

How Engineers Hack Job Boards and **10x** Their Qualified Candidates in **Just 30 Minutes**

The secret to active job board management.

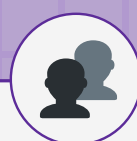
SET UP

1 hour



CREATE YOUR HOOK

Your job post is an ad – not a job description. The headline and the first 10 or so words are the most important part of your job ad.



CREATE DIFFERENT TITLE VARIATIONS

Because different candidates respond to different job titles, you should have more than one ad.



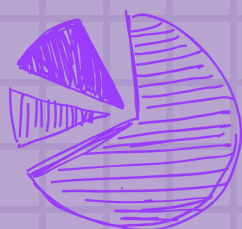
ADD COMMON SEARCH TERMS

If your job ad doesn't show up in their search, it doesn't exist.



ADD SALARY RANGE

Including compensation info doubles your candidate volume. It's OK to have a very wide range!



ACTIVE MANAGEMENT

30 min/week



ROTATE YOUR ADS

Every 10 to 14 days, take down your role variations and post others in the queue.



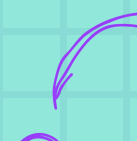
ROTATE YOUR CITIES

Instead of posting your roles as remote, pick a set of ~3 cities and post the ad in each one for 2 weeks at a time.



CHANGE BIDDING STRATEGY

Start low and if you're not getting enough candidates, increase your budget.



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