

Use this quick checklist before publishing your next job posting.



Job Title

Recommended length: 5–10 words

- ☐ Use a clear, searchable job title.
- ☐ Avoid internal jargon and abbreviations.
- ☐ Include the employment type if relevant.
- ☐ Add location or remote status when applicable.



AI Tip: Use commonly searched job titles that candidates are likely to type into job boards and search engines.



Job Description

Recommended length: 300–700 words

- ☐ Start with a brief company introduction.
- ☐ Clearly explain the role and responsibilities.
- ☐ Highlight the impact of the position.
- ☐ Keep paragraphs short and easy to scan.
- ☐ Use headings and bullet points where appropriate.



AI Tip: If using AI to draft content, review every section for accuracy, company-specific details, and consistency with your employer brand. Avoid publishing generic AI-generated copy without editing.



Qualifications

Recommended length: 75–150 words

- ☐ Separate required and preferred qualifications.
- ☐ Focus on essential skills.
- ☐ Avoid unnecessary requirements.
- ☐ List certifications only when truly required.



AI Tip: AI often overstates qualification requirements. Remove unnecessary criteria that may discourage qualified candidates from applying.



Compensation & Benefits

Recommended length: 75–150 words

- ☐ Include salary range (where applicable).
- ☐ Highlight key benefits and perks.

Job Posting Optimization Checklist

Attract Better Candidates. Improve Application Quality.

- ☐ Mention remote, hybrid, or onsite expectations.
- ☐ Include growth and learning opportunities.



AI Tip: Verify all compensation and benefits information before publishing—AI can generate inaccurate or outdated details.



Employer Brand

Recommended length: 100–200 words

- ☐ Showcase your company culture.
- ☐ Explain why candidates should join your team.
- ☐ Use inclusive, welcoming language.
- ☐ Highlight your mission or values.



AI Tip: Personalize AI-generated employer branding with real examples and authentic company messaging.



Candidate Experience

Recommended length: 75–150 words

- ☐ Include a clear call-to-action.
- ☐ Explain the application process.
- ☐ Ensure the application is mobile-friendly.
- ☐ Mention expected hiring timelines if possible.



AI Tip: AI can help simplify complex language, but always review the final copy to ensure instructions are clear and accurate.



AI & Search Optimization

- ☐ Include important keywords candidates are likely to search.
- ☐ Keep language natural instead of keyword stuffing.
- ☐ Use inclusive language throughout.
- ☐ Remove biased or exclusionary wording.
- ☐ Verify all AI-generated facts and company information.
- ☐ Ensure the posting reflects your company's voice and policies.



Before You Publish

Job Posting Optimization Checklist

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- ☐ Proofread for spelling and grammar.
- ☐ Verify links and contact information.
- ☐ Check formatting for readability.
- ☐ Review for inclusive language.
- ☐ Confirm all job details are accurate.
- ☐ Test the application process on desktop and mobile.
- ☐ Have another team member review the posting before publishing.

Ready to Optimize Your Hiring Process?

EMPTrust HR's AI-Assisted Applicant Tracking System helps you create, optimize, publish, and manage job postings while streamlining candidate sourcing, hiring workflows, and onboarding—all from one connected platform.

1

Create & Optimize

Build stronger postings with built-in AI guidance.

2

Publish Everywhere

Push postings to job boards and career sites in one click.

3

Source & Track

Manage applicants and hiring workflows in a single place.

4

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Move new hires smoothly from offer to day one.

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