about candidates or star them for later review

### 05

Track the complete application process from initial interview, to offer, to hire

# Tips for creating a great candidate experience



As you interview candidates, it's important to remember that they're interviewing you, too. Here are some tips to create the best possible candidate experience.

## **Be accurate**

Share important job details with candidates upfront, such as location, duties and hiring process.

## **Use specifics, not clickbait**

Your job title and description should accurately reflect the job, without jargon or gimmicks.

## **Use Indeed to fill a job, not just your hiring funnel**

Each job posting should represent a real, currently available job.

## **Simplify the application process**

Your application process shouldn't take candidates longer than 15 minutes to complete, or you run the risk of candidate drop-off.

## **Find the right fit for your company**

Take additional time to vet candidates beyond their cover letter, resume and interview. Social profiles provide additional information that will be valuable in assessing a candidate's personality and culture fit.

## **Treat candidates with respect**

Be respectful of your candidates' time by replying promptly to emails and keeping them updated on your hiring decision.

# 06

## Measure performance

From the Jobs tab you can view dynamic performance reports to understand how effectively your Sponsored Jobs have been performing.

The screenshot shows the 'Jobs' tab interface. At the top, there are navigation tabs: Overview, Jobs (selected), Candidates, Messages, and Career Page. A search bar labeled 'Find Candidates...' and a 'Post a Job' button are also visible. The main content is a table of job listings with the following columns: Job, Location, Created, Candidates, Additional Talent, Views, Cost, Budget, and Status. Below the table is a 'Billing History' section with a table of spend data.

Job	Location	Created	Candidates	Additional Talent	Views	Cost	Budget	Status
<a href="#">Sales Representative</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Apr 12 2020	21 candidates	29,321 matching resumes (8,760 recently updated)	260	\$144.50	\$42.00 daily	Open
<a href="#">Administrative Assistant</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Apr 2 2020	10 candidates	23,215 matching resumes (3,568 recently updated)	234	\$125.45	\$42.00 daily	Open
<a href="#">Marketing Manager</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Mar 2 2020	18 candidates	29,321 matching resumes (7,860 recently updated)	297	\$125.45	\$42.00 daily	Open
<a href="#">Engineer</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Feb 17 2020	23 candidates	15,235 matching resumes (3,648 recently updated)	350	\$215.04	\$42.00 daily	Open
<a href="#">Administrative Assistant</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Feb 2 2020	24 candidates	26,361 matching resumes (7,768 recently updated)	449	\$255.01	\$42.00 daily	Open
<a href="#">Marketing Manager</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Jan16 2020	12 candidates	16,585 matching resumes (3,558 recently updated)	250	\$270.08	\$42.00 daily	Open
<a href="#">Engineer</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Jan 2 2020	18 candidates	22,336 matching resumes (7,360 recently updated)	376	\$150.80	\$42.00 daily	Paused
<a href="#">Software Developer</a> <a href="#">Edit job</a>   <a href="#">Hire in additional locations</a>	New York, NY	Dec 21 2019	23 candidates	13,215 matching resumes (2,578 recently updated)	356	\$260.50	This job has expired	Closed

Period	Total Spend
Apr 1 - Apr 30	\$269.95
Mar 1 - Mar 31	\$125.45
Feb 1 - Feb 29	\$470.05
Jan 1 - Jan 31	\$421.68
Dec 1 - Dec 31	\$260.50

### From the Jobs tab, you can view:

#### 01

Number of candidates who have viewed your job descriptions

#### 02

Number of people who have clicked on your jobs

#### 03

Number of applications you've received

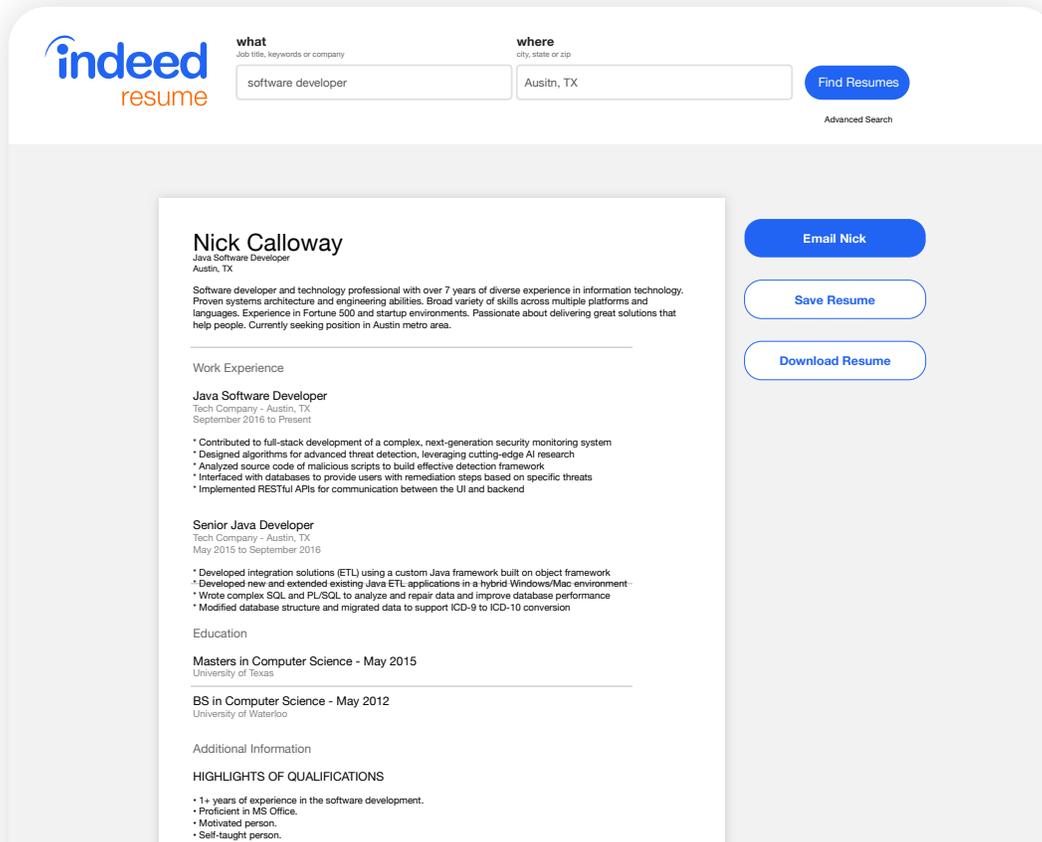
#### 04

How much you've spent

# 07

## Get the most out of Indeed

Indeed helps millions of job seekers and employers find the right fit every day. Learn how you can reach millions of job seekers, boost your employer brand, increase job seeker engagement and attract more candidates.



## Indeed Resume

### Search millions of resumes

Indeed Resume is a talent database with more than 175 million global resumes. Find candidates across every industry and location.

### Find the talent you need

New subscription plans, featuring a low cost per contact, ensure your investment goes further.

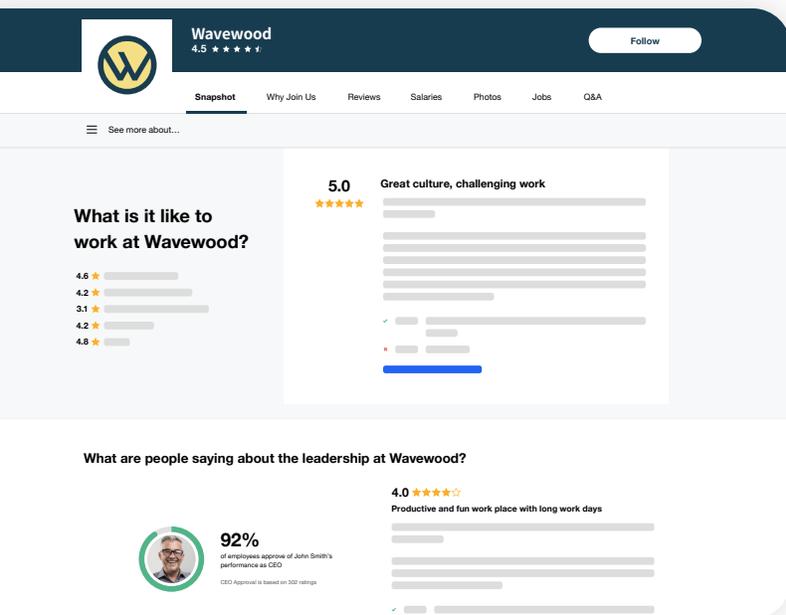
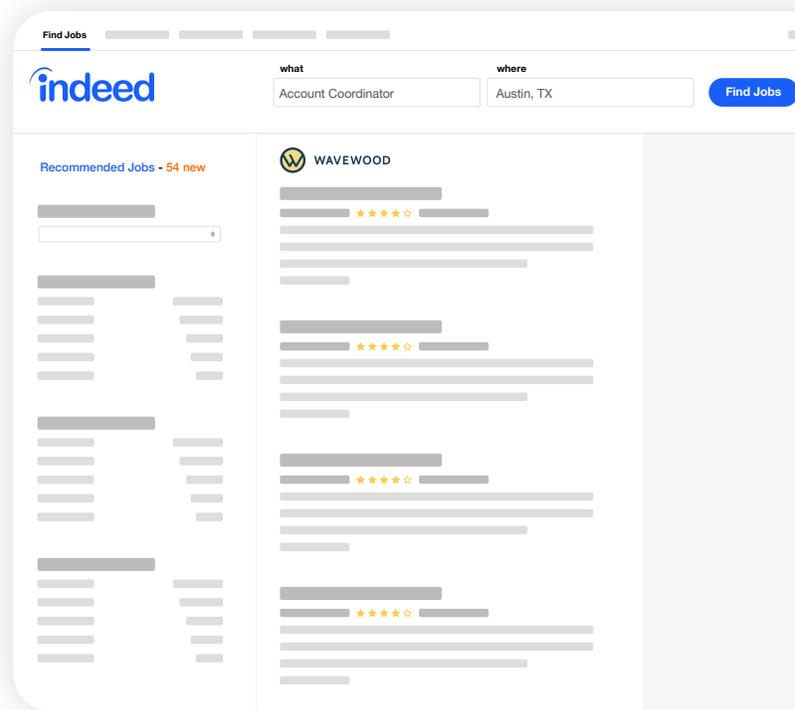
## Featured Employer

### Showcase your company

Featured Employers receive up to 10X more brand impressions.<sup>8</sup> The ad shows up when people search for your company or when your Sponsored Jobs appear.

### Elevate your brand on a budget that works for you

Featured Employers get an ad unit and a Sponsored Jobs campaign. We'll analyze your job postings and recommend the right investment to reach the talent you need.



## Company Page

### Build your employer brand

Attract and engage best-fit candidates. Update your page with photos and engaging company information to make a great impression on potential candidates.

### Share your company story even more

Any employer with jobs on Indeed can claim and edit its page.

<sup>8</sup>Indeed data (worldwide)



# Your next hire is here

Indeed helps people all over the world hire and get hired. Over 250 million people each month search for jobs, post resumes and research companies on Indeed.<sup>9</sup>

Get started today at [indeed.com/hire](https://www.indeed.com/hire), contact us at 1-800-909-5939 and find more insights at [indeed.com/lead](https://www.indeed.com/lead).

<sup>9</sup>Google Analytics, Unique Visitors, September 2018