

# Entice a Broader Candidate Pool

Prepared for PTDA Foundation

**Lauren Kort**

Senior Manager, Talent Intelligence

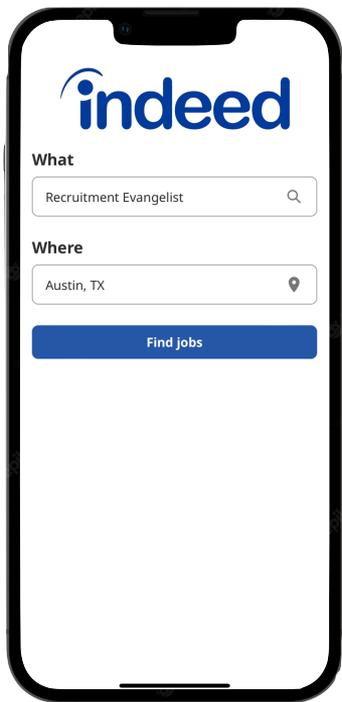




**Our end goal:  
Help you improve performance**

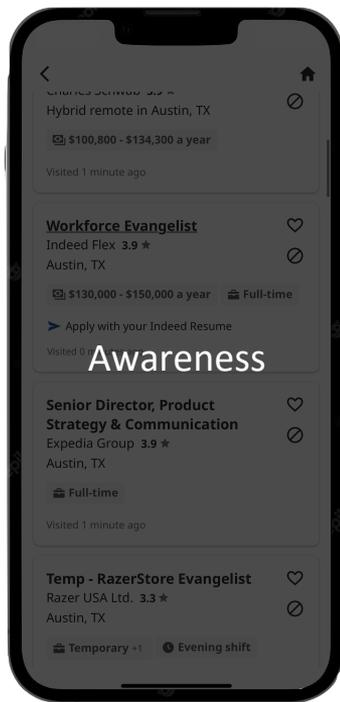
# Job Seeker Journey

01



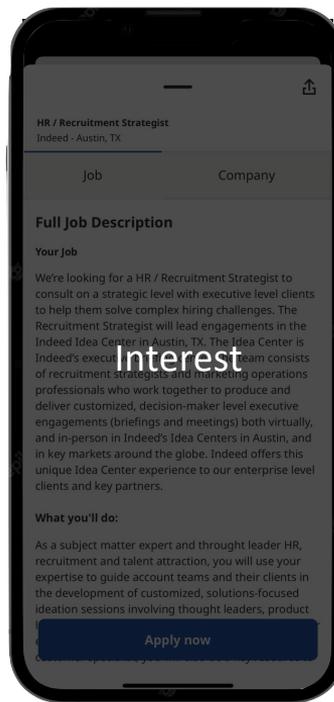
Search

02



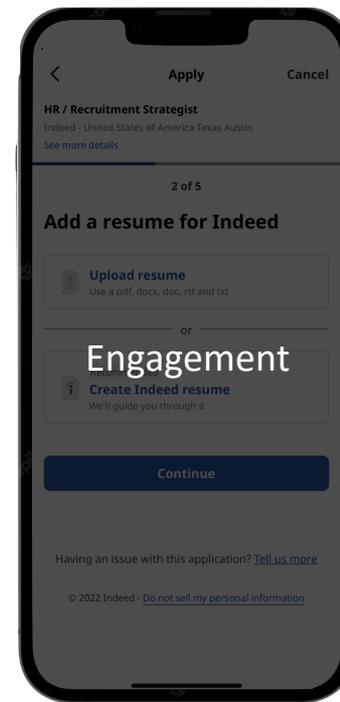
Browse

03



View

04

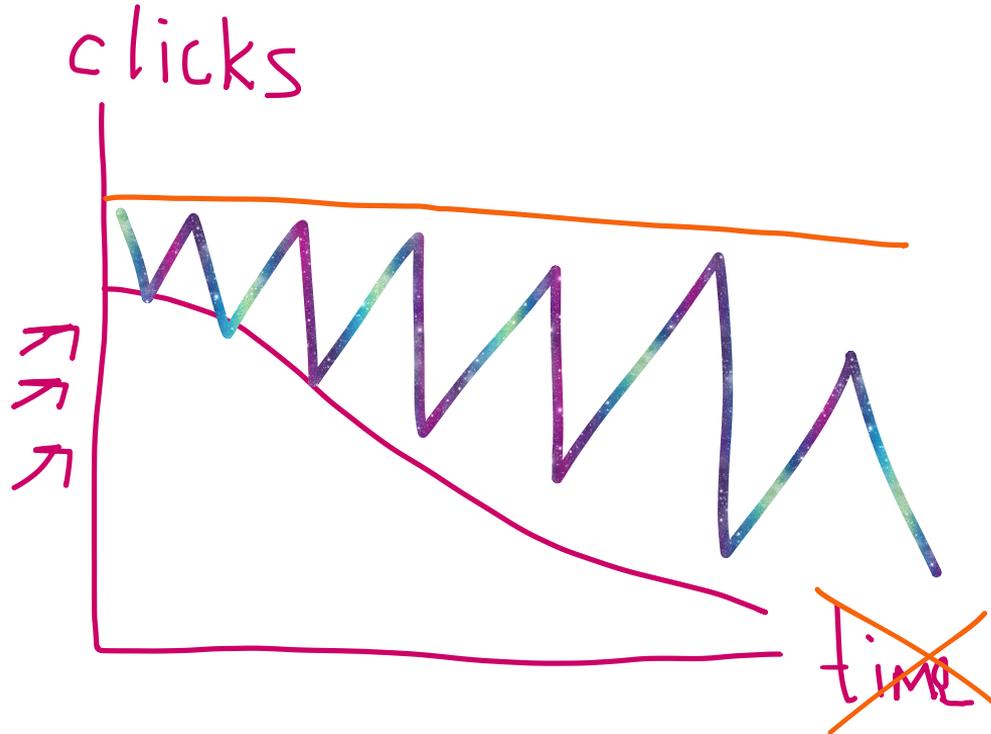


Apply

Impressions  
Keywords  
Sponsorship

Clicks  
Employer Brand  
Job Title

Applications  
Job Description  
Apply Process



# Job Content

**Keywords**

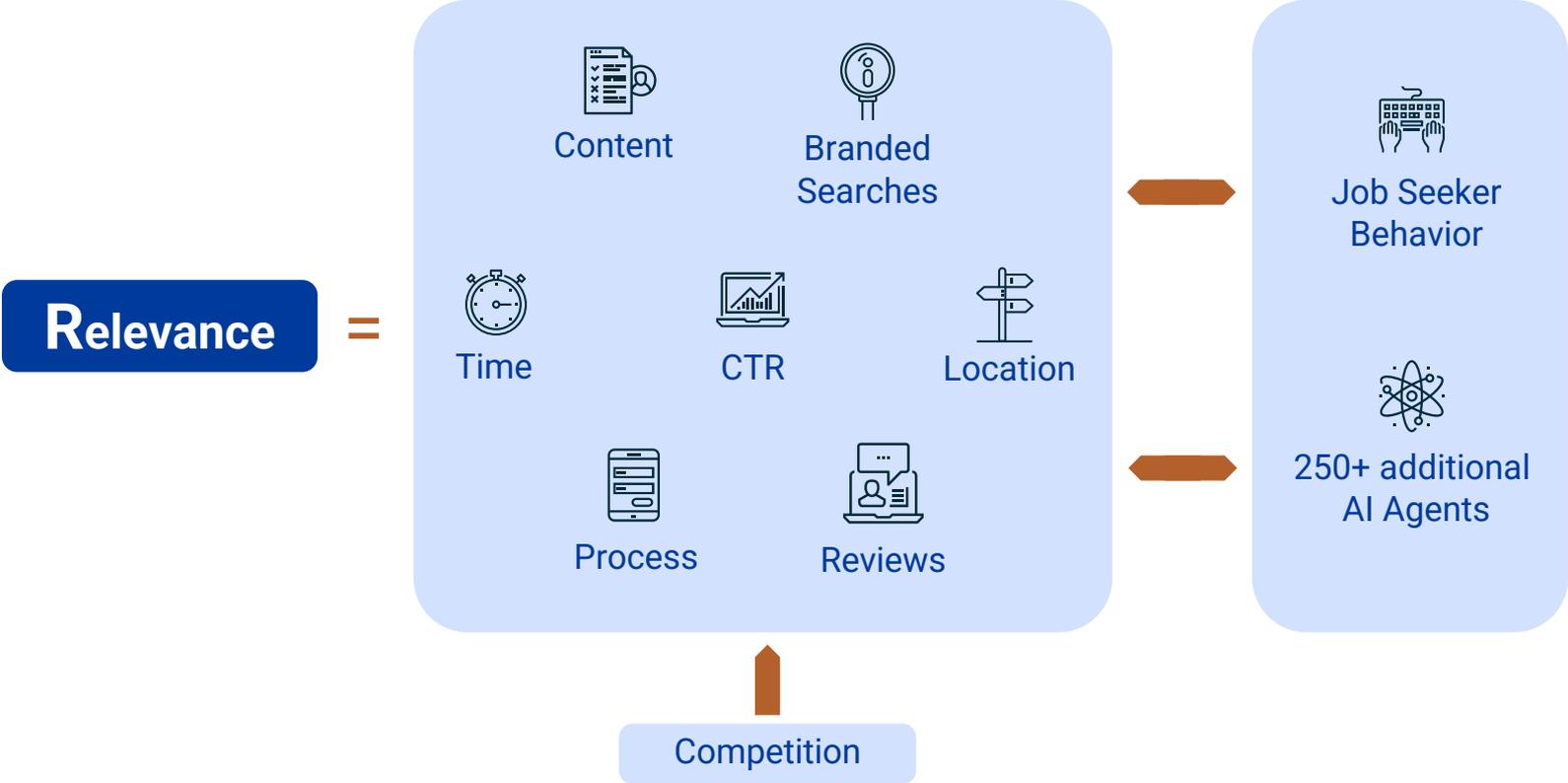
**Job Title**

**Job Description**



**The key to job ad performance starts with  
Relevancy**

# What Impacts Relevance



# Audit Search Terms

Practices for search engine optimization (SEO)



What



Where



Find jobs

## Top 10 searches in the US

Rank	Search Term
1	<blank>
2	Part Time
3	Full Time
4	Work from Home
5	Hiring Immediately
6	Remote
7	Remote Work from Home
8	Warehouse
9	Receptionist
10	Administrative Assistant

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10	Administrative Assistant

# Top 10 searches that led to clicks on your **ABC Company** jobs

Rank	Search Term
1	<blank>
2	ABC Company
3	Full Time
4	Warehouse
5	Manager
6	Diesel Mechanic
7	Yard Spotter
8	Mechanic
9	Welding
10	Security

# Top 10 searches that led to clicks on your XYZ Company **Delivery Driver** jobs

Rank	Search Term
1	XYZ Company
2	<blank>
3	Delivery Driver
4	CDL Driver
5	Class B Driver
6	Truck Driver
7	CDL B
8	Driver
9	CDL B Driver
10	Class B CDL Driver

## Top 10 searches that led to clicks on US Warehouse Manager jobs

Rank	Search Term
1	<blank>
2	Warehouse Manager
3	Warehouse
4	Warehouse Supervisor
5	Manager
6	Logistics
7	Supervisor
8	Distribution Manager
9	Operations Manager
10	Full Time

# Top 10 searches that led to clicks on US Machine Operator jobs

Rank	Search Term
1	<blank>
2	Machine Operator
3	Manufacturing
4	Full Time
5	Hiring Immediately
6	Production
7	Forklift Operator
8	3 <sup>rd</sup> Shift
9	Night Shift
10	Warehouse

## Top 10 searches that led to clicks on US **Inside Sales Representative** jobs

Rank	Search Term
1	<blank>
2	Work from Home
3	Remote
4	Remote Work from Home
5	Sales
6	Inside Sales
7	Inside Sales Representative
8	Full Time
9	Sales Representative
10	Hiring Immediately

# Nationwide Keywords

# Delivery Driver

## XYZ Company vs. Nationwide

Rank	XYZ Company Search Term
1	XYZ Company
2	<blank>
3	Delivery Driver
4	CDL Driver
5	Class B Driver
6	Truck Driver
7	CDL B
8	Driver
9	CDL B Driver
10	Class B CDL Driver

Rank	Nationwide Search Term
1	<blank>
2	Delivery Driver
3	<b>Part Time</b>
4	<b>Hiring Immediately</b>
5	Driver
6	<b>Amazon</b>
7	<b>Full Time</b>
8	<b>Amazon Delivery Driver</b>
9	<b>Driver Non CDL</b>
10	<b>Delivery</b>

**Audit**

**Job Title**

new

**AUTOMOTIVE MECHANICS + APPRENTICE...**

Coral Springs Auto Mall  
Miami, FL

\$3,000 - \$11,000 a month Full-time 8 hour shift

Driver's License Work authorization

> Easily apply ⚡ Responsive employer 🕒 Urgently hiring

👤 Hiring multiple candidates

- By the way, the Magic number is 22.
- ----- ATTENTION: ALL AUTOMOTIVE MECHANICS + AUTOMOTIVE TECHNICIANS! -----
- \_ALL SKILL LEVELS WELCOME TO APPLY!

Just posted

[View all 3 available locations](#)

# Be mindful of title length & clarity

We recommend **35 characters or less**, and to **avoid internal jargon & acronyms**, when possible.

# Norm Titles

Food Service Worker

vs.

Taste Captain

## Add key requirements to your titles for improved candidate quality

Customer Service  
Representative



Bilingual Customer  
Service Representative

Sales Representative I

Entry-level Sales  
Representative



Fewer total clicks and applications as  
candidates self-select themselves in  
or out

# Job Description



# Build inclusive job postings

to capture the attention of a diverse  
pool of candidates

# Be specific about the skill sets required

to reduce the chance of applicants having to guess if they're a good fit

- **List the top 5-7 skills needed to do the job.** Break out the list into **Required** and **Preferred**. State “if you have one or more of these skills, we encourage you to apply”.
- **Replace degree requirements with skills or experiences.** Add “or relevant experience” and “no college degree required”.
- **Remove *number of years from experience requirements*** to attract more talent with relevant experience. Years working at a job doesn't necessarily correlate to skill level.



## Qualifications

- Must be 18 years of age or older
- High school diploma/GED or any administrative, call center, or office experience.
- Flexible 8 hour shifts with occasional nights, holidays and weekends

## Benefits

Health insurance

Paid time off

Employee discount

## Full Job Description

Our growing business is looking for a skilled problem solver to join our team as a Customer Service Representative. The Customer Service Representative will be responsible for offering quick and accurate assistance to customers.

### Responsibilities

- Answers incoming customer calls regarding billing issues, product problems
- Works to establish a positive rapport with every caller
- Update customer information in the customer service database
- Work with the management team to stay updated on product knowledge
- Impact the company's bottom line by turning frustrated clients into repeat customers

If you have one or more of these skills we encourage you to apply:

- Customer service
- Communication skills
- Organizational skills
- Time management
- Data entry
- Sales

Our commitment to Diversity, Equity, Inclusion & Belonging (DEIB+):

We are committed to cultivating and advancing an equitable environment where everyone

# Attract job seekers by including the most important information by adding 6 key areas to job descriptions

- 1 Compensation
- 2 Job type (e.g. full-time, part-time)
- 3 Requirements (e.g. required skills or qualifications)
- 4 Shift
- 5 Location
- 6 Benefits

### Customer Service Representative

Better Business ★★★★★ 156 reviews

100 Congress Ave, Austin, TX 78701

\$10 - \$21 an hour · Full-time

[Apply now](#) 

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#### Job details

**Salary**  
\$15 - \$21 an hour

**Job type**  
Full-time

---

#### Qualifications

- Must be 18 years of age or older
- High school diploma/GED or any administrative, call center, or office experience.
- Flexible 8 hour shifts with occasional nights, holidays and weekends

---

#### Benefits

[Health insurance](#) [Paid time off](#) [Employee discount](#)

---

#### Location

100 Congress Ave, Austin, TX 78701

© OpenStreetMap Contributors



# Signal belonging with inclusive language

so job seekers can get a glimpse into company culture

## Share a commitment to equitable hiring by:

- Including a company DEI&B statement
- Highlighting fair chance hiring practices
- Calling out reasonable accommodations

## Avoid language that discourages protected classes. Try to not include:

- "Native" speaker
- "Mature", "energetic", and "dynamic" which can imply age
- "Active" or language about physical ability
- "Frontline", "rock star", and "competitive" which can suggest traditional masculinity

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- Time management
- Data entry
- Sales

#### Our commitment to Diversity, Equity, Inclusion & Belonging (DEIB+):

We are committed to cultivating and advancing an equitable environment where everyone belongs. We recognize that a diversity of perspective, backgrounds, and ideas is what drives true collaboration and psychological safety. We continuously evaluate and revise our hiring practices to remove bias and barriers. We remain committed to fair-chance hiring and do not require a background check.

Candidates who are back-to-work, US Veterans, people with disabilities, people who have been impacted by the justice system, or with no college degree are encouraged to apply.

Location





## Restaurant Shift Leader

REQ ID: 79852

STORE: Bartram Village (FL20290)

LOCATION: Jacksonville, FL, US, 32258

At MOD, everyone is free to be themselves and everyone has an equal opportunity to pursue their hopes and dreams. We embrace individuality, support human growth, and recognize the value in second chances. Welcome to MOD!

### Summary

As a Captain (shift leader), you directly influence the success of MOD by assisting the store General Manager execute store operations during scheduled shifts. A key part of the role is to lead MOD Squad members on your assigned shift and delegate tasks so that the MOD experience is achieved and maintained for Squad and customers.

As a MOD Squad Captain your objective is to live, teach, and demonstrate the MOD purpose in all interactions.

### Compensation

- Competitive hourly rate plus tips

### Perks

- Flexible shifts
- Free meal per shift
- 50% off when dining with guests when off shift
- Training and education at work
- Opportunities for career development and promotion
- Access to employee support
- Awesome MOD swag: t-shirts, bandanas, stickers, etc.
- Benefits for eligible Squad

### Key Responsibilities

- Show Grit, Growth, Generosity, and Gratitude

## THIS IS NOT A PIZZA PLACE. THIS IS A PEOPLE PLACE.

No matter who you are or where you come from, you are welcome here. We believe in fresh starts and second chances.

MOD welcomes people:

- Who want an uplifting environment for their first job
- Who have a positive attitude and make an immediate impact
- Who've faced traditional barriers to employment
- Who live with Intellectual and Developmental Disabilities (IDD)
- Who identify as LGBTQ



# Stand out to a diverse candidate pool by using “encouraged to apply” and keywords they commonly search

## Encouraged to apply filters for job seekers:

- No college diploma
- Military encouraged
- Fair chance
- No high school diploma
- Seniors encouraged
- Back to work
- 16+ years old

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Candidates who are back-to-work, US Veterans, people with disabilities, people who have been impacted by the justice system, or with no college degree are encouraged to apply.

Would you like people to submit a resume? \*

- Yes  
People will be required to include a resume.
- No  
People will not be asked to include a resume.
- Optional  
People can choose whether to include a resume.

People with a criminal record are encouraged to apply ⓘ



# Rethink 'Must Haves'

Even the number of required qualifications will impact the likelihood of women to apply

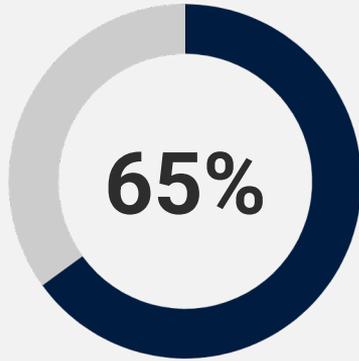
## Director of Human Resources New York, New York

### Experience, Skills and Knowledge

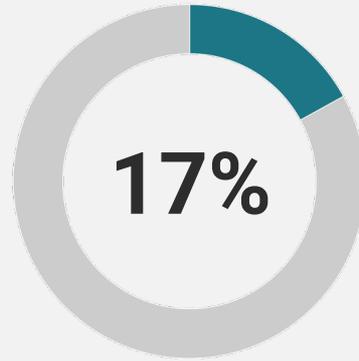
- 3+ Years of Human Resources Experience.
- Bachelor's Degree preferred.
- Hotel experience preferred.
- Ability to deal effectively with all applicants and associates with tact and diplomacy, to diffuse anger and collect accurate information and resolve conflicts.
- Thorough knowledge of Human Resources practices and procedures as well as considerable knowledge of Federal, State and Local laws and regulations pertaining to Human Resources matters.
- Knowledge of hotel operations, including marketing plans, security and safety programs, personnel and labor relations, preparation of business plans, repairs, maintenance, budget forecasting, quality assurance programs, hospitality law, and long-range planning.
- Leadership skills to motivate and develop staff and to ensure accomplishment of goals.
- Able to set priorities, plan, organize and delegate.
- Basic mathematical skills in order to perform moderately complex calculations for salary and benefit administration and to forecast departmental expenses using a calculator and/or moderately complex computer system.
- Ability to prepare correspondence and meet deadlines.
- Ability to prepare office memorandum and correspondence as well as provide clear and meaningful instructions, guidance and counseling to all associates.
- Ability to observe associates in the work place, analyze operations and detect situations of concern with regard to areas such as associate performance, grooming, training, policy adherence and morale.
- Ability to work effectively under time constraints and deadlines.
- Ability to stand, walk and sit and continuously perform essential job functions for an eight-plus hour shift with or without reasonable

# There is a huge opportunity for employers who post their pays on Indeed to attract and engage even more talent

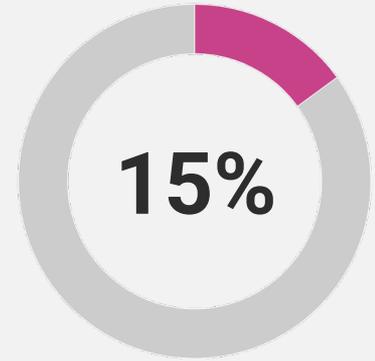
**83% of jobs** posted directly on Indeed provide salary information



Jobs with pay listed receive **up to 65% more applications**



Jobs with pay information have **17% more apply starts per impression**



Jobs with pay listed have a **15% lower cost per apply on average**

# What messages have broad appeal to job seekers?



**Work/Life Balance**



**Career Sustainability**  
(pay, growth, culture, etc.)



**Passion about work**

**Audit**

# Job Content

**Keywords**

**Job Title**

**Job Description**

**Questions?**

# Entice a Broader Candidate Pool

Prepared for PTDA Foundation

**Lauren Kort**

Senior Manager, Talent Intelligence



# Appendix

## Examples of how to write out pay information

- Pay: \$800.00 per week
- Pay: \$60,000.00 - \$90,000.00 per year
- Hourly pay rate: \$15.80 to \$17.55
- Can make up to \$19.50 an hour
- Starting pay: \$30.33 per hour
- Starting Pay: Mileage rate of \$0.69 per mile

# Optimize your title for ideal job seekers

## Job title elements that are free to include

- 1 Security clearance information
- 2 Reference numbers
- 3 Certifications
- 4 Department
- 5 Specific types of roles
- 6 General shift information
- 7 Level of experience
- 8 Type of role
- 9 Street addresses
- 10 Language requirements

## Job title elements that are subject to Sponsorship

- 1 Symbols
- 2 Urgency words
- 3 Enticements to apply
- 4 City/state/country
- 5 Bonus information
- 6 Application instructions
- 7 Phrases
- 8 Salary information
- 9 Specific shift information
- 10 General click bait