

Write Compelling Job Descriptions That Attract the Right Candidates

Your job description is your first impression. Make it count.

Best Practices:

- **Lead with impact.** Open with why the role matters to your company's success.
- **Focus on outcomes, not just duties.** Describe what success looks like in 6–12 months.
- **Be clear about pay.** Transparent compensation builds trust and increases applicant quality.
- **Keep requirements realistic.** Separate “must-have” from “nice-to-have.”
- **Highlight culture & flexibility.** Today's candidates want growth, balance, and purpose.

💡 *Pro Tip:* Avoid jargon and internal acronyms. Write for clarity and inclusivity.

Optimize Your Job Posting for Google Jobs & Search Visibility

Proper formatting and keyword optimization help your roles appear in Google Jobs search results and attract more qualified applicants.

Best Practices for Visibility:

- Use clear, searchable job titles (example: “Administrative Assistant” instead of “Office Rockstar”).
- Include important keywords candidates are likely to search for, such as industry terms, certifications, software skills, and location.
- Clearly list:
 - Job title
 - Location
 - Employment type (full-time, part-time, remote, hybrid)
 - Salary range
 - Responsibilities
 - Qualifications
- Post jobs directly on your company website and keep listings updated.

💡 *Pro Tip:* Google Jobs prioritizes postings that are structured clearly, mobile-friendly, and transparent about compensation and job details. The more specific and organized your posting is, the better your visibility and candidate quality will be.

Advertise Roles Where Your Ideal Candidates Actually Are

Posting on one job board isn't enough anymore.

Where to Post in 2026:

- Major job boards (Indeed, ZipRecruiter)
- LinkedIn (for professional roles)
- Industry-specific job boards
- Local chambers and networking groups
- Employee referral programs
- Your company website & social media

💡 *Pro Tip:* Short, engaging social media posts that link to your careers page can significantly boost visibility.

Screen Smarter, Not Longer

Small businesses don't have time for drawn-out hiring processes.

Efficient Screening Strategies:

- Use a **brief pre-screen call (15–20 minutes)** to confirm basics: availability, pay expectations, and communication skills.
- Develop a **consistent scoring rubric** for resumes and interviews.
- Ask 3–5 behavioral questions tied directly to job success.
- Consider skills assessments when appropriate.

💡 *Pro Tip:* The longer your process, the more likely you are to lose top candidates.

Conduct Interviews That Predict Performance

Structured interviews reduce bias and improve hiring outcomes.

Best Interview Practices:

- Ask behavioral questions:
“Tell me about a time you handled a difficult customer.”
- Involve 1–2 team members (but avoid overwhelming panels).
- Share realistic job expectations — including challenges.
- Leave time for candidate questions.

Remember: Interviews are two-way conversations. Candidates are evaluating you, too.

Best Practices for Hiring in 2026: A Practical Guide for Small Businesses



Move Quickly & Communicate Clearly

Top candidates are often off the market within 10 days.

- Provide timelines upfront.
- Follow up when you say you will.
- Make competitive offers promptly.
- Create a smooth onboarding plan before day one.

Hiring in 2026 Is About Strategy & Speed

Small businesses win when they:

- ✓ Clearly define what they need
- ✓ Communicate their value
- ✓ Streamline their hiring process
- ✓ Treat candidates with respect

If your hiring process feels inconsistent, slow, or overwhelming, The HR Dept LLC can help you build a system that works.

Need support with recruiting, job descriptions, or interview strategy?

Let's build your hiring process together.