



JOB TITLING

101 TITLING YOUR JOBS FOR SUPERIOR





SEO IS YOUR BFF

Job Titling may not be the first thing you think of when creating your recruitment strategy. But, it's definitely the starting point and the first thing that candidates are thinking of. Key points to consider:

- Most candidates begin their job search by typing a job title into a search engine.
- Search engines reward job titles that are aligned with the most searched term or phrase.
- The more precise the match, the higher your page content appears in search results.



THE POWER OF WORDS

A job title should be precise yet conversational, reflecting *what that person would call themselves when introduced*:

“Hi, I’m a Data Mapping Specialist”

VS

“Hi, I’m a DB Analyst level 3 – Cleveland Metro office”



As the goal is to match with candidates who are actively looking for the job you are offering, it’s important to title your jobs accurately. The more you can mirror what candidates consider the job title, the better chance your jobs have of appearing in the top search results.

Following are common mistakes—and recommended solutions—to ensure that you’re not sabotaging your efforts to reach job seekers who could be a perfect fit for your organization.



DON'T GET CRAZY

Some organizations create job titles that use internal buzzwords or attempt to elevate the job's status. Think externally: internal buzzwords are lost on *people who don't yet work for you*. It is also a mistake to use a title that gives the job an inflated level of importance. Ambitious candidates will see through this tactic and will leave soon after being hired, causing yet another turnover issue and putting you back at square one. A few pointers:

- **Avoid overly creative, fanciful job titles.** Don't advertise for a "Fashionista Consultant" when you're looking for a "Retail Sales Associate." You may think you're adding flair, but the effort will prove pointless: no job seeker is searching for Fashionista Consultant jobs.
- **Avoid job titles that are too broad or generic.** Are you hiring drivers? What kind? There's a big difference in job duties and qualifications for a pizza delivery driver vs. a CDL truck driver. Offer enough specifics for a candidate to understand the job and whether they fit.



TMI is DOA

Some recruiters are inclined to stuff all-the-things into their job titles. For example:

RN-ICU-8am-3pm M-F-Sign-on Bonus

You might think you're micro-targeting candidates with all of that detail, or perhaps your recruiters could be doing it to differentiate their open job requisitions internally. Regardless, while some people might search on various combinations of those words, infinitely more will search on the simple job title of RN or ICU RN.

In reality, job title and location are most often all that job seekers enter into their search. It's best to use a most commonly searched job title and let your job description fill in the details.

Bonus: Google is learning abbreviations and is returning related results.

Google's algorithm now recognizes contextual association (RN and Registered Nurse, IT and Information Technology) and will deliver comprehensive results accordingly in a search.



LEVEL SETTING ISN'T HELPING

Another common practice we often see is to label each position with a number or Roman numeral, such as Software Developer 1, Software Developer 2, etc.

No one thinks of themselves as a “level,” and no one searches for a job like that.

Plus, the concept is rife for misinterpretation. Is “1” the most-experienced or least-experienced level? Your best bet is to use the simple job title and let your job description provide details on level of experience and requirements. If candidates can't find your job, you won't get that chance.



INTERNAL CODES = NO

Many companies assign codes to jobs – codes that mean something inside the company, but mean nothing to job seekers. We've actually seen jobs posted as:

LPN-A7C2

Needless to say, that granular level of numeric detail should not be included in any job that is posted externally and visible to people outside your company. Your ATS may allow you to include both an external and internal job title. If so, save your codes for the internal title.



PROOF BEFORE YOU POST

You'd be surprised (and possibly embarrassed) by how many errors end up in job titles. We've seen many strange job titles that had transposed letters, symbols accidentally inserted and even full words that somehow got sandwiched into the job title. Then there's straight up, well, this:

Retail Store Manger

Read it again. Wondering why your applicant volume is so low?

Are you looking for a "Manager" or are you promoting a festive in-store holiday nativity scene?

Sure, you can go in and fix it when you realize the typo, but the internet is forever. Many may have already seen the typo on your posted job and now side-eye your integrity as an employer.

So, just remember to slow down and proofread your job title before you send it out into the world.



DO YOUR RESEARCH

Call your new employee whatever you like once you hire them. Just make sure to use the most searched title when marketing your jobs. Where can you search for the highest-ranking job titles? Here are a few options to get started:

Google Ads Keyword Planner

<https://ads.google.com/home/tools/keyword-planner/>

SEMrush Keyword Research

<https://www.semrush.com/features/keyword-research/>

Moz Keyword Explorer

<https://moz.com/explorer>



BONUS ROUND:

NOW THAT YOU'VE GOT THE RIGHT TITLE, ARE YOUR JOBS INDEXED IN GOOGLE FOR JOBS?

So, you wrote a great job posting with the appropriate job title. Once posted, is your job appearing in the Google for Jobs section of the search results?

The screenshot shows a Google Jobs search results page. At the top, there's a blue header with the word 'Jobs'. Below it, there are several filter buttons: 'Past 3 days', 'Full-time', 'Work from home' (with a location pin icon), 'Teller', 'Bank teller', and 'Part-time teller' (with a right arrow). The main content area displays three job listings, each with a company logo, job title, location, source, and time posted.

Company	Job Title	Location	Source	Time Posted	Work Type
	Teller	University Heights, OH	via Resume-Library.com	11 hours ago	Full-time
	Teller	Euclid, OH	via ZipRecruiter	10 hours ago	Part-time
	Teller	University Heights, OH	via ZipRecruiter	Over 1 month ago	Part-time



LET GOOGLE DO THE WORK

Adding structured data to your job posting web pages makes your job postings eligible to appear in Google for Jobs. The structured data should appear on the same page as the job description that job seekers will read in their browser.

Our **ACTIVATE™** recruitment marketing and job search platform follows Google's guidelines for getting your job to show up on the Google for Jobs widget by:

- Adding structured data to every job detail page
- Submitting your sitemap to Google every 3 hours
- Google absorbs the sitemap and recrawls the pages, increasing your potential to appear in that valuable Google for Jobs widget

PS: We'd love to tell you about all of the other wonderful things **ACTIVATE™** can do for you!



NEED ADDITIONAL HELP WITH YOUR RECRUITMENT MARKETING?

You can access our helpful resources, check out our client work and learn more about recruitment marketing best practices at:

[nasrecruitment.com](https://www.nasrecruitment.com)



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6133 Rockside Road, Suite 302
Cleveland, OH 44131
(216) 503-9001