

# Job Optimisation Tip sheet



## JOB OPTIMISATION TIPS

This tip sheet has been designed to assist you with the creation of optimised job titles and descriptions for online use.

These simple optimisation tips will increase the relevancy of each job to the specific search terms (keywords) entered by online jobseekers and will help to ensure that your jobs are found in organic search results on the major search engines.

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### JOB TITLE

When creating a job title, you should include the following information:

- Full job title (no abbreviations) e.g. Senior Stylist
- Location (City, town or borough) e.g. South East London
- Job Type e.g. Permanent
- Google shows a maximum of 66 characters in the title of each search listing, so try and ensure your job title is 66 characters or less.

2

### JOB DESCRIPTION

A well-optimised job description will help both jobseekers and search engines:

- Repeat the full job title, location and job type in the first sentence of the description. This should be a summary of the job.
- Google shows a maximum of 155 characters in the description of each search listing, so try and ensure your first sentence is 155 characters or less.
- Be consistent and use the same job title, location and job type throughout the description. Do not use abbreviations.
- Make sure that you list benefits of the position, including responsibilities and scope for promotion. Give clear details of skills, training and experience required for the role. Try to keep the copy short and to the point – jobseekers do not read copy online in the same way that they would in a magazine.
- If applicable, include the full name and postal address of your job location. This allows jobseekers to get a good idea of where they will be working and also has a beneficial effect on the chances of being listed in vertical search results.

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### ENHANCE YOUR JOB LISTING TO ACHIEVE MAXIMUM EXPOSURE

#### Featured job

Highlight your job in a returned search to ensure the job stands out and gets noticed by jobseekers.

#### Jobs with logo

Promote your brand and link directly to your own website.

Get a better response from jobseekers who are more likely to apply to a branded advertisement.

#### CONTACT

For further information please contact the Hairdressers Journal Sales Team on:  
+44 (0)20 8652 8330 or email  
recruitment.services@rbi.co.uk



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