NEWS & RECORD

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MaxRecruit® Guide

Guide to Getting the Most from Your MaxRecruit Posting

MaxRecruit allows you to easily post your jobs once and have them go to the relevant top job sites like Indeed®, ZipRecruiter®, Jobs2Careers, Nexxt®, Glassdoor®, and many others. These sites operate on a "pay for performance" model, meaning when a job seeker on one of these sites clicks on the job title, the advertiser/employer is charged for the click (i.e., CPC or Cost Per Click).

MaxRecruit automatically determines which of these sites to post to, how much to bid for a click, and how long to post to achieve the best results across multiple job sites for your job posting.

Tips to generate great results for jobs. There are several things you can do to get the best possible results from your job posting:

- Use a meaningful job title. Make sure you use a title that is recognizable by most outside job seekers, such as Lead Engineer for Mobile Products, rather than Engineer 4.
- Write a thorough, descriptive overview of your job details. The job description must be at least 150 words in length to appear on Indeed.
- Avoid putting your "apply to" instructions in the job description, such as call this number, fax your resume, or visit our website, as we can't effectively track applicants.
- We recommend using email as the "apply" method, but if you are using a URL redirecting the job seeker to your site, then be sure the job seeker lands on the job posting page, rather than a generic career page. **Important note: you must use an email apply method for your job posting to appear on Indeed.**

How MaxRecruit's CPC posting method works with Indeed and ZipRecruiter. Many employers want their job posting to appear on Indeed and ZipRecruiter. MaxRecruit does distribute jobs to both sites, but you may need to take an additional step, due to some of their rules.

1. If you already post on Indeed, or have in the past, your new ad will not appear there. Please contact Indeed's Support Line at 1-800-462-5842. Let them know the following:
    - Your name
    - The job title that you are posting. Inform them that this job is not appearing on Indeed's search results.
    - You are working with the News & Record and your job posting ad is being sent to Indeed by their technology provider, Recruitology, in their XML feed.
    - This is your preferred method of appearing on Indeed. You would like to raise the ad's visibility.

    Be sure to get the support person's email for follow up. Then, please send an email to partner-support@jobcase.com letting them know that you've made the request to increase visibility and include the email address for the Indeed support rep. Recruitology will follow up with Indeed to gain visibility for your job posting.

2. ZipRecruiter will not accept your job if they already have the same job in a nearby area.

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