



JAO- JOB AD OPTIMIZATION

JOB AD OPTIMIZATION WORKSHOP

DATA DRIVEN HR MARKETING / DIGITAL EMPLOYER BRANDING AUDIT / JAO

A job ad should be informative, appealing and meet search engine requirements so that potential applicants can find it quickly and get a clear idea about the position on offer.

WHY JAO?

► **More Effective Recruitment on the Internet**

JAO is conscious optimization for the internet which enables you to reach greater numbers of applicants.

► **Specific Optimization Steps**

Together with you, we create a clearly defined optimization plan to enhance your performance.

► **Addresses Your Target Group Precisely**

Relevant content through the right channels is the basis for effectively addressing your target group.

► **Greater Visibility of Your Job Ads**

Taking into account the technical and content requirements of search engines makes you easier to find on the web.

WORKSHOP



I. TMR-ANALYSIS

Our TMR software subjects your online job ads to an **effectivity analysis** and reveals specific ways in which you can improve them.

We also create **benchmarks with competitors** looking for the same talents. This gives you valuable insight which enables even more precise optimization.



II. OPTIMIZATION PLAN & EMPOWERMENT

We empower you to implement improvements to your digital job ads autonomously. In particular, we cover the following aspects and/or optimization methods:

Harvard's 4 Factors

Harvard University has identified four factors which constitute a successful job ad.

Content & Target Groups

The right form of address, key words and relevant content are the basis of a good job ad.

Search Engine Optimization (SEO)

Meet the requirements set by the search engines in order to be visible on the internet.

Conformity with Equal Opportunities Regulations

Formulate your job ads in accordance with equal opportunities regulations (Allgemeines Gleichstellungsgesetz: AGG).



III. OPERATIONAL IMPLEMENTATION *(optional)*

We are happy to take on the operational implementation of optimizing all your job ads.