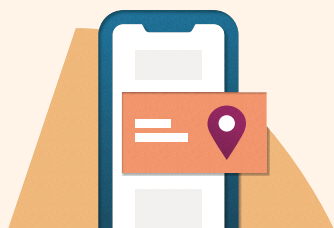**Indeed Apply Sync | Location information**

Pinpoint the right applicants with location information

Potential candidates want to see complete job descriptions that include precise location information. When you include an accurate address, city, state, and zip code when posting jobs on your ATS, your job posts will be seen by candidates who want to work in that location.

Including precise location and other location requirements can save you hours of screening. For example, if candidates want a hybrid work environment and your role requires onsite work 100% of the time, communicating that upfront means you won't get applicants who aren't interested in what you're offering.

Jobs with street address information receive **24%** more apply starts on average than those without[2]

Jobs with pay, street address, and Indeed Apply have **2.0X** more clicks on average than those without[3]

Important to know

- Google the location using the exact spelling captured on the job, to ensure there aren't any typos. A single letter can cause issues.
- If a location is misspelled or is not a proper location, this must be updated in the XML. Once it has been fixed, the job on Indeed will capture the new info on the following feed run.
- Facility or shopping center names are not accepted, and can cause jobs to locate incorrectly.

For more information on Indeed Apply Sync and the importance of including location information, contact your Indeed representative.