



Please analyse this LinkedIn post using the following data-driven criteria:

Post to analyse:

###"We need someone ASAP, just post the job anywhere!"

These words from a client made me cringe. Her team had been trying to fill a critical role for 3 months with zero success.

When we analysed their approach, we found they were:

- ➡ Using generic job descriptions copied from competitors
- Posting on mainstream job boards only
- Relying on passive application processes
- Offering "competitive salary" with no specifics
- Using a cumbersome 45-minute application process

No wonder they weren't getting results!

We implemented a targeted strategy instead:

- 1 Rewrote the job description highlighting growth opportunities and company culture
- 2 Identified 3 niche communities where ideal candidates gathered
- 3 Created a simple 5-minute initial application
- 4 Published transparent salary ranges
- 5 Equipped team members with recruiting materials for their networks

The position was filled within 2 weeks with a candidate who exceeded expectations.

The lesson? Recruitment isn't about casting the widest net—it's about fishing where the right fish are, with the right bait.

What's one change you could make to your current recruitment approach that would attract better candidates?

###

Please provide:

1. Character Count Score
 - Calculate against optimal 900-1,200 characters
 - Note any 10% penalties per 300 characters over
 - Flag if promotional language used (-75% penalty)



2. Format Score

- Calculate +15% if using paragraphs ≤ 4 lines with proper spacing
- Add +25% for effective white space
- Add +20% if using primarily short sentences (< 12 words)

3. Visual Element Score

- Add +15-20% for relevant images
- Add +45% for personal/custom images vs stock
- Add +20% for photos with people (+60% if includes author)
- Note format impact (vertical baseline, -15% square, -25% horizontal)

4. Engagement Elements Score

- Add +30% for strong opening 2-3 sentences
- Add +20-40% for ending questions/engagement prompts

5. AI Detection Check

- Note any penalties (-30% reach, -55% engagement, -60% CTR)

Please:

- Show all calculations
- Normalise final score
- List specific strengths with metrics
- Provide data-backed improvement recommendations
- Note any other relevant factors from the report

Calculate final score and provide specific, actionable recommendations based on the data.



Friendly Heads-Up: Confidentiality Clause

This document is confidential. Not because we're being mysterious—but because a lot of thought, effort, and caffeine went into it. Please don't share it, forward it, screenshot it, or casually drop it into conversations, Slack channels, or "just curious" inboxes.

It's here for your eyes (and your team's, if needed), not the whole internet.

Let's keep it between us, cool?

Legal bit: Unauthorised use, sharing, or reproduction of this document or its contents is not permitted and may lead to legal action. So, let's keep the good stuff safe.