



hireful.

posting to indeed:
best practice guide.



posting to Indeed is easy, but as it is a free posting feed, there are some guidelines that Indeed will require you to follow. If not, this could result in Indeed blocking some, or even all your jobs from getting advertised on their site.

it can be tricky knowing what things will get your feed blocked and stop your jobs from posting, so we are here to give you the 6 best practices we recommend when publishing to Indeed. Indeed has these in place to look after the jobseeker, so it's important to take note.

you can find a comprehensive list of Indeed best practices and policies when it comes to job postings [here](#).

low-quality job titles.

low-quality job titles that contain extra information, clickbait, or symbols could discourage job seekers from applying to your job as they may perceive it as spam. any additional information should be added to the job description.

see below for some examples of acceptable job titles:

- front desk receptionist
- social media manager
- human resources business partner

low-quality titles:

- warehouse worker HIRING IMMEDIATELY
- mechanic 12/hour PTO
- customer service agent – hiring on the spot, apply today

low quality descriptions.

low quality descriptions that do not contain relevant details about the role or are unclear are not allowed. it is vitally important not to include an email address or any contact information as this can result in Indeed choosing to block or remove your adverts. Indeed encourage employers to take the time to write good-quality descriptions to attract the best candidates.

location blasting.

this is where you have posted the same role over and over to a different location. you may have a role in multiple areas, but you may be required to sponsor these roles in this case. if not, Indeed is likely to remove all the adverts.

unpaid or zero hour roles.

unpaid or zero hour roles are not allowed under any circumstances. all opportunities posted to Indeed are required to provide financial compensation.

keyword stuffing.

keyword stuffing is where large amounts of keywords are added to the end of an advert, which can be used to manipulate search results. this can be misleading to job seekers and give inaccurate results. it is best to use sentences that describe the role expectations rather than a list of keywords.

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formatting.

Indeed doesn't have the same formatting capabilities as MS Word. for this reason, it's advised that you only use simple formatting such as bold, italics, and bullet points.

avoid

- tables
- pictures
- complex font sizes
- colours
- font styles
- a slash '/' in job titles
- including email addresses, URL's or website links
- contact numbers in the advert text

we explain further on how our hireful ATS can still allow you to share this information.

these can potentially affect how your advert is displayed on Indeed. in some cases, Indeed can reject the posting as it can't process the information sent.

please note that all font sizes and font styles on Indeed will automatically change to Indeed's standard formatting styles.

if you would like to discuss this with our Customer Success team, please get in contact at customersuccess@hireful.co.uk

getting the most from your hireful ATS with its Indeed integrations.

here we will cover:

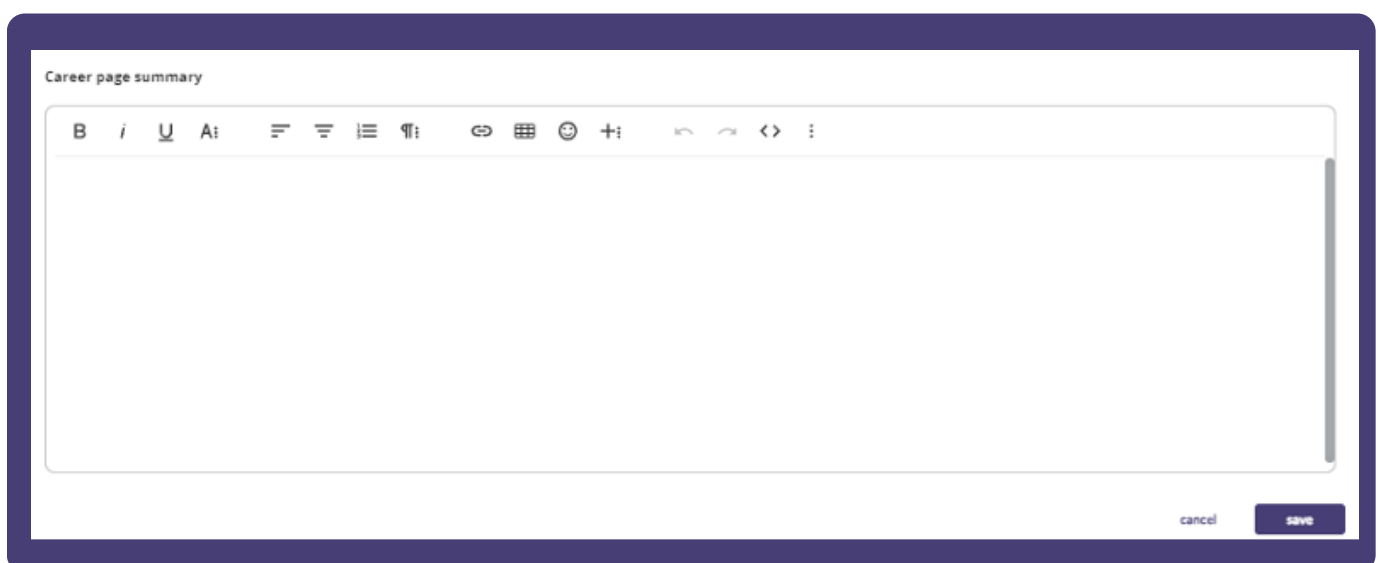
- adding information exclusively to your vacancies page on your website
- bespoke advert content to indeed
- how to post remote roles without breaching Indeed's policies
- posting roles to the correct brand/company name on Indeed

adding information exclusively to your vacancies page on your website

when adding a role onto the ATS you may see the below option. any text you add to the below field will appear only on the vacancies page on your website. if you'd like to share an email address, contact details, or other information, this is the right place to put it.

[watch a video on this here!](#)

if you can't see this in your ATS, please contact support@hireful.co.uk and we can switch this on.



The screenshot shows a web form titled "Career page summary". At the top, there is a rich text editor toolbar with icons for bold (B), italic (i), underline (U), text color (A:), background color, bulleted list, numbered list, link, unlink, table, image, and other formatting options. Below the toolbar is a large, empty text area for input. At the bottom right of the form, there are two buttons: "cancel" and "save".

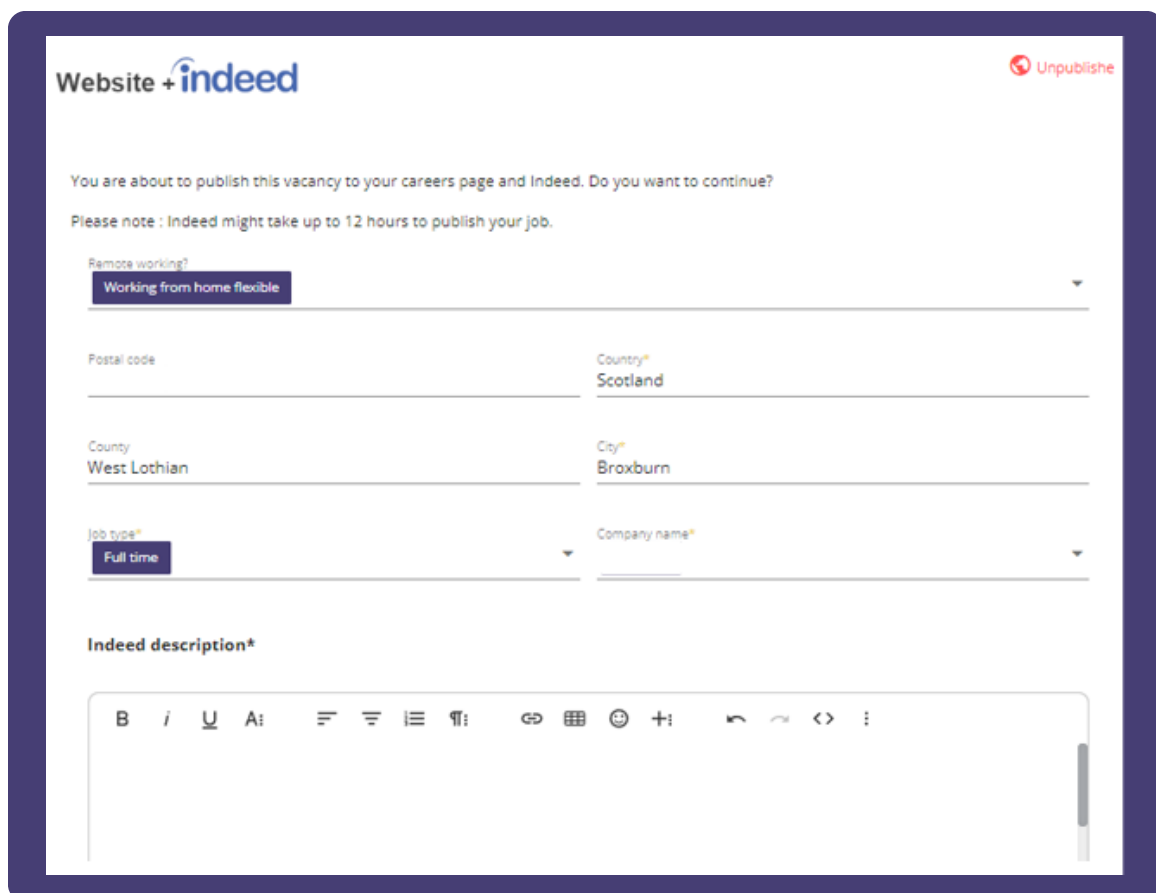
bespoke advert content to Indeed.

when posting a role to Indeed, you can have the option of amending the content that is sent through to Indeed. this means you can have different advert content on your vacancies page, versus what is shown on Indeed. so, if you want to share an email address for example in your advert copy on your website, you can simply remove this when you are ready to post to Indeed. this makes sure you are not in breach of Indeed's posting policies.

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[watch a video on this here!](#)

if you can't see this in your ATS, please contact support@hireful.co.uk and we can switch this on.



The screenshot displays the 'Website + indeed' interface for publishing a vacancy. At the top right, there is a red 'Unpublished' status indicator. The main heading asks, 'You are about to publish this vacancy to your careers page and Indeed. Do you want to continue?'. Below this, a note states: 'Please note : Indeed might take up to 12 hours to publish your job.' The form includes several fields: 'Remote working?' with a dropdown menu showing 'Working from home flexible'; 'Postal code' and 'Country*' with 'Scotland' selected; 'County' with 'West Lothian' and 'City*' with 'Broxburn'; 'Job type*' with a dropdown menu showing 'Full time'; and 'Company name*'. At the bottom, there is a text area for the 'Indeed description*' with a rich text editor toolbar above it.

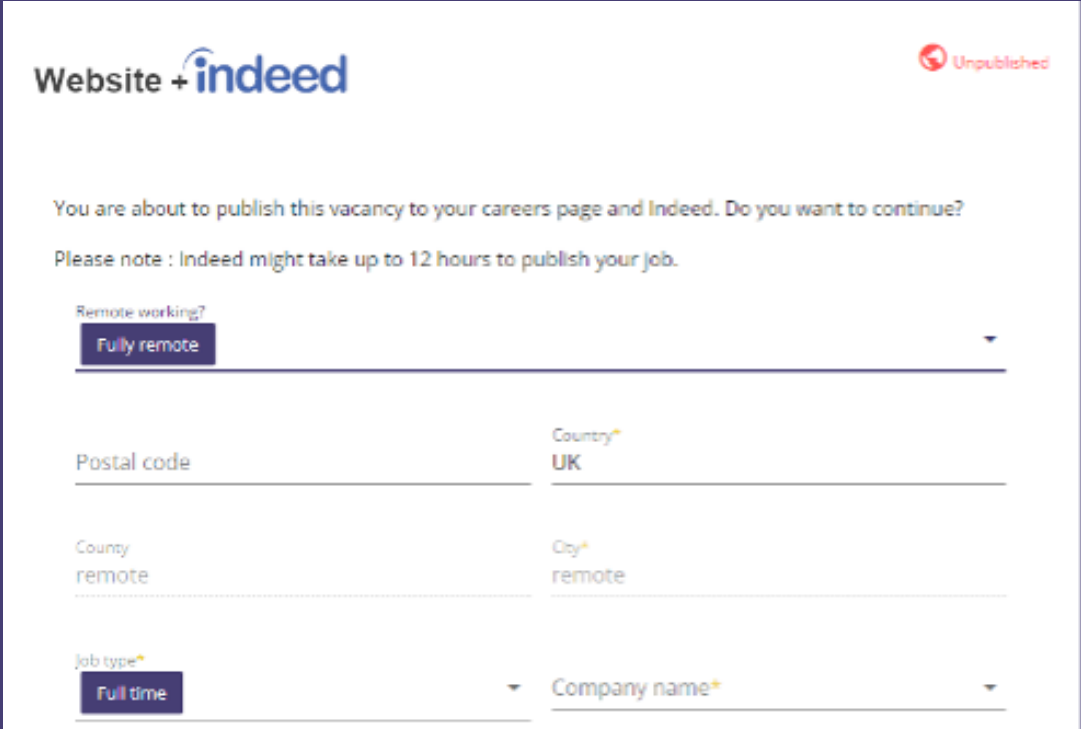
posting remote roles to Indeed.

when it comes to selecting a location to post remote roles to indeed you have two options.

1. you can select fully remote. this will automatically change the location to remote.
2. you could select 'hybrid / working from home flexible', but if you do this you will need to enter a location. to comply with Indeed's location posting guidelines you MUST enter a location where you have an actual office presence. if you pick a different, location i.e., York, but pick Leeds to target a wider demographic, Indeed will see this as a breach of its policies.

[watch a video here on this!](#)

if you can't see this in your ATS, please contact support@hireful.co.uk and we can switch this on.



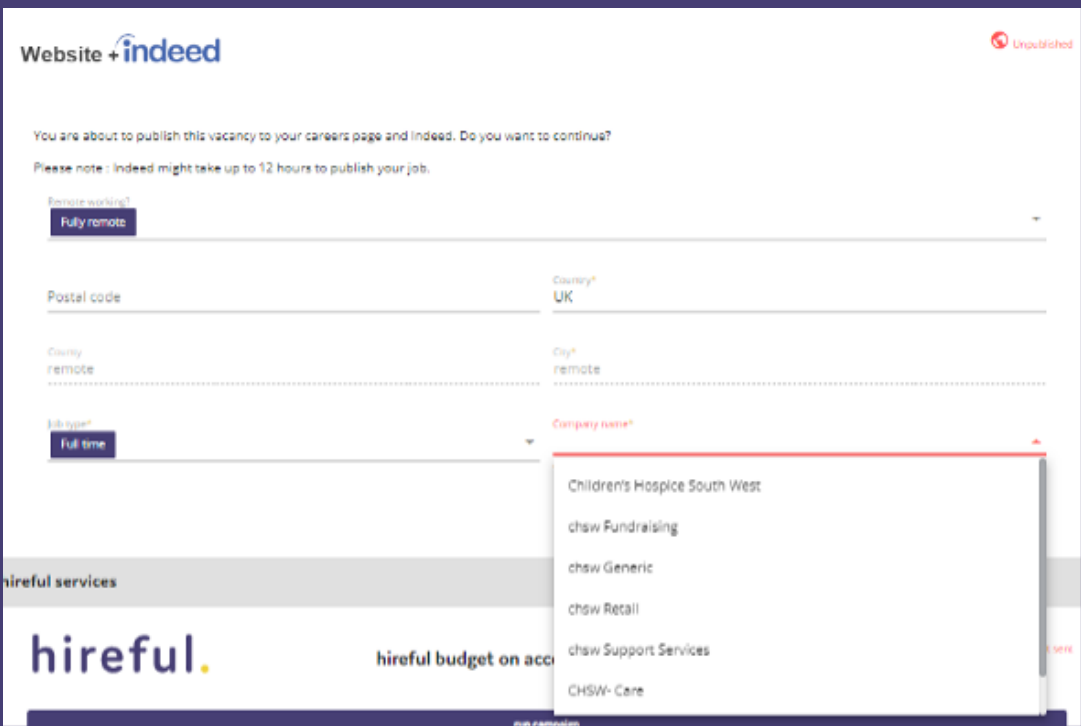
The screenshot shows the 'Website + indeed' header with an 'Unpublished' status icon. The main text asks for confirmation to publish the vacancy to the careers page and Indeed. A note states that publication may take up to 12 hours. Below this, there are several dropdown menus: 'Remote working?' is set to 'Fully remote'; 'Country' is set to 'UK'; 'Postal code' is empty; 'County' is set to 'remote'; 'City' is set to 'remote'; 'Job type' is set to 'Full time'; and 'Company name' is empty. Each dropdown menu has a small downward arrow icon on the right side.

making sure your adverts are posted to the correct Indeed company account.

when you come to publish your job advert to Indeed, you need to make sure that your company name on Indeed matches exactly what is listed in the drop-down list in the ATS. for example, if your company name is 'hireful Ltd' on Indeed but is listed as just 'hireful' on the ATS, this can cause problems when Indeed is trying to populate your posting. it may result in it either not being posted, or it may create a new company page for you.

you can check your company brand name easily on Indeed by searching here: [find your company brand name on Indeed](#)

if you see a difference in your brand name on the ATS, versus what you see on Indeed, please contact us at support@hireful.co.uk



The screenshot shows the Indeed job posting interface. At the top, it says "Website + indeed" and "Unpublished". Below this, a message states: "You are about to publish this vacancy to your careers page and Indeed. Do you want to continue?" followed by a note: "Please note : Indeed might take up to 12 hours to publish your job." The form includes fields for "Remote location" (set to "Fully remote"), "Postal code", "Country" (set to "UK"), "City" (set to "remote"), and "Job type" (set to "Full time"). A dropdown menu for "Company name" is open, showing a list of options: "Children's Hospice South West", "chsw Fundraising", "chsw Generic", "chsw Retail", "chsw Support Services", and "CHSW- Care". The bottom of the page features the "hireful." logo and the text "hireful budget on acc".

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