

# How To Market Your Job Board

Once you have your job board up and running, it's time to start driving niche traffic to grow your job board.

**This guide will walk you through the best marketing strategies, from SEO to newsletters, social media, and communities—all for your niche job board.**

## 1. Improve job board SEO

One effective way to drive organic traffic to your job board is ranking high on search engines like Google. How do you do that? By optimizing your job board for SEO.

### a. Using keywords in page titles and meta tags

Implement niche-specific keywords on page titles and SEO meta tags on your job board and the job postings to improve search relevance.



**An example:** Instead of using a title like "Marketing Jobs", choose a more descriptive title like "Content Manager Jobs in Texas" for your jobs to show up to the right job seekers.

### b. Submitting your XML sitemap to Google Search Console

A XML sitemap lists all your job site's pages, aiding search engines in understanding your content. Create a Google Search Console account and submit your sitemap to enhance your visibility in search results.

### c. Acquiring backlinks

Backlinks are hyperlinks from other, related websites pointing to your job board, **indicating to Google that your website has a good reputation.**

You can obtain backlinks by submitting your job board to industry directories, getting listed on resource pages related to your niche, or simply by creating high quality, sharable content.

**At Niceboard we optimize all of your job board page titles for SEO, automatically generate the XML sitemap, and index all your jobs to Google for Jobs through our API.**

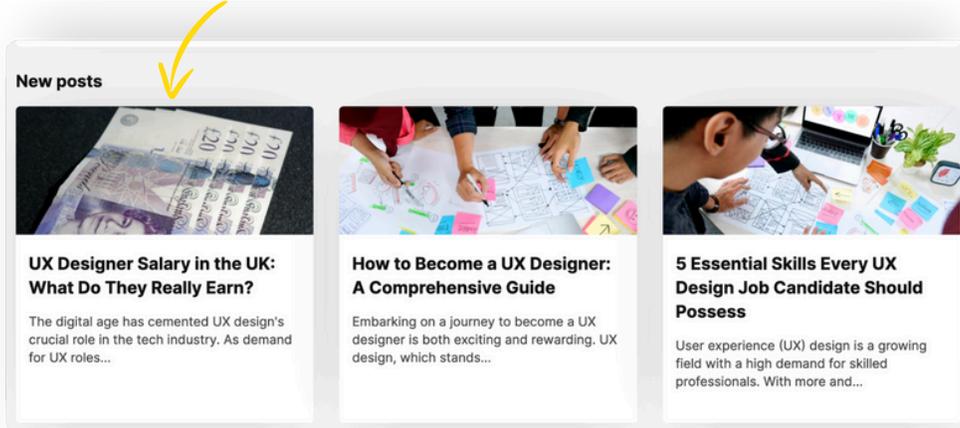
## 2. Drive traffic with a *built-in blog*

A blog with niche-specific resources can position your job board as an authority while boosting SEO. Not sure what to write about? **Here are some strategies to generate ideas:**

### a. Doing keyword research

Understand what phrases your audience might be searching for. You want to craft content that answers these queries, such as explaining job roles, required skills, and growth prospects.

Imagine you're running a job board for UX designers. Job seekers might be searching for keywords like *"typical salaries for UX design jobs"* or *"skills to become a UX designer"*.



In your blog, you can then address these questions with individual blogposts as the articles above do.

### b. Applying common categories to your niche

- **job/industry insights**—job roles and levels, titles, salary ranges, industry trends, status of remote work in your niche
- **career advancement resources**—CV, LinkedIn profile, cover letter, interview questions and preparation, training resources, career transitions, negotiations
- **insider interviews**—insights from professional in the industry, highlight uncommon career paths, guest posts
- **networking**—how/where/what to say, LinkedIn outreach, connecting to recruiters, personal branding, portfolio website

**When in doubt, KISS.** Keep it simple and short. Let your audience, subject matter, and style dictate the length of your content. But if you can create a valuable piece of content in 500-1,000 words—that's probably ideal.

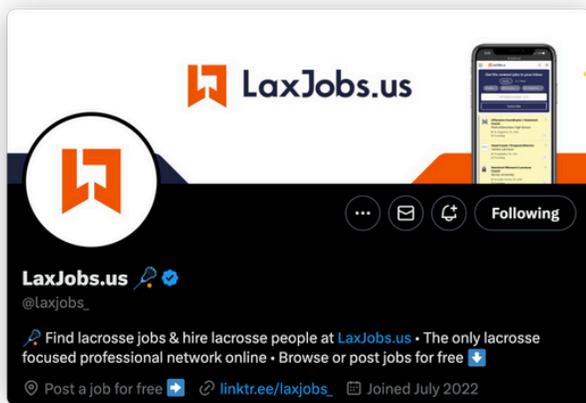
### 3. Drive traffic with *organic social media*

Beyond sharing your job listings (although you should do this as well), here are 3 steps on how to approach social media effectively:

#### a. Optimizing your profile for your niche

- High quality **profile photo and banner image**
- **Summary of the content you are sharing** to set expectations and attract relevant job seekers
- **Social proof** showcasing the most impressive outcome from your job board
- One **call-to-action link** to your job board or newsletter signup, depending on your goal

Great examples of an **optimized job board profile** and **job seeker content** to post on social



#### b. Sharing relevant content

Select 2-3 pillar topics to post about, such as career advice specific to your niche and expert insights from your industry. If you can't create original content:

- **Answer FAQs** from your DMs/emails/support
- **Repost and comment** on a recent post from an industry expert
- **Curate news in your niche**, e.g. a list of industry resources to follow, share salary statistics, or highlight the top 3 career newsletters in your niche

#### c. Engaging with your audience

Find **20-30 accounts in your niche that are successful and interact with their content for 30min/day**. This will help you make connections to other players in your industry, hence exposing your profile to their follower base (who would likely enjoy your content as well).

### 4. Drive traffic with *communities*

Clearly, you're an enthusiast in your niche, so why not join a few active niche communities?

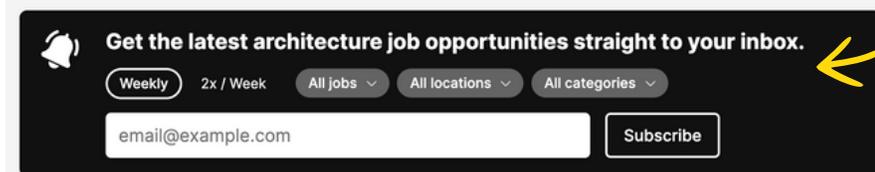
1. **Identifying relevant communities** such as Slack groups, Substack newsletters, Facebook groups, and Reddit communities that align with your niche.
2. **Participating and providing value** to position yourself as an authority and build relationships with potential users of your job board.
3. **Introducing your job board** once you have established yourself. Share relevant job listings with a link to your job board and there you have it: Niche traffic to your page!

### 5. Drive traffic with *a newsletter*

A jobs newsletter is a powerful tool to keep passive job seekers coming back to your board while collecting an email list of professionals in your niche.

#### a. Capturing email addresses

You want to have a clear email signup form on your job board that **allows users to select frequency and types of jobs they're interested in.**



The image shows a dark-themed newsletter signup form. At the top, it says "Get the latest architecture job opportunities straight to your inbox." Below this, there are three dropdown menus: "Weekly" (with "2x / Week" next to it), "All jobs", and "All locations". To the right of these is another dropdown menu labeled "All categories". A yellow arrow points from the text above to the "All categories" dropdown. Below the dropdowns is a text input field containing "email@example.com" and a "Subscribe" button.

#### b. Sharing relevant content

In addition to featuring relevant new roles from your job board, include weekly job market insights, career advice or success stories.

#### c. Regularly sending newsletters

Establish a consistent newsletter schedule and provide valuable content on a regular basis. This ensures that your job board remains top-of-mind for passive job seekers.

**A lot of these strategies revolve around great content. So we'll leave you with the very best advice for creating content that can be applied to all strategies of this guide: *Solve your user's problems.***

If you don't already have a job board, you can **get started for free with Niceboard.** It takes less than 10 minutes to launch your initial job board!