

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.

1

JOB TITLE

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

- Full job title (no abbreviations) e.g. IT Manager
- Location (City, town or borough) e.g. South East London
- Job Type e.g. Banking
- 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.

3

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 Computer Weekly Sales Team on:
+44 (0)20 8652 8080 or email recruitment.services@rbi.co.uk

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ComputerWeekly.com For Recruiters

Home | Advertise your job | Account manager service | Post our story | Pricing our top 9

SELF SERVICE - POST A JOB

Fill in the form below and press the submit button. This will be sent to a member of our sales team, who will contact you shortly to confirm the details and the price of the posting.

ADVERTISING RATESCARDS

Post a job

all fields marked with a * are mandatory

Featured Job:

Job Title: [HELP](#)

Job Description:

Meta Keywords: [HELP](#)

Meta Description: [HELP](#)

Job Role:
IT/IS management
-- Chief Security Officer
-- Chief Technology Officer
-- Chief Information Officer
-- IT / IS Director
-- MS / IT Manager
-- Systems Development Manager
-- Computer Services Manager

Job Position:

Job Hours:

Sector:
Banking, Finance, Insurance
Business Services
Local and Central Government
Education and Training
Health
Retail, Public Services
Manufacturing and Engineering
IT Consultancy

Location: United Kingdom United Kingdom [Add Location](#)

Selected Locations: None [HELP](#)

Salary/Rate: This is not required on the job but used to set matching job conditions. Start a range of £ to £ if you do not have salary details.
 to

Post Between: and

Job Reference:

Salary Description: This is displayed on the job exactly as entered

Job Contact Details

all fields marked with a * are mandatory

First Name:

Last Name:

Email Address: [SHOW - Telephone, Fax, Address details](#)

Job Application Questions

Screening Questions: [ADD QUESTIONS](#)

Leave your details

Title:

First Name:

Last Name:

Job Title:

Company Name:

Email Address:

Telephone:

Billing Address:

Type of Recruiter:

How did you hear about:

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