



## **INBOUND RECRUITING:**

How to go from 'Post & Pray'  
to Post & Pursue

In our last post, “How to improve your online employer brand for more engagement,” we explored the importance of creating a strong online employer brand and shared how we grew Eastridge’s brand to attract new candidates. With results such as an 89% increase in engagement on Indeed and 1,344% increase in Yelp reviews, we determined the necessity of providing our recruiters with the right tools in order to go from ‘post & pray’ to post and pursue.



In order to build a community of in-demand candidates, recruiters need to foster meaningful interactions. Read on to learn more about how Eastridge recruiters implemented targeted search strategies in order to connect with new candidates, resulting in a 45% response rate, 59% increase in new followers, and more:

## Optimize your content based on market insights

From various social media platforms to third-party review sites and job board profiles, determining where and how to grow your audience will largely depend on your company's recruitment goals. For instance, if you're looking to attract top talent, having a responsive profile that resonates with candidates is essential.

So how can this be achieved without spending major financial resources on "Featured Employer" or "Sponsored Employer" profiles? Nearly every platform provides some kind of analytics or reporting tool that will allow you to better understand your audience demographics and reveal where you should target your resources. For example, Indeed provides a reporting and market research dashboard that will help identify the supply and demand of jobs and candidates in your markets, average pay rate, etc. to educate you on the competitive landscape.



## Implement job posting best practices

Based on your market insights, such as what titles people are searching for, what jobs are in higher demand in specific markets, and how to effectively sell against companies hiring similar roles, recruiters should practice continued accountability for every job posting. This means consistently updating content on all of their job postings.

When updating content, implementing Search Engine Optimization (SEO) best practices is essential in getting your job postings in front of the candidates you're trying to attract. To ensure that your job posting ranks high among candidate search results, you need an SEO optimized job posting.





### **How to optimize job titles**

1. Be as clear as possible with your titles. For example, if you are searching for a Software Engineer III (3), then post the job as “Senior Software Engineer.”
2. Use familiar titles commonly used in your industry. Instead of titling a posting “Time Ninja,” create a more common title such as “Administrative Assistant” so more people find your listing. Instead of “Application Engineer Expert,” simply call the job what it is: a Technical Trainer. A wide net with searchable titles will make a great difference.

## How to optimize job descriptions

1. Include keywords in your job description. Although they won't affect your organic search results, certain keywords will show up bolded when searched, thus helping the job posting stand out to the candidate.

2. Avoid cliché phrases. To draw job seekers to your posting and increase engagement, keep your job description text down to 400-600 words. Avoid using the typical statements every employer uses. "High-growth position" can be elevated to "progress your career" and "fast-paced environment" can be updated to "exciting, ever-changing workplace."

3. Be sure to mention the position a few times within the posting. If you don't mention the position title to reinforce the keywords, you may rank lower than other jobs that are properly optimized. An easy way to do that is in the response info such as "To apply for the Payroll Specialist position, log onto..."

4. Avoid starting with your company name. Now that candidates have found you, don't lose them in the first sentence with a flat, non-descriptive copy. Instead of "XYZ Construction, an international solar energy provider, is seeking..." try leading with an intriguing statement such as "Becoming a Store Manager at XYZ is a career move that will allow your strong retail management expertise to grow in an environment that enhances personal development."

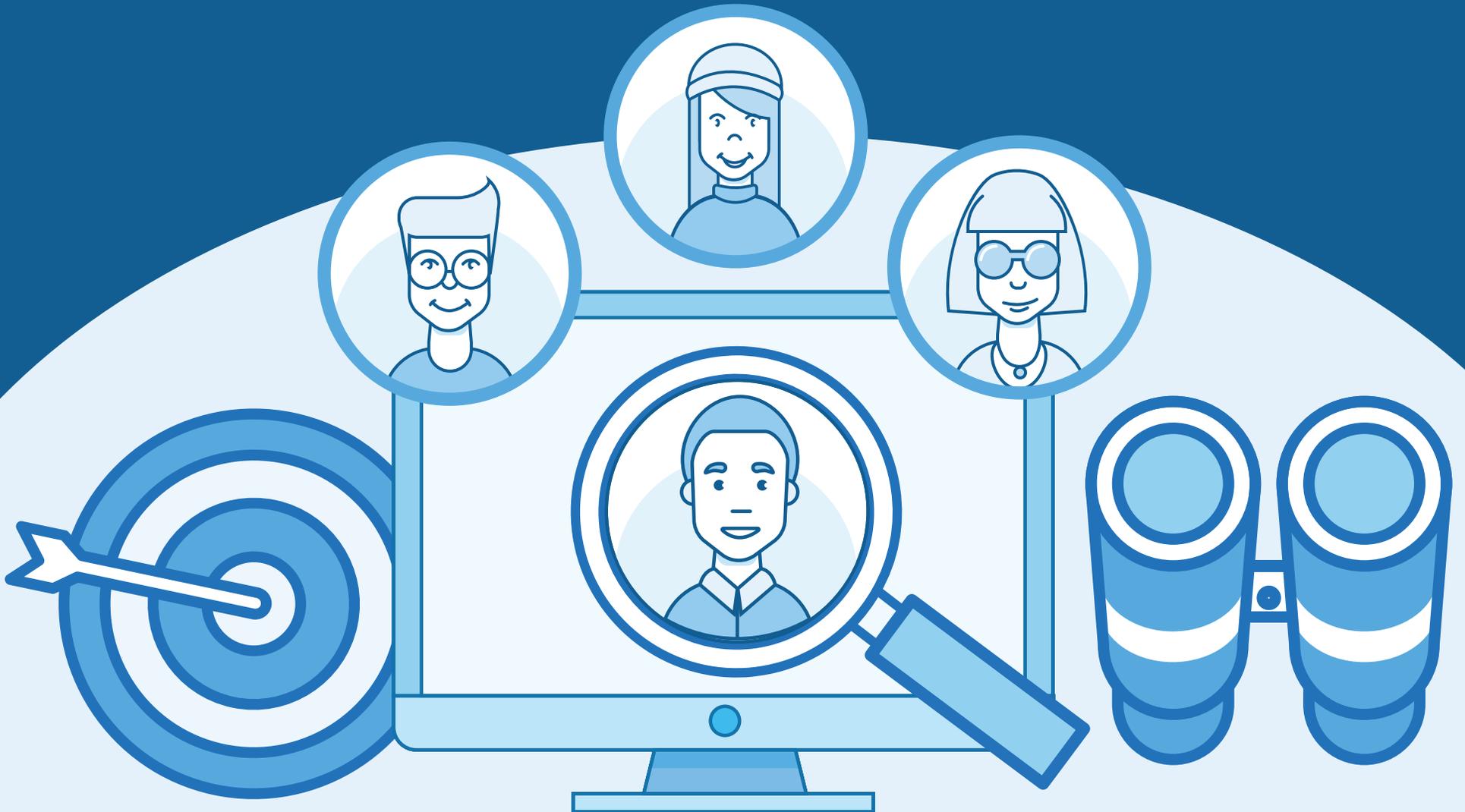
At Eastridge, we optimized our job postings and various post content to perform higher in search results and appear before our competitors' positions. After strengthening our SEO practices on Indeed, we saw an 89% increase in candidate engagement and a 59% increase in new followers.

You can further ensure the consistency of your brand message by providing your recruiters with a job posting 'Dos & Don'ts.' Candidates want to feel a connection with your company before applying, and over time, brand consistency will build trust and foster higher engagement within your online candidate community.



## Target your candidate search strategies

With today's tightening job market, recruiters have to be more proactive in their online search strategies. Instead of 'post and pray', your recruiters can maximize their candidate search efforts by targeting two search avenues: resumes and job advertising.

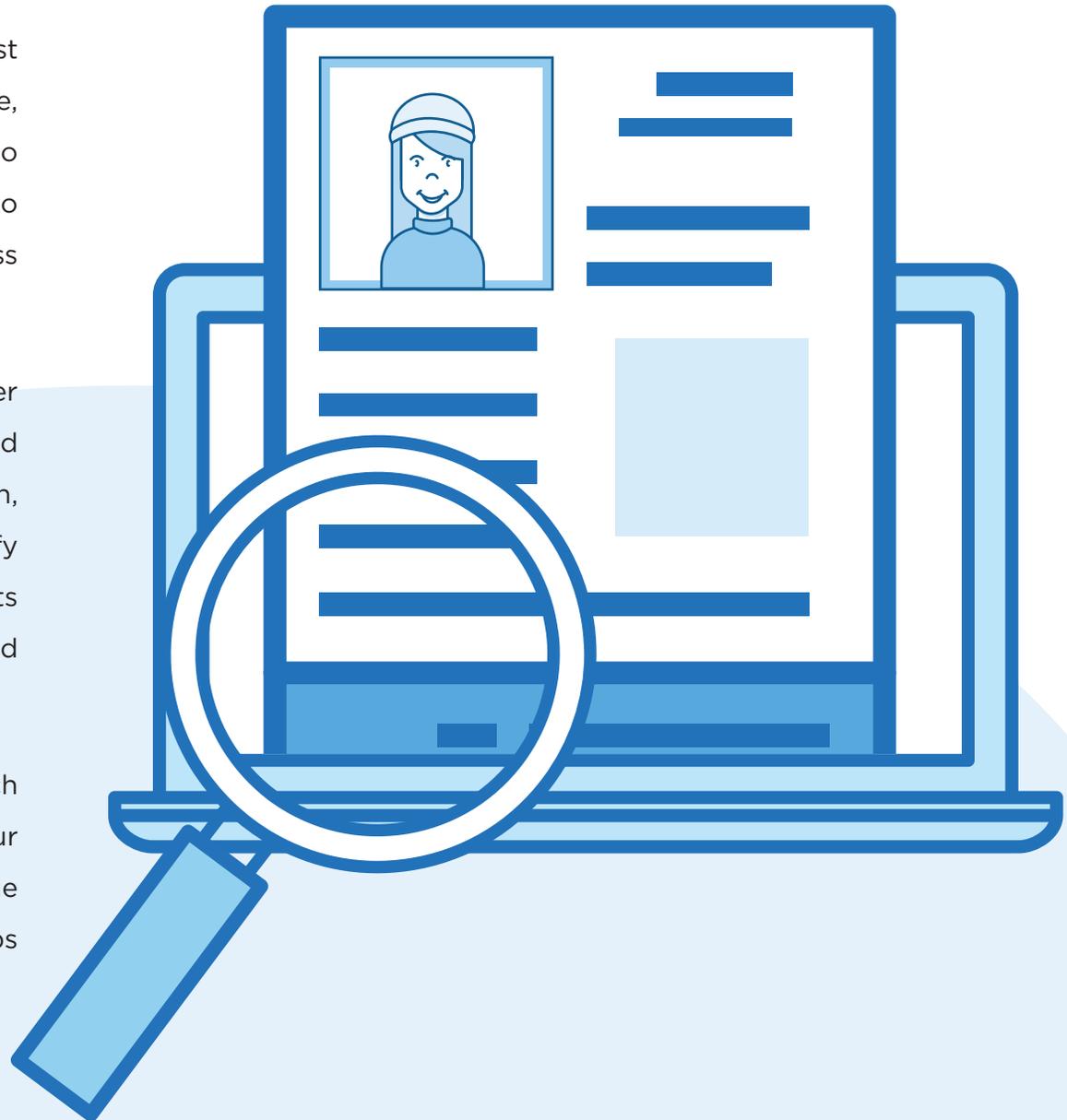


## Resume search

Today, we're recruiting in an applicant's market and most candidates are sitting in the driver's seat. Last year alone, more than 40% of job seekers believed it's acceptable to cut off communication when they have decided they no longer want to pursue a new role. The days of mass messaging and hoping for a response are far behind us.

The increasing trend of 'candidate ghosting' further emphasizes the necessity of implementing targeted resume search strategies. Whether it's Indeed or LinkedIn, training your recruiters on how to quickly identify resumes that match the qualifications and requirements they're seeking will encourage more successful inbound messaging outcomes with those candidates.

When messaging candidates, filter and refine your search results, use boolean search strings, personalize your outreach and always follow up. Additionally, avoid vague language and only reach out to candidates about jobs that are relevant to them.



We have all received generic LinkedIn messages, such as the following:

“Available due to job growth, the Director of HR (click here for job description) will report to the Vice President of HR. Referrals for this opportunity are needed, and as always, appreciated. Feel free to forward this to anyone who is a fit, or if you are interested, send me your resume. Thanks!!!!!!”

Due to its impersonal nature, messages like the above will not initiate meaningful conversation with a candidate, even if they happen to be a fit for the position. Eastridge recruiters first research a candidate's profile before contacting them with a personalized message (including their name, years of experience, what company/industry they work in, asking how their career path progressed, etc.).

**For each unique candidate on LinkedIn, we saw an InMail acceptance rate\* of 36% versus the industry average of 20%. When our recruiters applied the same strategy on Indeed, our recruiters received a candidate response rate of more than 30% with a total average of 45% (compared to the industry standard of 20%).**

\*LinkedIn suggests a benchmark standard of 27%





## Advertising search

Another way to reach your ideal candidate audience is through targeted advertising. By implementing SEO best practices (learn more from the first post of our series) on our pay-per-click (PPC) and targeted jobs ads, Eastridge recruiters were able to more effectively reach the talent they were seeking.

With targeted advertising, it's crucial to implement an advertising budget supported by measurable KPIs. Your ad spend should correlate with the position you are advertising, based on salary, scarcity, and skills required. By measuring ad performance KPIs every week, you can see what's working, what isn't working, and make adjustments accordingly.

At Eastridge, if a job posting is not receiving enough clicks and applications, we put more money behind the ad to sponsor it higher. Vice versa, if the ad received a significant, quality response from applicants, we will pause or close the job to then reach out to candidates who applied and then interview them. We also monitor how many jobs we posted within the same timeframe to ensure we have enough budget to support each job ad.

## What's next?

Targeting your search strategies to foster meaningful engagement with candidates is essential. In our next post, we'll explain how Eastridge uses its performance analytics to curate internal recruiter training programs.



## About Eastridge Workforce Solutions

If your organization is struggling to keep pace with the rapidly evolving recruitment landscape, Eastridge can provide consultative support and guide you from 'post and pray' to proactively pursuing an in-demand candidate community via social media. Contact one of our experts today to learn more about our social media recruitment practices and how partnering with Eastridge can simplify and accelerate your hiring process.

Since 1972, Eastridge Workforce Solutions has provided full-service talent acquisition and management solutions for Fortune 500 companies across North America. Ranked as a top professional recruiting firm by Forbes and in the top 1% of firms by Staffing Industry Analysts, we are proud to help over 20,000 associates find jobs across all major industries every single year. With strategic contingent workforce management programs and comprehensive staffing solutions powered by our proprietary technology platform, Eastridge Cloud™, we make it easy for our clients to attract and manage a skilled workforce.

