

Get-Optimal optimises and automates your Job Ads for SEO, diversity, and inclusion. 98% of Job Ads we analyse are masculine biased, written very poorly in terms of content and readability, and currently possess no SEO value. It's no-one's fault; it's just where most companies are right now. With the above statement fresh in your mind (it's no-one's fault), let's dig into 1 example from [276 Capita](#) Job Ads the Get-Optimal machine analysed.

Job Title

Deal Architect, London - [Link](#)

Get-Optimal score

The above scored 14/100 SUB-OPTIMAL in the Get-Optimal scoring system.

Gender Bias in your Job Ads

There is a [strongly worded feminine-coded](#) gender bias inherent in your currently live Job Ad. Although this bias is unconscious, it will be automatically excluding female candidates who will be self-deselecting themselves from the process. In addition to this, the number of bullet points creates another high barrier to attracting additional female candidates. We know that [Capita](#) is committed to Diversity. Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Your Job description [includes gendered pronouns](#). Use of gendered pronouns indicate that you're discriminating in favour of a certain gender, or fail to recognise that gender is not binary.

Content, Engagement, and Readability.

[Twenty-Five](#) other alerts were flagged within the Job Ad ranging from grammar, punctuation, commas, sentence structure, tone, and readability. The Job Ad is [175%](#) above the recommended length; it should be. We recommend removing all unnecessary information, subjectivity and changing the tone of language to be less structured and machine-like and more collaborative and inclusive. The Job Ad should include more compensation and salary elements, which is hugely important to screen and qualify candidates. A Job Ad shouldn't be a shopping list of requirements. The Job Title will be making the campaign inefficient as the more relevant Job title is Commercial Director, more candidates will be searching for this Job Title.

Accessibility

Your Job Ad doesn't currently conform to the Web Content Accessibility Guidelines (WCAG) and does not follow best practices to facilitate the use of assistive technology. The Optimal scoring tool analyses for ten different critical components from the WCAG success criterion. This includes natural information such as text, images, sounds and code or markup that defines the structure, presentation, etc so as to ensure that information is — Perceivable, Operable and Understandable to people with a wide range of disabilities, including auditory, cognitive, neurological, physical,



speech and visual disabilities.

The Optimal AI platform scans for 16 gendered elements within Job Ads. We have automatically removed the overtly masculine coded language and pronouns. We created a gender-neutral Job Ad, replacing the discriminatory language with SEO rich and the most searched for gender-neutral language and keywords. You were automatically excluding female candidates from the application process with the old Job Ad. Job Ads shouldn't be a shopping list.

The Job Ad scored at an [Intermediate Level](#) in terms of readability - is this your audience?

There is no recorded [Plagiarism](#) within this Job Ad, which would indicate it's 100% original.

SEO & Conversion

The overall web-performance of your Job Advert is [slow](#).

The contents of your webpage undergo sudden layout shifts, which can be distracting to the user. There is an above-average delay before anything appears on your webpage while loading. The user ends up staring at a blank screen, without a cue that the page is loading. The largest block of content on your webpage is sluggish to load, and there's a delay before it's available for user interaction.

One or more Job Posting properties are missing from your job advert, rendering it ineligible for appearing in rich results. As all search engines now work on a bidding basis, you will experience an increase in Cost-per-Click (CPC) and a decrease in Click-through-Rate (CTR), ultimately costing you more to attract the right candidates. With these critical SEO properties missing, your Job advert won't be visible to the inclusive and quality candidates you're seeking to hire.

- robots.txt file found at <https://www.linkedin.com/robots.txt>.
- It is recommended that XML sitemap is referenced in robots.txt, even though you may have already submitted your XML sitemap in Google Search Console or Bing Webmaster Tools. Remember, there are more search engines out there
- No meta keywords detected
- Meta description detected on this job advert, and it is of optimal length. Great job!
- Page title metadata is present.
- Viewport meta tag-detected. The page is configured for an optimal mobile experience.
Great work. 83% of candidates read Job Adverts on their mobile device first.
- Robots meta tag-detected - It asks bots to crawl links on the page, and that you also, vouch for them. Bots are allowed to index this page.

We have also restructured the content (unstructured data) to improve its searchability, job-seeking experience, make it more visible to algorithms, and increase its conversion ranking, page rank authorisation, and additional SEO





benefits. We'd recommend connecting with your Digital Analytics team to ensure these on the page and architectural elements are implemented to increase your online searchability and increase candidate traffic.

