

# Posting on **indeed**<sup>®</sup>

*The do's and don'ts*



# 53m

Site visits per month to  
Indeed.co.uk

Indeed



## Indeed: Top of the job board charts

Globally, Indeed is the most popular job board...

Here's why:

- **77%** of global jobseekers named Indeed as their favourite job board
- **63%** of UK jobseekers stated Indeed as the go-to job board
- **150 million** global visitors every month
- Indeed is available in over **28** languages
- It hosts **200 million** CVs worldwide
- Indeed streamlines your hiring processes integrating with your ATS

# Posting on **indeed**<sup>®</sup>

## *General Recruitment*





## General recruitment: The do's

**Keep up to date with Indeed's standards for the optimal jobseeker experience...**

### Do...

1. **Respect candidate privacy:** Never share gathered info with third parties
2. **Make application accessible:** Don't make your process overly complicated
3. **Pay fairly:** Always advertise your salary
4. **Use Indeed to fill a vacancy:** Don't use it to fill pipeline



**76%**

**Of job seekers want to know how long it will take to fill out an application before they apply**

Career Builder - 2023



## General recruitment: The don'ts

**Avoid the following if you want a successful recruitment campaign...**

### **Don't:**

- 1. Discriminate:** Jobs on Indeed are for all qualified candidates
- 2. Treat Indeed as a talent pipeline:** Be genuine. Only post an available job
- 3. Make the application process complex:** If you want applicants, keep it simple



# 72%

**Of job seekers who had a bad candidate experience told others about it online or in person**

Career Arc - 2023

# Posting on **indeed**<sup>®</sup>

*Job titles and descriptions*





## Job titles and descriptions: The do's

**Remember, jobs that don't meet Indeed standards may be subject to review...**

Don't waste your precious time.

### Do...

- 1. Offer a real job:** Indeed is a search engine. Not a spam board
- 2. Tell the truth:** Be sincere. Include the correct location, salary and duties
- 3. Use original content:** Don't regurgitate content that isn't yours. Be authentic



**79%**

**Of job seekers will consider a company's mission statement before applying**

Glassdoor - 2023

## Job titles and descriptions: The don'ts

**If you list a disingenuous job offer, you risk being removed from organic search results...**

**To avoid this, don't:**

- 1. Use offensive content:** The visibility of your advert may be adversely affected
- 2. Use clickbait titles:** The job title should reflect the job. Keep it simple
- 3. Use content that isn't yours:** Don't plagiarise. Be original
- 4. Game the system:** Exploiting Indeed algorithms could affect your job visibility



**82%**

**Of employers view candidate  
experience as critical**

Career Arc - 2023



# Posting on **indeed**<sup>®</sup>

*Using the Talos ATS feed*



### **What do I need to provide to set up organic posting on Indeed via Talos?**

All we need is the link to your company page. If you don't already have a company page on Indeed, just let us know the name you would like to be displayed. When you start posting adverts to your Careers Page, your company page will automatically be created on Indeed. You'll then have the option to 'Claim the page' on Indeed and update your logo.

### **What do I need to sponsor roles which I've posted via Talos?**

This is something your Account Manager at Indeed will be able to help you with. Just let them know that you're using the Talos feed, and you'd like your adverts available to sponsor from within your account. If they have any questions, please feel free to loop us in and we can help.

### **How do I advertise a role on Indeed via Talos?**

Simply post the role to Careers Page and we'll will do the rest.

### **What is Indeed Apply?**

Indeed Apply allows the applicant to complete their application on Indeed without being redirected to your careers page. This helps to reduce the drop out rate of applicants completing their application. Applicants will still complete all your questions on your application form, as long as the field type is supported by Indeed Apply.

### **What field types are NOT supported by Indeed Apply?**

- Checkbox
- Education History
- File upload
- Employment History



## FAQs

### How do I set up Indeed Apply on my adverts posted via Talos?

When saving your application form, ensure the 'Generate Indeed Json' box is selected. When an advert is posted using this application form, this will automatically send the information to Indeed and Indeed Apply will be applied.

**Please note:** The application form must contain only supported fields.

### What adverts will not be posted to Indeed via Talos ATS?

- Adverts being posted directly to Indeed – this may result in duplication with Indeed blocking your account.
- Self-employed, commission only, internship, and volunteer roles will not be displayed on Indeed.
- Adverts posted with a URL Redirect (if this is something you need doing, please contact Talos Support, as we'll be able to offer a different solution.)
- 'Location Blasting' – This is when the same role is advertised in multiple locations to gain more traffic for one advert. This is not allowed on Indeed and will be blocked by quality control.
- Including anything other than the job title within the job title field can result in the advert being blocked by Indeed. For example, 'Assistant Manager - Part Time', and 'Sales Executives Urgently needed' wouldn't be allowed

### What do I need to do if my account is blocked by Indeed?

You'll need to speak to Indeed directly. If you have an Account Manager at Indeed, they'll be able to advise why the block has been put in place. If you don't have an Account Manager, the Indeed team will be able to help you if you call **0800 652 9825**.

As this is your company and your account, Indeed won't provide us with any information regarding your account. Should they require any technical information, or you you'd like our support we'd be more than happy to help you.

### **How does Indeed determine the location of the role?**

The postcode of an advert determines where the location is advertised on Indeed. So, the location of the postcode you input will take precedent over the location field within Talos.

### **How does Indeed determine the salary of the role?**

Talos will send the salary information to Indeed via your Talos feed. If the salary has been hidden, Indeed's algorithm will look within the advert text for a numerical figure, this will then be used as the salary.

Indeed doesn't support non-numerical salaries. So, don't put 'competitive salary' in your advert. It won't recognise it.

### **Why is my advert showing as remote?**

Job adverts with certain words and language patterns will be added to different display areas. For example, if your advert mentions remote or home working within the advert copy, Indeed will display the location as remote.

### **How can I refresh the advert on Indeed via Talos?**

A new advert would need to be posted on Talos, either through the post icon or by copying a specific role, which Indeed will view as a brand-new advert. **Please note:** Just because you've reposted the advert, it doesn't mean Indeed will define the job as 'new'.

### **Indeed contact number**

0800 652 9825



# Recruitment Review



[Request your free review today](#)

[talos360.co.uk/guides/review/free-recruitment-review/](https://talos360.co.uk/guides/review/free-recruitment-review/)



## Access the best candidates

We know the ideal places to find the talent that your business needs, from volume hires to niche recruitment.



## Save time & reduce costs

Our services are specifically designed to save you time and money, freeing your time to focus on your business needs.



## Access free advice & great service

We're always here to recommend the best hiring strategies and we're renowned for the amazing service we offer.



### Smart HR Tech

Best in class ATS system with active ongoing development, so you always have access to the latest hiring tech.



### Flexible Features

Customisable work-flows, application processes and candidate experiences to evolve with your business needs.



### Amazing Service

Same day set-up with free training & ongoing UK based support. Plus, you get best practice hiring advice as part of the service.

[Request your demo today](#)



*Employee Engagement Platform*

# Talos Engage



## **Engagement Surveys**

A more effective and enjoyable way to collate and review invaluable people insights.



## **Talent Insights**

Build your own gamified surveys for any people insights you need.



## **EVP Analysis**

Identify your employee value proposition to find out why your employees come to work and why they stay, quickly and easily.

[Request your demo today](#)



## Our Products



### TalosATS

Transform your hiring processes with our advanced hiring platform to attract, manage and onboard the very best talent.

### TalosEngage

Unlock insights, improve engagement and boost morale with our intelligent engagement and workforce analytics platform

### TalosAttract

Attract, hire and onboard the best talent with our talent acquisition and candidate management solutions.

*Trusted By*

