

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. Transport Team Leader
- **Location** (City, town or borough) e.g. South East London
- **Job Type** e.g. Fleet Management
- 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 RoadTransport.com Recruitment Advertising on: 020 8652 8989 or e-mail recruitment.services@rbi.co.uk

See over for example

Job Optimisation Tip sheet



ROADTRANSPORT.com JOBS
Connecting the Industry

For Recruiters

Home | Advertise your jobs | Account managed service | Find out more | Existing user log in

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 booking.

ADVERTISING RATECARDS
[For corporate clients in the UK](#)

Post a job

all fields marked with a * are mandatory

Highlight your job and let it stand out for just £150 extra

Job Title: [HELP](#)

Company Name:

Job Description:

Meta Keywords: [HELP](#)

Meta Description: [HELP](#)
These are non-mandatory fields, but will improve the effectiveness of the search if completed.

Job Role: [HELP](#)
Driving
-- HGV Driver
-- LGV Driver
-- C+E Driver
-- Class C Driver
-- Driver Assessor
-- Fleet Driver Trainer
-- Courier Driver
Use ctrl-click to check multiple fields

Job Position:

Job Hours:

Location: -- United Kingdom -- United Kingdom [Add Location](#)
Choose country and location from drop downs and click 'Add Location' button

Selected Locations: None [HELP](#)

Salary/Rate: This is not displayed on the job but used to aid matching job candidates. Insert a range of 0 to 1 if you do not have salary details.

Post Between: [30/05/2008] and [27/06/2008]

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 QUESTION](#)

Leave your details

Title: --None--

First Name:

Last Name:

Job Title:

Company Name:

Email Address:

Telephone:

Billing Address:

Type of Recruiter:

How did you hear about us?

Road Transport Jobs may occasionally email you about relevant recruitment related products and services available from Road Transport Jobs and our partners. If you do not wish to receive this type of information please tick the following box:

[SHOW JOB PREVIEW](#) [SUBMIT](#) [CANCEL](#)

3
1
2

CONTACT

For further information please contact RoadTransport.com Recruitment Advertising on: 020 8652 8989 or e-mail recruitment.services@rbi.co.uk