



Getting Started with Indeed

A Guidebook for Growing Businesses



Strategies for attracting and hiring top talent have changed

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 20 million jobs worldwide, Indeed provides a single destination to find and reach quality, active job seekers.



Indeed's the world's #1 job site¹

With over 200 million people visiting Indeed every month² 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 job listings (jobs that are aggregated by our search engine), 2) Free 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.

Sources: 1. comScore, Total Visits, March 2018
2. Google Analytics, Unique Visitors, September 2016



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 make Indeed a cost-effective source of candidates.³

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.

Source: 3. Terms, conditions, quality standards and usage limits apply

01

Create an account and post a job

Anyone can create a free account on Indeed and post a job.⁴

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 of resumes. Adding specific details about your job and the role requirements will help narrow down your results and will ensure you get more quality candidates.

Source: 4. 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

Include phrases that describe the role—targeted job titles are more effective than generic ones. Indeed Job Category Trends can help you identify popular titles for certain jobs. 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 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 personalised 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 organised** with the ability to manage and **prioritise multiple tasks**
- Enjoys **working independently** and in a **collaborative team environment**

Instead of: Excellent communication skills



Be open

Share details about your organisation'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 superannuation 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:

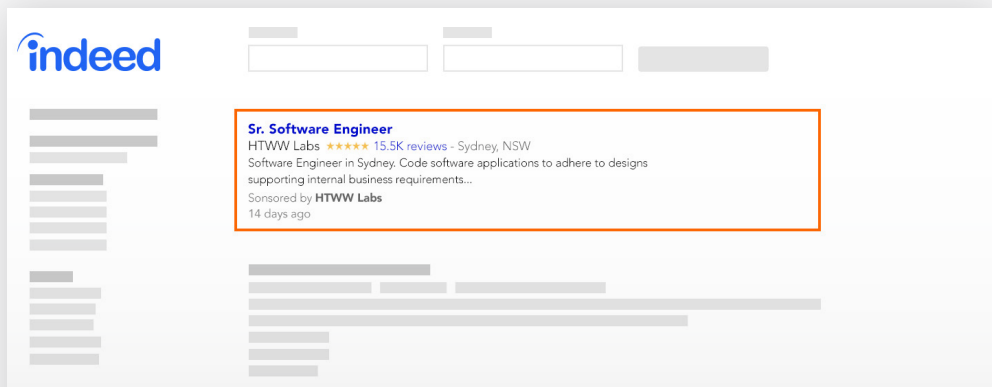
- Medical, dental and vision options
- Standard superannuation
- Four weeks of paid annual leave

03

Sponsor a job

Once you've posted your job on Indeed, you will have the option to reach more quality candidates by sponsoring your job. Sponsored Jobs receive up to 5X more clicks by job seekers.⁵

A Sponsored Job is a paid listing that is prominently displayed at the top and bottom of relevant search results. It doesn't fall back in search results over time the way free listings do. Because of increased visibility over time, Sponsored Jobs deliver more quality applicants to your job openings than free 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.

The screenshot displays the Indeed Employer Dashboard interface. At the top, there are navigation tabs for 'Overview', 'Jobs', and 'Candidates'. The 'Overview' tab is active. The main content area is divided into several sections:

- Unread Candidates** - 24 unread: This section lists two job postings with their respective unread candidate counts:
 - Business Intelligence lead - Sydney, NSW: 10 unread candidates
 - Sales Associate - Melbourne, VIC: 14 unread candidates
- Activity** - 3 items in the past week: A table showing recent activity items with columns for Item, Details, and Date.

Item	Details	Date
Note from joe@gmail.com for Aaron Smith	Aaron looks like a strong...	June 13 View
Note from david@gmail.com for Ryan Jones	Let's follow up and talk...	June 9 View
Note from alex@gmail.com for Sarah Reynolds	Seems to have experience...	June 8 View
- Interviews** - 1 scheduled: A table showing scheduled interviews with columns for Candidate, Date, Time, Interviewers, and an Update button.

Candidate	Date	Time	Interviewers	
Aaron Smith	June 16	1:00-1:30 PM	2 Interviewers	Update
Ryan Jones	June 16	2:00-2:30 PM	3 Interviewers	Update

On the right side of the dashboard, there are two summary boxes:

- Jobs**: A table showing the status of jobs.

Jobs	
Open	6
Paused	1
Closed	96
- Candidates**: A table showing the status of candidates.

Candidates	
New	1154
Reviewed	816
Phone Screened	35
Interviewed	24
Offer made	5
Rejected	3014
Hired	18

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 applicants who have applied for each of your posted jobs.

The screenshot shows the Indeed interface for a job listing. At the top, there are tabs for 'Overview', 'Jobs', and 'Candidates'. The job title is 'Candidates for Life and Health Agent - Sydney, NSW'. Below the title, it says '4 candidates Matching'. The candidate profile for 'Matt Gebhart' is displayed, including his title 'Sales Manager', status 'New', email 'mgebhart@email.com', and phone '(67) 1234-5678'. Action buttons include 'Send message', 'Add note', 'Schedule interview', 'Reject candidate', and 'More actions'. Below these are sections for 'Cover Letter' (dated Jun 7 2018) and 'Resume' (dated Jun 7 2018). The resume content is partially visible, showing 'Medical Sales' and 'Sales Assistant' roles with redacted details.

From the Candidates tab, you can:

03

Email the candidate or schedule an interview

01

View the applicant's qualifications and expertise

04


Take notes about candidates or star them for later review

02

Forward resumes to other hiring stakeholders for feedback

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 its location, duties and hiring process.

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.

Use specifics, not clickbait

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

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.

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

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

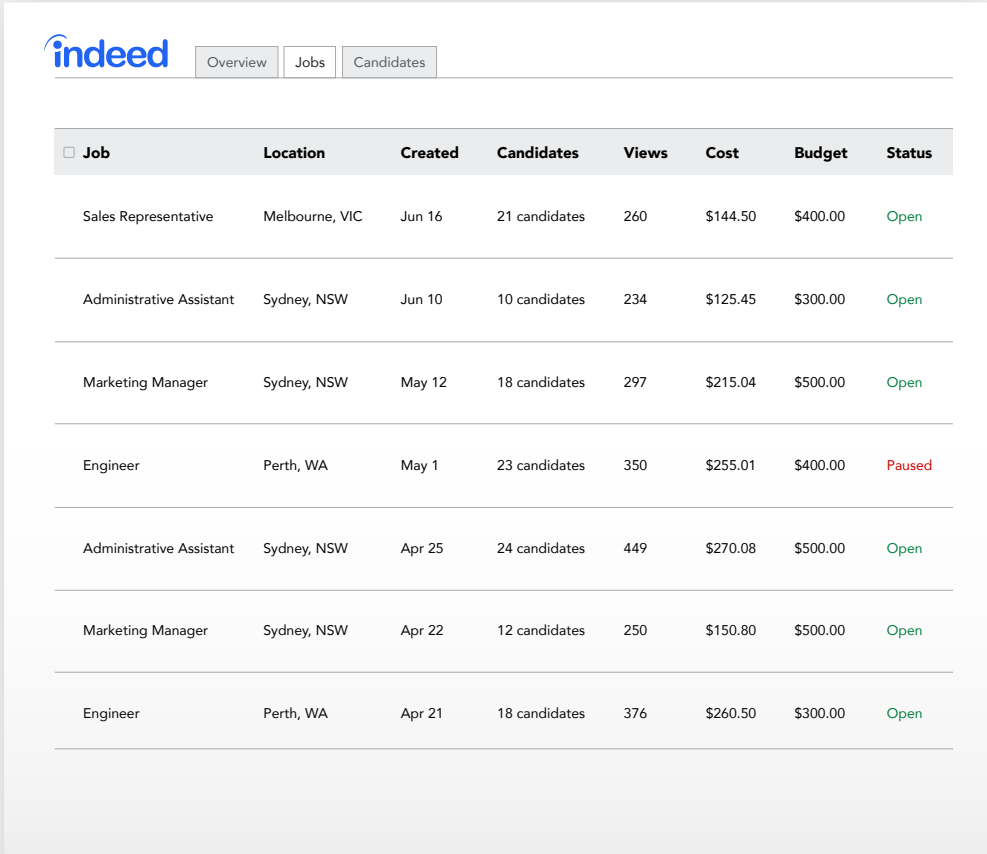
Treat candidates with respect

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 Indeed interface with the 'Jobs' tab selected. It displays a table with columns for Job, Location, Created, Candidates, Views, Cost, Budget, and Status. The table lists seven job postings with their respective metrics and status.

<input type="checkbox"/> Job	Location	Created	Candidates	Views	Cost	Budget	Status
Sales Representative	Melbourne, VIC	Jun 16	21 candidates	260	\$144.50	\$400.00	Open
Administrative Assistant	Sydney, NSW	Jun 10	10 candidates	234	\$125.45	\$300.00	Open
Marketing Manager	Sydney, NSW	May 12	18 candidates	297	\$215.04	\$500.00	Open
Engineer	Perth, WA	May 1	23 candidates	350	\$255.01	\$400.00	Paused
Administrative Assistant	Sydney, NSW	Apr 25	24 candidates	449	\$270.08	\$500.00	Open
Marketing Manager	Sydney, NSW	Apr 22	12 candidates	250	\$150.80	\$500.00	Open
Engineer	Perth, WA	Apr 21	18 candidates	376	\$260.50	\$300.00	Open

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 advertised jobs

03
Number of applications you've received

04
How much you've spent on each job

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 quality candidates, boost your employer brand, increase job seeker engagement and attract more applicants.

The screenshot shows the Indeed Resume interface. At the top, there are search filters for 'what' and 'where' with input boxes, and a 'Find Resumes' button. Below this is a profile card for Nick Calloway, a Java Software Developer based in Sydney, NSW. The profile includes a summary of his experience as a software developer and technology professional with 7 years of diverse experience. It also lists his work experience at a Tech Company in Melbourne, VIC, from April 2012 to Present. The work experience section highlights three key achievements: contributing to a complex security monitoring system, managing a team to implement new processes, and creating a new responsive company website.

Indeed Resume

Search millions of resumes

Indeed Resume is a talent database with more than 120 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.⁶ With the most prominent placement for your employer brand on Indeed, 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 receive an ad unit and a Sponsored Jobs campaign. We'll analyse your job postings and recommend the right investment to reach the talent you need.

The screenshot shows a featured employer ad for HTWW Labs. The ad includes the company logo, name, and a star rating of 5 stars with 15.5K reviews. Below this, there is a mission statement: 'Our mission is to empower consumers with information and tools to make smart decisions about technology.' The ad also lists three job roles: Senior Manager, Senior Market Sales, and Sales Consultant. The background of the ad is a blurred view of a job search results page.



HTWW

HTWW Labs
★★★★★ 15.5K reviews

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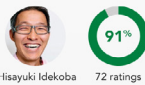
HTWW at a glance Add your rating

Reviews and ratings

3.7
★★★★★
15.5K reviews

Culture	3.6 ★
Work/Life Balance	3.6 ★
Compensation/Benefits	3.2 ★
Management	3.4 ★
Job Security/Advancement	3.2 ★

CEO approval



How is the work culture?



Claimed Profile

Headquarters
Sydney, NSW

Employees
1,001 to 5,000

Working at HTWW

At HTWW Labs, our mission is to empower consumers with information and tools to make smart decisions about technology.

Company Pages

Build your employer brand

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

Share your company story even more

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

Your next hire is here.

About Indeed

Indeed is the #1 job site in the world⁷ and allows job seekers to search millions of jobs on the web or mobile in over 60 countries and 28 languages. Over 200 million unique visitors each month search for jobs⁸, post resumes and research companies on Indeed.

Questions

Contact us at au.indeed.com/hire

Sources: 7. comScore, Total Visits, March 2018

8. Google Analytics, Unique Visitors, September 2016