

MAKE YOUR JOB TITLES WORK HARDER

TIPS FOR BETTER RESULTS ON INDEED

ALWAYS SPELL-CHECK

Misspellings may not show up in searches.

CHARACTERS COUNT

Keep job titles **under 35 characters**.

- Use "&" instead of "and."
- Use "Sr." for "Senior."

Pro Tip: Never exceed 60 characters.

KEEP IT SIMPLE

Stick to the basics:

"Customer Service Representative"
or "Cardiac Sonographer" or
"Registered Nurse, Medical-Surgical."

KEEP SEARCH TERMS RELEVANT

Use terms a job seeker would use.

- Avoid being vague.
- Don't try to be too clever.

USING ABBR.

Only use industry-recognized abbreviations.

- RN, PA, HR

Combining abbreviations with the full term
may help results.

- Registered Nurse, RN

JOB TITLE NO-NO'S

Avoid details found elsewhere in the listing, like:

- **Job Location**
- **Schedule Info:** "Full Time," "Part Time," "PRN," etc.

Indeed strongly prefers these details in the description:

- **Shift Information:** "9 a.m. to 5 p.m."
- **Sign-On and Retention Bonus**
- **Remote Work**

**Consult with your account manager or
Indeed representative to clarify policy specifics.**

REVISE AND REFINE

Job titles aren't set in stone. Adjust and update anytime.

THE BOTTOM LINE?

Your job title should be short, simple,
direct and concise.



For more detailed information on **Indeed**
job title do's and don'ts, scan the QR code
to see our blog post at abccreative.com.

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