

# ZipRecruiter Job Posting Checklist

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## Create Your Employer Account If You Don't Have One

- Visit <https://www.ziprecruiter.com> and click 'Post a Job.'
- Provide your company details (industry, size, etc.).
- Set up your login credentials.
- **Note:** *ZipRecruiter only offers a 4-day free trial, after that you will be required to choose a paid subscription to continue.*

## Craft Your Job Post

- Use clear, concise job titles.
- Include key search terms in your description.
- Specify the job location.
- Select employment type (full-time, part-time, etc.).
- Write a compelling job description:
  - o Use bullet points and short paragraphs
  - o Keep language simple and accessible
- Add a 140-character company pitch.
- List benefits and salary.

## Enhance Candidate Screening

- Add screening questions (pre-built or custom).
- Consider using the AI matching tools to invite strong candidates.
- Search the resume database and reach out directly.

## Subscription Plan Options After 4-Day Free Trial

- Standard: Posts to 100+ job boards.
- Premium: Enhanced placement and broader reach.
- Pro: Includes TrafficBoost, ATS integrations, and large-scale hiring tools.

## Publish and Promote Your Job

- Review all details.
- Click 'Post My Job Now' to publish your job and it will be distributed to 100+ job boards.

## Manage Applications

- Use the dashboard to track applications.
- Use analytics to measure performance.