Creating An Attractive Job Posting to Garner Quality Clicks

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INTRO & METHODS

1. Introduction

In today's competitive labor market, sourcing the best talent is more difficult than ever. Although factors such as income, benefits, and company culture affect an applicant's willingness to apply to a company, the job posting itself also contributes to an applicant's willingness to apply. In order to hire the best employees, companies are pushed to improve the quality of their job postings because only the top postings will attract the top candidates. Thus, we set out to explore some factors that will influence the popularity of a job posting in order to give companies the best advice.

2. Research Objective

What are some factors that will make a job posting more attractive and garner more clicks of interest on Indeed?

3. About the Data Set

We analyzed an Indeed dataset that reported the performance of job postings active between November 2016 and November 2017. The dimension of the dataset is 14,586,035 rows and 23 columns. The columns included information of each job posting, such as title, description word count, experience required, estimated salary, and number of clicks. Each row recorded the daily number of clicks received by every job posting, so a jobID could have several rows of observations from multiple days.

4. Methodology

Step 1: We curated the data to focus only on observations from California. We combined rows with the same jobID and created a new response variable "mean clicks per day." In addition, we only kept variables that we believe companies can modify to improve their postings. This yielded our final cleaned dataset of 38,591 observations and 13 variables.

Step 2: We dichotomized variables with NAs to investigate whether the absence of a characteristic will impact the average clicks per day.

Step 3: We visualized the bivariate relationships between the input variables and average clicks per day.

Step 4: We modeled our data to determine whether each input variable has a statistically significant influence on average clicks per day.

Step 5: By looking at the relationship between each variable and average clicks per day, we recommended a few actionable insights that companies can work on to improve their postings.

RESULTS & RECOMMENDATIONS

5. Results
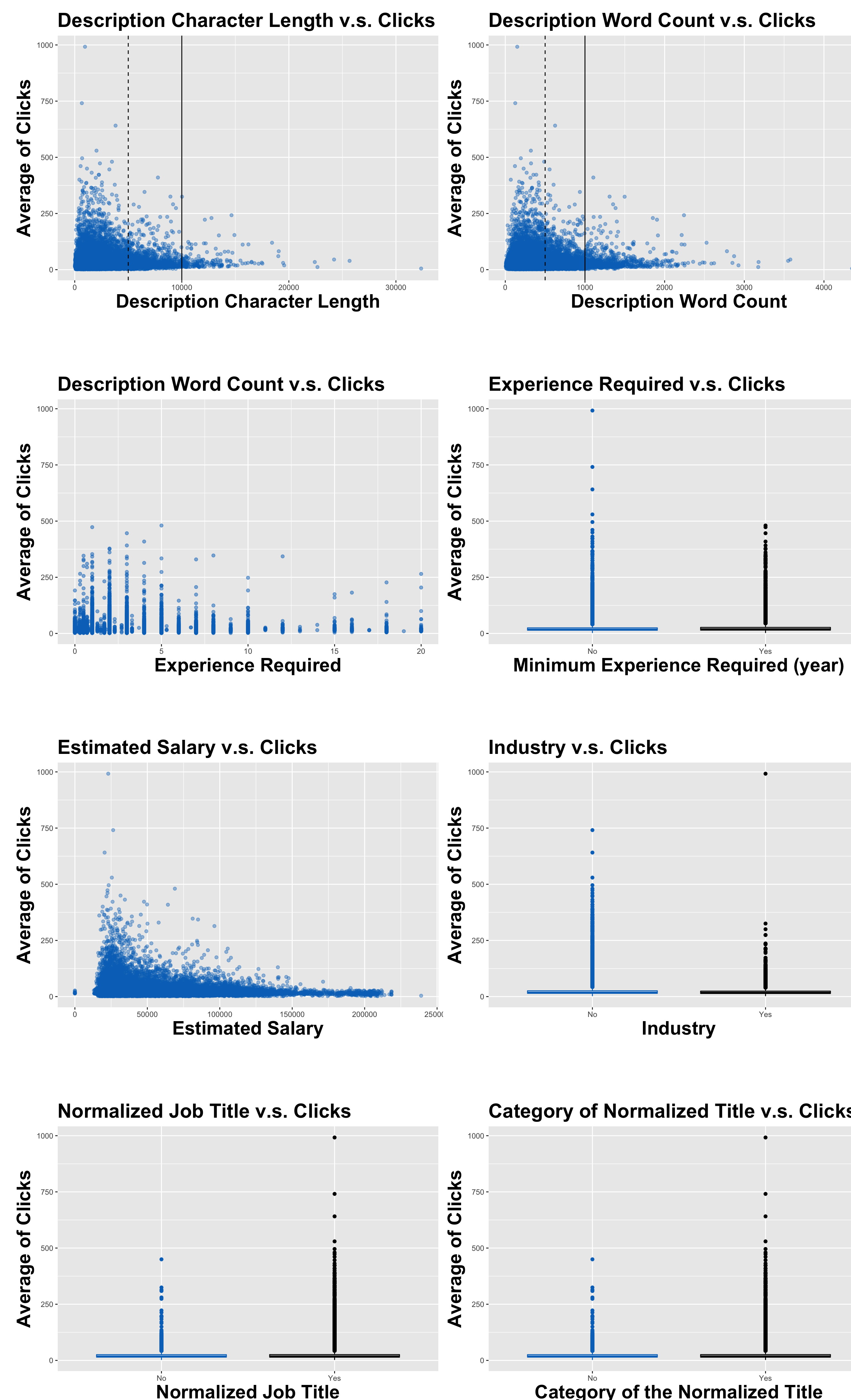
6. Recommendations

Recommendations for a company to maximize the number of quality clicks:

1. The job description should be between 0 and 5,000 characters optimally, and preferably below 10,000 characters.

2. The job description should be between 0 and 500 words optimally, and preferably below 1,000 words.

3. If a company wants to maximize the number of quality clicks, the experience required should be left blank. However, if a company wants job applicants with a certain level of experience, the experience required should be specified.

4. If a company chooses to specify experience required, they should select the lower end of their preferred range.

5. The estimated salary should be specified and representative of the skill sets required for the job.

6. If a company is open to job applicants with a variety of backgrounds, the industry should be left blank. However, if the company wants job applicants with a certain background, the industry should be specified.

7. The job title and the category of the job title should be specified.

CONCLUSION

7. Conclusion and Future Studies

In today's competitive labor market, it is important for companies to create job postings that would attract the top candidates. Some factors that would make a job posting more attractive include a concise job description, reasonable estimated salary, and specified job title and category of the job title. However, their approach to other variables such as experience required and industry should depend on their company goals.

Future Studies:

1. We can cater to a company's individual needs by creating a customized set of recommendations for a particular industry.

2. We can look into the relationship between the number of days a job has been posted and the average number of clicks. This may allow us to recommend refreshing or starting a new job posting after a certain number of days to garner more clicks of interest.

3. We can research how the time of year affects the number of clicks. If more people are searching for jobs during certain times of the year, we could recommend focusing new hire efforts for a particular period.

8. Works Cited

Indeed. "Datafest 2018." Indeed.com, 2018.

Živković, Mile. "How to Make a Job Ad That Attracts Candidates (with Examples)." Hundred5, Hundred5, 22 Mar. 2018, hundred5.com/blog/make-job-ad-that-attracts-candidates.