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## 5 COMMON MISTAKES TO AVOID WHEN POSTING JOBS ONLINE



When you get ready to post a job listing online, there are a few things to remember, like adding important details and creating a killer job title. There are also some things you should avoid. The following mistakes are commonly made. By avoiding them, you will get the attention of more potential candidates.

### 1. Lack of Formatting

Formatting is essential in a job description to make it easier to read. You are adding a lot of pertinent information, in several categories. If you don't separate the different sections of the job description and add sub-headings, it can be hard to read. Have labeled sections for things like responsibilities and duties, qualifications, and instructions for what they need to do next.

### 2. Using an Internal Job Title

Another common mistake made in job postings is using an internal job title your human resources department uses, rather than a well-known job title for job seekers. As you prepare your [job posting on Gig](#) or another job site, keep in mind the common titles that position goes by, or [browse the available jobs on Gig](#) or other sites to see what other companies do.

### 3. Not Adding a Call-to-Action

The call-to-action is giving the job seekers instructions on what to do next. This is important for two reasons. For one, it helps the job seeker know how to apply, whether you want an internal application, for them to visit your website, or simply send your resume. The other reason is that it lets you know they are paying attention to your instructions.

### 4. Leaving Out Important Information

If you make a list of things to include first, you can avoid making this mistake. Things to include are the job description and responsibilities, required skills or experience, information about your company, and instructions at the end.

### 5. Having the Incorrect Length

A job description should be as short as possible, while still including the most important information. If the description is over 700 words, most candidates will skim through it. Keep every section brief, including the most important information, without making it too wordy or lengthy.

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