HOW TO USE INDEED'S TRENDS TOOL

TO DRIVE TRAFFIC TO YOUR JOBS

WHAT TO EXPECT INSIDE:

Our favorite Indeed tips + tricks

How to drive the *right* traffic to your jobs

Convert visitors into applicants + hires

BROUGHT TO YOU BY THE RECRUITMENT MARKETING TEAM AT KINETIX

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LEARN
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AND HIRES.

As a talent acquisition pro or recruiter, you should be pretty familiar with the job aggregation site **Indeed**.

A favorite of ours here at **Kinetix**, Indeed accounts for 58% of all job-related traffic across the internet according to SilkRoad.

Apart from job postings, sponsored listings, featured employer profiles, and a candidate-friendly resume database, Indeed also has a pretty neat **Job Trends** tool that's available for everyone to use to get a feel for the current job landscape across the country.

In this guide, we'll show you some best practices to follow to ensure you're getting the right information out to potential candidates.

And we'll also hit you with the best Indeed tips and tricks you need to learn to drive the right traffic back to your jobs that will ultimately convert to applicants and hires.

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THE SET UP
### To get in front of the candidates you want to attract, do a little research...
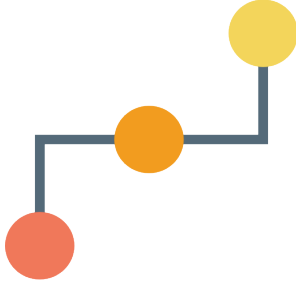
When posting a job on an external site like Indeed, the ultimate goal is to attract attention and eyeballs to your post that eventually convert to applications, right? That all starts with a candidate being able to find your posting among the sea of competitors out there.

To get in front of the candidates you want to attract, do a little research on their search behavior so you can optimize your posting titles and descriptions to reach the widest group.

One easy way you can use Indeed to find out this info is to gather your potential job titles and run them through the Job Trends comparison tool. Also included in the tool are employment trends based on industry and a job market competition analysis.

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THE DATA
Indeed accounts for almost 60% of all job-related traffic online.
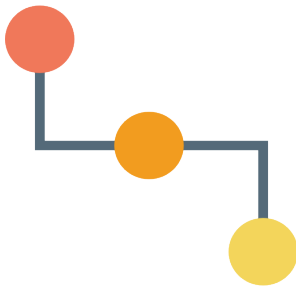
You may be asking yourself, how does Indeed do this? Where does the data come from to ensure an accurate view of the current recruiting landscape?

Since Indeed accounts for almost 60% of all job-related traffic online, they can aggregate this data from their own database of candidate resumes and job postings.

They also capture candidate search behavior and keep a repository of search terms they can present in their data. With access to millions of jobs and resumes, Indeed can present an extremely accurate view of the recruiting and job seeker landscape.
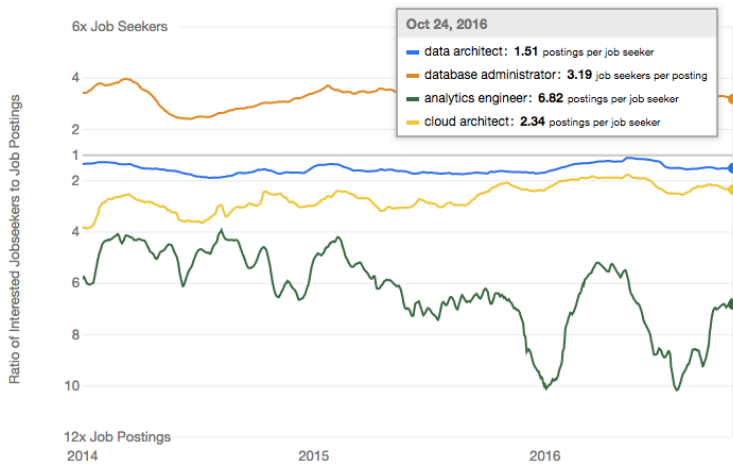
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IN ACTION
Real world examples of the Job Trends tool in action.

Let's dive into some real world examples of the Job Trends tool in action. At Kinetix, we were asked to create an analysis for a client who had a few ideas on a potential title for a hybrid Database Admin/Data Architect role but couldn't settle on one title they wanted to use.

On the following page, you'll see our research on testing potential job titles using the Job Trends tool, complete with our professional analysis.

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Jobseeker Interest vs Job Postings

Oct 24, 2016
- data architect: **1.51** postings per job seeker
- database administrator: **3.19** job seekers per posting
- analytics engineer: **6.82** postings per job seeker
- cloud architect: **2.34** postings per job seeker

6x Job Seekers

Ratio of Interested Jobseekers to Job Postings

12x Job Postings
2014   2015   2016

We did some research and decided to test 4 different titles:

- Data Architect
- Database Administrator
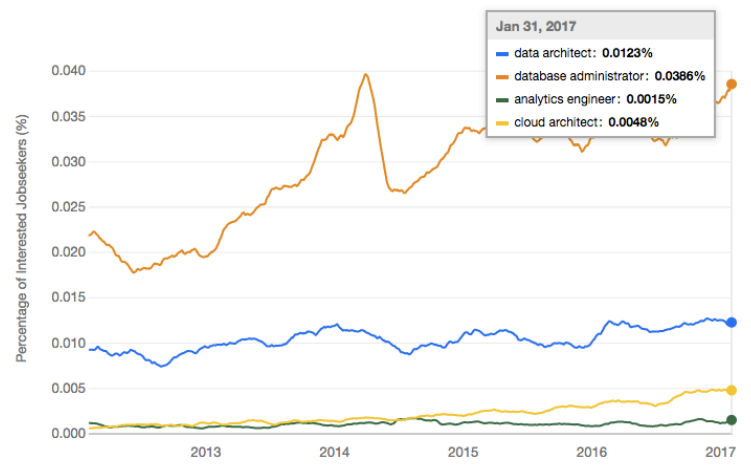- Analytics Engineer
- Cloud Architect

We put these 4 titles into the analysis tool and produced the data in the chart you see to the left.

When looking at the chart above, the key point that should stand out is the title Database Administrator is the only one that has a **positive Job Seeker to Posting ratio**. That means there are more candidates available with that title than postings on Indeed from other employers. All the other titles have a negative ratio, which means candidate supply is diminished—or, the market is saturated—with postings from companies all looking to fill the same position.

The chart to the right confirms that Database Administrator has the highest percentage of job seekers relative to the other three titles. If the job description most accurately matches that of a Database Administrator, then it's a simple case of using that title on your external postings.

If the description is more a blend of positions, combining the top two performing titles into a combo title (i.e. Database Admin and Architect) will help cast an even wider net to reach qualified candidates.

Jobseeker Interest

Jan 31, 2017
- data architect: **0.0123%**
- database administrator: **0.0386%**
- analytics engineer: **0.0015%**
- cloud architect: **0.0048%**

Percentage of Interested Jobseekers (%)

2013   2014   2015   2016   2017

Job Postings Per Capita

For the 50 most populous metropolitan areas in the United States.
The bigger the dot, the more job postings per capita.
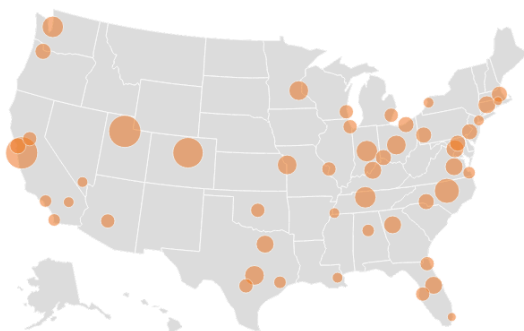
JOB POSTINGS PER CAPITA
TOP 50 MARKETS

In addition to the job title analysis tool, Indeed Trends also offers data on a few other points that will be beneficial to you as a talent acquisition pro.

They provide data updated on a monthly basis regarding the top cities in terms of numbers of job postings per capita. You can also find information on job market competition, salaries, industry trends, and more.

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3 WAYS TO USE INDEED TRENDS TO IMPRESS

1

Use the guide we provided to run an analysis of job titles to decide what the appropriate job title will be for your role. Your ultimate goal is to attract the most eyes to your jobs that will convert to quality applicants and hires.

2

If you're opening a new location or looking to expand an employee base, be sure to use the Job Postings per Capita map and the Job Market Competition list to make a smart decision regarding this new location. This information is a great way to stay ahead of the market and set yourself up for success when it's time to hire.

3

As you look to manage your recruiting and recruitment marketing spend, these tools will help you understand which roles and locations are your most difficult. If you're struggling to hire, maybe it's time to consider a partner like Kinetix. We would love to help you achieve your hiring goals in 2017!

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Kinetix is the recruitment process outsourcing (RPO) firm for growth companies. We exist to help you become the biggest thing that ever walked the planet. Your company is good at what you do—and you know it. But you also know you can't hire good people fast enough to keep up with your growth. That's why you're here.

And that's what we do. You've got the product or service. We'll bring you the people. Our clients never need to worry that their growth will be slowed by an inability to acquire and retain the best talent.

Kinetix is different because we include HR Consulting hours with every RPO engagement we do. We can help your company's managers become better interviewers, and we can show you how to eliminate bad hires by securing brains/behavior/processing speed data on every candidate through our Talent DNA program.

We don't just slam candidates to you. We help your organization learn how to determine who the best candidate is for the job. For real.

What a concept, right? Visit our website and learn more about what we do and how we do it. Check out the profiles of what makes our team tick. If you want to keep growing, you've come to the right place.

Call us today at 770.390.8370 to kick it around and learn more about how we can help you look like a star.