



# Improving your job posts with insights

When you're writing a job description, it's easy to imagine your perfect candidate poring over every word and applying without hesitation. But you know that's not how it works. Candidates skim, consider multiple jobs, and can miss important details buried in your job description.

LinkedIn can help you put your job post in front of relevant candidates – but the better your job description, the better your chances are of getting that perfect candidate to apply.

**We've boiled down the results into seven simple tips to help you make your job posts more effective.**

Of course, what makes up a good job description can seem subjective. Everyone's got advice, but it's hard to know what really works.

That's why these seven tips for effective job posts are all backed by data.

We analyzed how millions of real members have interacted with job posts on LinkedIn and conducted a study to see what candidates are looking for in your job description.




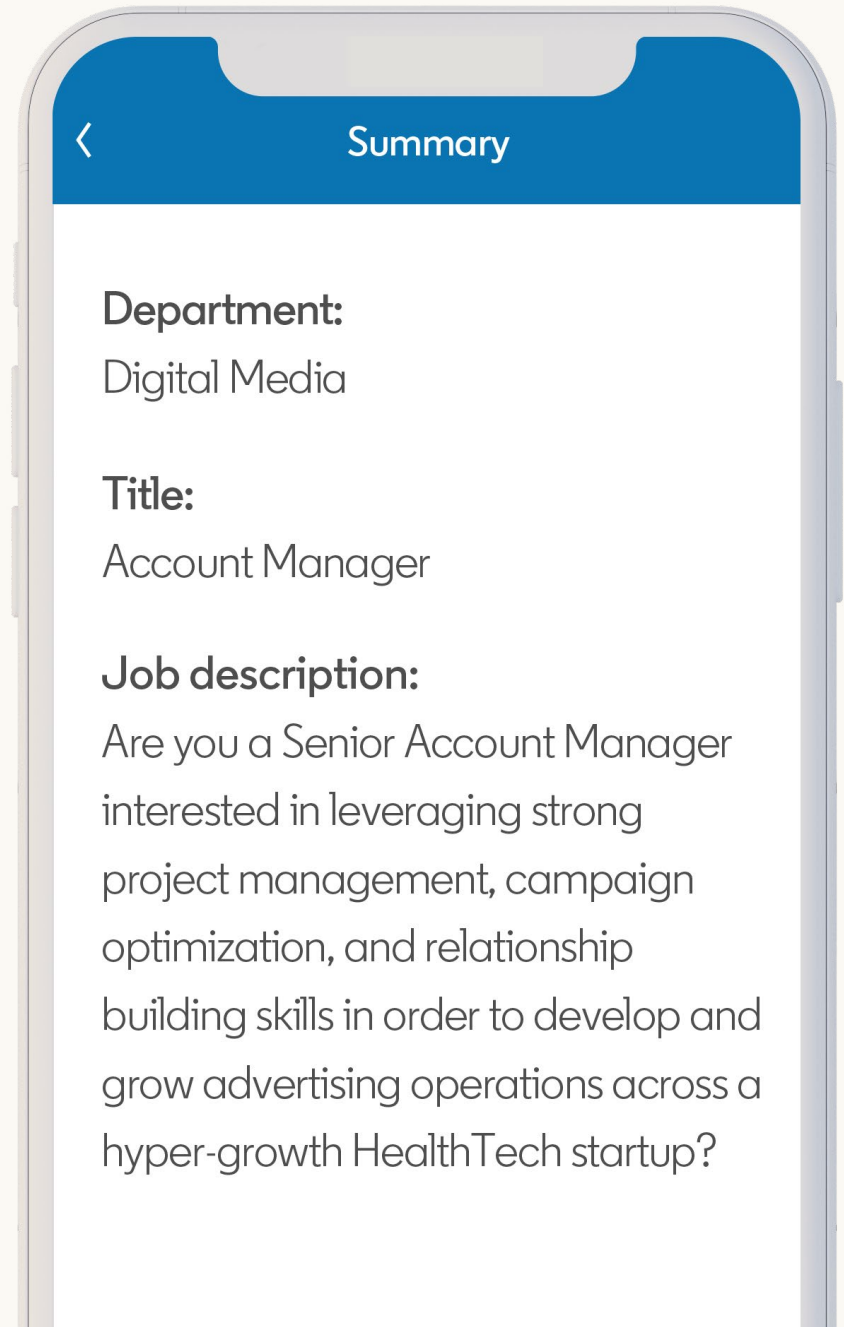
# 1 Keep it concise

**Job posts with 150 words or fewer got candidates to apply 17.8% more often than job posts with 450 to 600 words.**

Less is more. Shorter job posts had a higher application rate than longer ones, according to LinkedIn behavioral data.

Keeping things concise helps candidates immediately get the info they need. And since more than 50% of job views on LinkedIn are on mobile devices, shorter descriptions are a better fit for modern candidates.

 Write shorter job posts to get more applicants.



## 2 Be careful of getting too casual

Candidates who were shown an extremely casual job description were 4x more likely to dislike the employer and 2x-4x less likely to apply.

We created three versions of a job description for the same mock job: a generic one, a formal one filled with business jargon, and a casual one with conversational language (plus a few jokes).

The casual job description – which included phrases like “kick-ass corporate manager” and silly hashtags like “#spreadsheets4life” – was worse at attracting people, according to our survey.

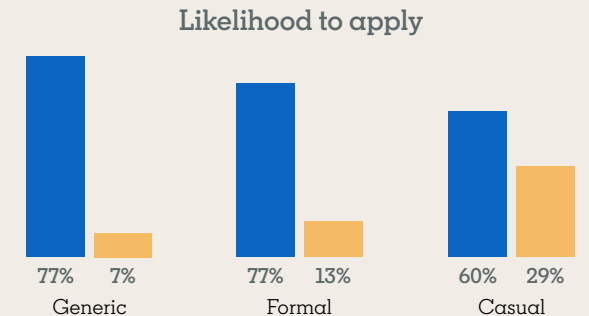
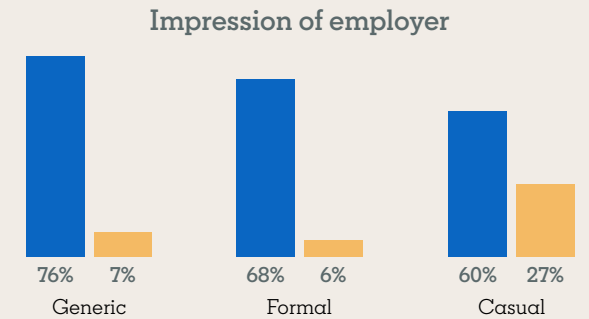
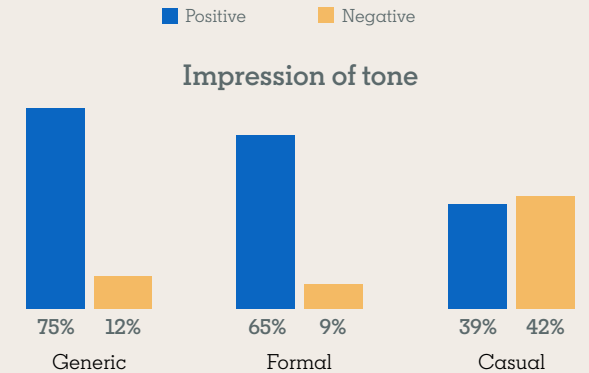
*“I like the human tone, but I don’t like it getting too unprofessional... I like to know that I am working with people, but I also want to know that they are capable professionals.” – Study participant*

It’s good to be human and to reflect your company culture. Just don’t go overboard if you want to attract more applicants.



Don’t go overboard with a casual tone if you want to appeal to everyone.

Candidates who saw the casual job description were more likely to dislike the tone and employer – and were less likely to apply.



# 3 Let candidates know what's in it for them

**Compensation, qualifications, and day-to-day details were highlighted as the most helpful parts of the job description.**

At this stage, candidates may only spend a few seconds on your job description, so make sure you provide the information they're looking for.

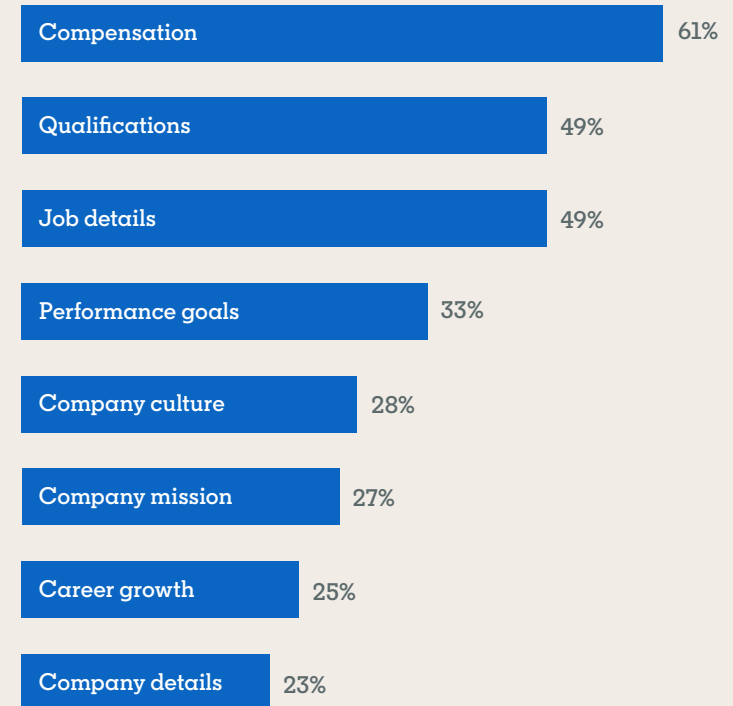
In our survey, candidates indicated that they want to know how much they'll make, what kind of work they'll be doing, and whether they'll have a real shot at getting the job.

Put simply, candidates need to know if it's worth investing more of their time. Once you've earned their attention with the right information, candidates are eager to hear about everything else the role offers.



Focus on job details, requirements, and pay.

Which parts of the job description were most important?



# 4 Don't spend too much time talking up your company

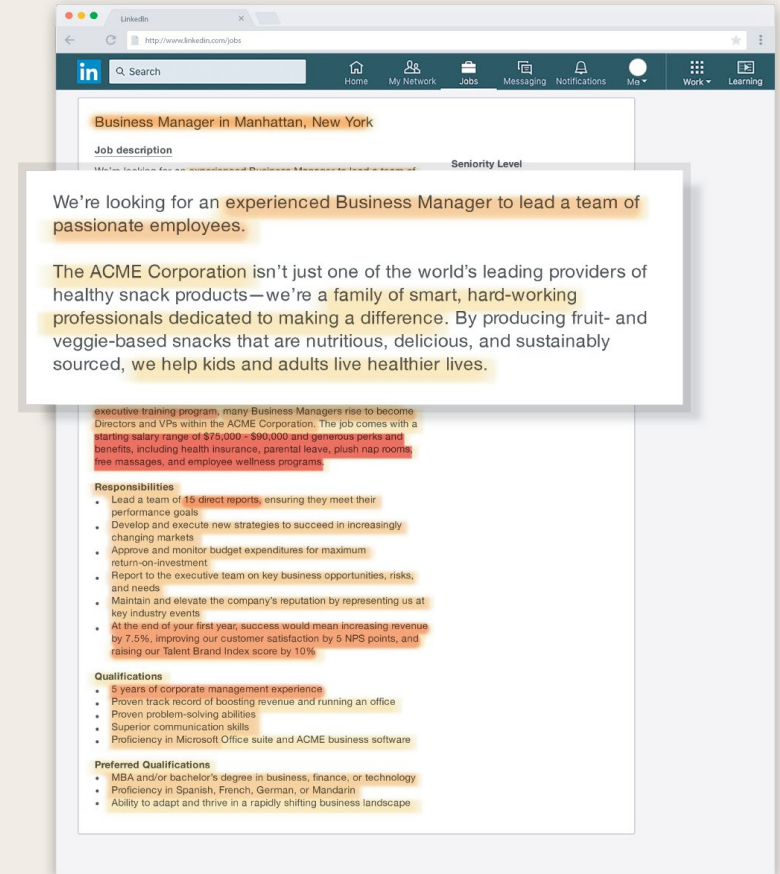
Candidates rated company, culture, and mission as less important and rarely highlighted them as helpful.

Candidates do care about your company and culture – it's just not what they're looking for in the text of your job description. Many people in our study mentioned that they often look for a company's info on its website, LinkedIn Page, or in interviews, rather than in the text of a job post.

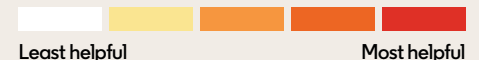
You should make it easy for candidates to learn more about your company in places like your website or LinkedIn Page. When it comes to the limited real estate of your job post, however, focus on the job itself.

Don't let your company become the focus of the job post.

Company info was one of the coldest parts of the heatmap, meaning candidates didn't find it very helpful.



## HEATMAP LEGEND



# 5 Define exactly what success looks like

Candidates found it extremely helpful to see the specific metrics that they should hit after one year on the job.

You don't hire someone just for their education or experience. You hire them so they can get the job done. You're looking for certain results, and candidates want to know exactly what those results are.

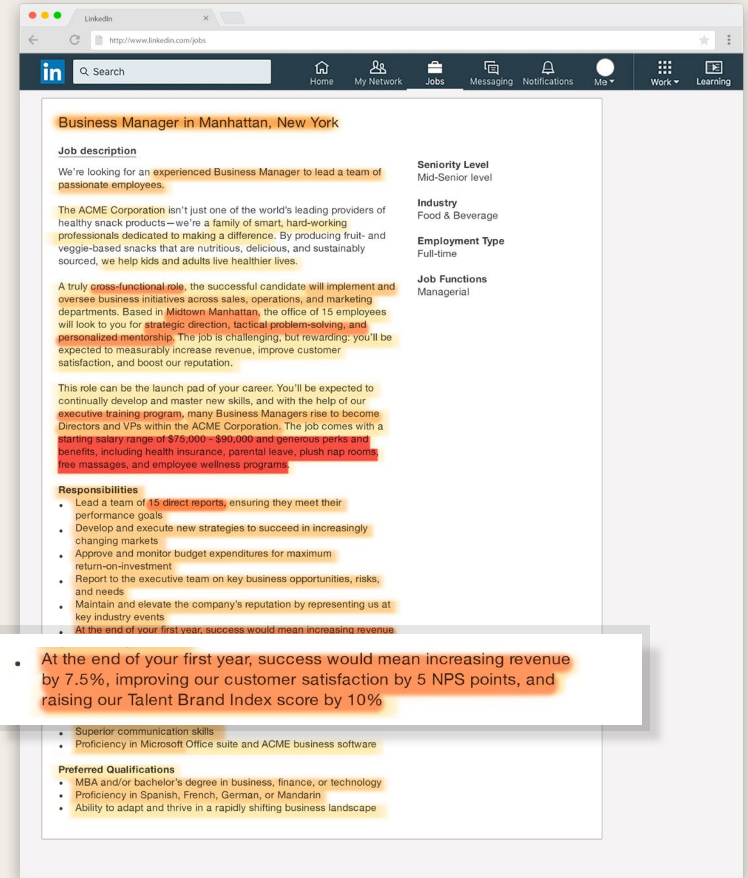
*"The fact that the posting showed success criteria for the first year was impressive ... I can't recall ever seeing [that before]. That information is super helpful to me as a potential candidate so I can know what my targets are. But it also shows a level of seriousness that the company has defined that up front." – Study participant*

Give explicit, measurable goals that the new hire is expected to achieve. These performance goals were heavily highlighted and highly appreciated by candidates in our sample job posts.

Including these goals is an easy way to significantly improve and differentiate your job descriptions. Talk to stakeholders to generate realistic, concrete, and quantifiable goals to include in your job post.

 Set measurable performance goals.

Candidates saw specific performance metrics as particularly helpful.



# 6 Get your job post up early in the week

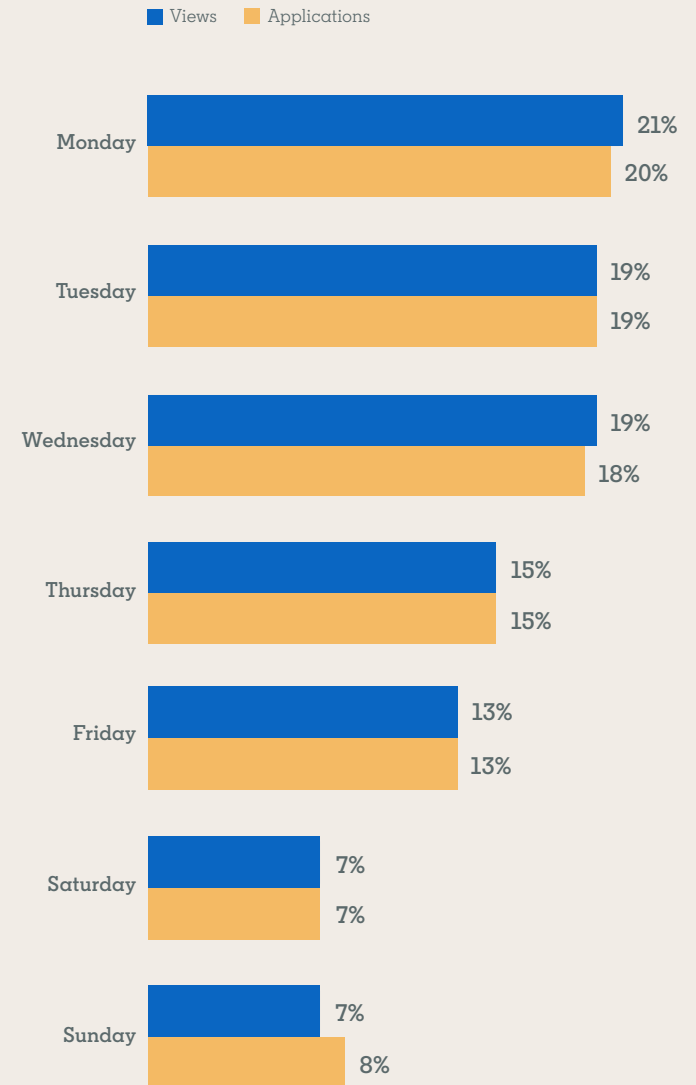
## Candidates view job posts and apply most often on Mondays.

Posting your job early in the week may yield more applicants over the first few days. People most often apply on Monday, Tuesday, or Wednesday, with just 15% coming in over the weekend.

So, if you've got your job post all queued up at 5:00 pm on Friday, don't expect a tidal wave of applications. You're likely to get far more candidates at the start of the work week.

 Expect to get most applications in the first half of the work week.

Candidate job views and applications distributed by day of the week






# 7 Use gender-neutral words for greater diversity

**Men applied to jobs they viewed 13% more often than women.**

That means there may be more female talent out there than your applicant pool suggests.

A [2011 study](#) found that job descriptions with masculine words made women less interested in applying, even though it didn't make them feel less qualified. You can encourage more women to apply by avoiding terms like "strong," "assertive," and "ninja." See the [2018 Ultimate Recruiting Toolbox](#) for a handy list of biased words and the gender-neutral terms to replace them with.

 Know that men tend to apply more readily than women.



# Summing up the tips

- 1. Keep it concise**  
Write shorter job posts to get more applicants.
- 2. Be careful of getting too casual**  
Don't go overboard with a casual tone if you want to appeal to everyone.
- 3. Let candidates know what's in it for them**  
Focus on job details, requirements, and pay in your job post.
- 4. Don't spend too much time talking up your company**  
Don't let your company become the focus of the job post.
- 5. Define exactly what success looks like**  
Include performance goals.
- 6. Get your job post up early in the week**  
Expect to get most applications in the first half of the work week.
- 7. Know that men tend to apply more readily than women**  
Use gender-neutral terms to avoid discriminating against female applicants.



# Ready to hire?

**Strike the right balance between finding a great hire, and finding them fast.**

## Access an active community of professionals

Get your job post in front of the most qualified candidates. Over 25M+ job seekers spend time on LinkedIn every week to discover opportunities and build their careers.

## Match with qualified candidates

Tell us who you're looking for, and get matched to the right candidates for your role. Personalized targeting and screening questions help 80% of employers receive a qualified applicant within 24 hours.

## Reach the people you want to hire

Easily review and contact candidates you're interested in. Filter applications based on required qualifications, hard skills, soft skills, and years of relevant experience.

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# Appendix: job description heatmaps

We showed 450 members an example of a job description and asked them to highlight parts they found helpful, appealing, or would make them more likely to apply. Participants saw one of three mock job descriptions for the same fake job. The exercise resulted in these helpful heatmaps.

## HEATMAP LEGEND



A generic job description that is straightforward and plain

### Business Manager in Manhattan, New York

#### Job description

We're looking for an experienced Business Manager to lead a team of passionate employees.

The ACME Corporation isn't just one of the world's leading providers of healthy snack products—we're a family of smart, hard-working professionals dedicated to making a difference. By producing fruit- and veggie-based snacks that are nutritious, delicious, and sustainably sourced, we help kids and adults live healthier lives.

A truly cross-functional role, the successful candidate will implement and oversee business initiatives across sales, operations, and marketing departments. Based in Midtown Manhattan, the office of 15 employees will look to you for strategic direction, tactical problem-solving, and personalized mentorship. The job is challenging, but rewarding: you'll be expected to measurably increase revenue, improve customer satisfaction, and boost our reputation.

This role can be the launch pad of your career. You'll be expected to continually develop and master new skills, and with the help of our executive training program, many Business Managers rise to become Directors and VPs within the ACME Corporation. The job comes with a starting salary range of \$75,000 - \$90,000 and generous perks and benefits, including health insurance, parental leave, plush nap rooms, free massages, and employee wellness programs.

#### Responsibilities

- Lead a team of 15 direct reports, ensuring they meet their performance goals
- Develop and execute new strategies to succeed in increasingly changing markets
- Approve and monitor budget expenditures for maximum return-on-investment
- Report to the executive team on key business opportunities, risks, and needs
- Maintain and elevate the company's reputation by representing us at key industry events
- At the end of your first year, success would mean increasing revenue by 7.5%, improving our customer satisfaction by 5 NPS points, and raising our Talent Brand Index score by 10%

#### Qualifications

- 5 years of corporate management experience
- Proven track record of boosting revenue and running an office
- Proven problem-solving abilities
- Superior communication skills
- Proficiency in Microsoft Office suite and ACME business software

#### Preferred Qualifications

- MBA and/or bachelor's degree in business, finance, or technology
- Proficiency in Spanish, French, German, or Mandarin
- Ability to adapt and thrive in a rapidly shifting business landscape

A formal job description filled with business jargon and buzzwords

### Business Manager

#### Job description

ACME Co. is seeking to hire an experienced Business Manager to run a corporate satellite office with 15 direct reports.

ACME is the world's leading provider of healthy snack products. Our mission is to make the world a healthier place by providing nutritious, delicious fruit- and veggie-based snacks.

The successful candidate will be responsible for effectively managing business initiatives across sales, operations, and marketing departments. The successful candidate will run the Midtown Manhattan office with maximum operational efficiency, ensuring all employees reach their KPIs. The business manager will be expected to increase revenue, improve customer NPS scores, and elevate our brand as an industry leader.

This role offers many opportunities for upward mobility. ACME's esteemed executive training program provides personal development courses to impart relevant skills and prepare managers for the next stage. The starting salary range for the role is \$75,000 - \$90,000, in addition to a benefits package comprising health insurance, parental leave, multiple employee wellness programs, and more.

#### Responsibilities

- Management of a team of 15 direct reports, ensuring they meet their performance goals
- Development and execution of new strategies to succeed in increasingly changing markets
- Approval and oversight of budget expenditures for maximum return-on-investment
- Preparation of reports for the executive team on key business opportunities, risks, and requirements
- Maintenance and evolution of the company's reputation through consistent messaging and performance

#### Qualifications

- 5 years of corporate management experience
- Proven problem-solving abilities
- Superior communication skills
- Proficiency in Microsoft Office suite

#### Preferred Qualifications

- MBA and/or bachelor's degree in business, finance, or technology
- Proficiency in Spanish, French, German, or Mandarin
- Ability to adapt and thrive in a rapidly shifting business landscape

A casual job description with conversational language and a few jokes

### Business Manager: Team Trailblazer, Chaos Conqueror, Revenue Wrangler

#### Job description

You know how to inspire a team. You deliver on big-picture business goals. You run an office like a well-oiled machine—without losing your human touch.

You'd be a perfect fit here at ACME. We're not just the world's leading provider of healthy snack products—we're a tight-knit team of smart, super passionate people who really care about making a difference. We're proud to say our snacks are nutritious, delicious, sustainably sourced—and together, we help kids and adults get the fruits and veggies they need to live their best lives.

As our newest Business Manager in our Manhattan office, you'll set the tone for 15 awesome employees who'll look to you for guidance, motivation, and some real-talk mentorship. You'll steer the ship, making sure sales, marketing, and operations are all on board and sailing together towards the same strategic goals. (Captain's hat provided upon request.)

Once you're hired, strap in for a sky-high career trajectory: with the help of our executive training program, you'll be gaining skills left and right, while making a meteoric rise through the ranks. The money's not too shabby, either: you'll be pulling in \$75,000 to \$90,000 and living your best life with our insanely awesome benefits, including health insurance, parental leave, plush nap rooms, free massages, and tons of revitalizing wellness programs.

#### Responsibilities

- You'll lead a team of 15 direct reports and help them beat expectations
- You'll think up new ways to win in our industry and put those strategies into practice
- You'll divvy up the team's budget to get the most bang for your buck
- You'll talk frankly to the execs about what's possible, what you're worried about, and what your team needs
- You'll protect and bolster our brand through your words and your actions
- On yeah—you'll also organize the annual office vacation overseas! (As they say, with great power comes great responsibility.)

#### Qualifications

- You've earned your stripes as a kickass corporate manager for at least 5 years
- You've got a track record of tackling challenges others thought were insurmountable
- You've got like, um, uh, really good communication skills and stuff, y'know? (psst... don't half-ass the cover letter)
- You've mastered the Microsoft Office suite up and down, front and back

#### Preferred, Perfect-World Qualifications

- You've got an MBA in business, finance, tech, or something similar
- #neverstoplearning #spreadsheets4life
- You're just as charming in Spanish, French, German, or Mandarin as you are in English
- You're super-psyched to thrive in a fast-moving industry

# Methodology

For LinkedIn behavioral insights referenced in tips #1, #6, and #7: We analyzed about 4.5 million jobs posted in 2016 and 2017 in the United States and the United Kingdom. Gender was inferred by name. Stats cited in #1 and #7 are based on comparisons of application-to-view rates, which are percentages of how many jobs candidates apply for out of all those they view.

For LinkedIn's heatmap study referenced in tips #2, #3, #4, and #5: We surveyed 450 members from the LinkedIn Market Research community (in partnership with Vision Critical) comprising LinkedIn members across industries, job functions, and career stage. Participants saw one of three job descriptions (generic, formal, or casual) and were asked to highlight parts they found helpful, appealing, or would make them more likely to apply. Participants saw and highlighted the text of the job descriptions only.

