



Indeed Apply Sync

# Optimize your Indeed Apply jobs



When your jobs are powered with Indeed Apply, job seekers get a streamlined application experience so you reduce the drop-offs and get up to five times more completed applications<sup>1</sup> in your pipeline. But there are three simple ways to make your Indeed Apply jobs even more appealing to job seekers.



## 1. Include salary information

We consistently hear from job seekers that seeing salary information in job descriptions is important when evaluating potential roles. Providing salary ranges while posting jobs on your ATS not only aligns with job seeker preferences, but also helps ensure that expectations regarding pay are clear from the beginning.

For guidelines on including salary information in your job posts, [read this article](#).

75%

of job seekers said they're **more likely to apply for a job** if the salary range is listed in the posting<sup>2</sup>



## 2. Include a precise location

Candidates want to know where a job is located before applying, so including location information (address, city/state, and zip code) while posting jobs on your ATS helps get your jobs seen by the right candidates and improves the relevance of the applications you'll receive.

### Pro tip!

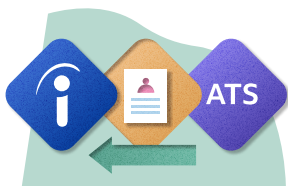
When providing location data, Google the location and use the exact spelling since just a single letter typo can cause issues. Typos or improper locations must be updated in the XML, and once fixed, the job on Indeed will capture the new information on the following feed run.

24%

Jobs with street address information receive **24%** more apply starts on average than those without<sup>3</sup>

86%

Jobs with pay, street address, and Indeed Apply have **86%** more apply starts on average than those without<sup>4</sup>



## 3. Enable Disposition Sync and update candidate statuses

When you enable Disposition Sync, your ATS platform sends hiring signals to Indeed that helps fine tune candidate matching so you'll get better matches for your roles over time.

50%

Plus, when you update statuses for at least 50% of your Indeed candidates, a Responsive Employer Badge is automatically added to your jobs - **improving your hiring process and boosting your company's brand visibility** and appeal.

For more information on Indeed Apply or help enabling Disposition Sync, contact your Indeed representative.

Sources:

1 Indeed data (WW), Tracking on non Indeed Apply applications may be limited

2 Indeed commissioned survey, n=1,500 people in the U.S.

3,4 Indeed (US)

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