

Job Board SEO Checklist

Technical and content checklist to ensure recruitment job boards index quickly and convert applicants.

Technical Setup

- Confirm clean URL structure (`/jobs/role/location`) without session parameters.
- Implement canonical tags for pagination, filters, and duplicate listings.
- Generate XML sitemaps for live jobs, archived roles, and evergreen resources.
- Ensure job pages render critical info (title, salary, location) server-side.
- Monitor Core Web Vitals on listing templates and application flows.

Structured Data & Google Jobs

- Add `JobPosting` schema with salary ranges, employment type, and valid-through dates.
- Update schema whenever roles close or change eligibility.
- Submit sitemap to Google Jobs via Search Console and monitor error reports.

Content & UX

- Include compelling introductions, responsibilities, requirements, and benefits.
- Highlight EVP, culture signals, and career progression for each role.
- Provide clear application CTA near top and bottom of the page.
- Suggest related roles and talent hubs to keep candidates engaged.

Localisation & Accessibility

- Offer local language variants for multinational roles.
- Confirm accessibility (aria labels, keyboard navigation, contrast ratios).
- Display salary currency and benefits based on location.

ATS & Automation

- Sync job status updates from ATS within 2 hours.
- Log listing creation/expiry for audit trail.
- Automate notifications to marketing when high-priority roles need additional promotion.

Measurement

- Track impressions, clicks, and Google Jobs visibility per role type.
- Monitor application starts/completions segmented by source.
- Review bounce rates and time on page to identify template issues.

Governance

- Archive expired listings with clear messaging and alternative roles.
- Review templates quarterly with marketing, recruitment, and compliance teams.