

Indeed Policies

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Policy: As of March 6th, 2023, Gig opportunities are eligible for sponsorship on Indeed's main SERP and Company Pages and will be visible to job seekers when using relevant queries. However, gigs that fall under prohibited criteria will not be visible.

Indeed defines Gig opportunities as Opportunities that are finite one-off shifts, tasks, work or a series of such opportunities systematically presented to the gig seeker. The decision to take on any opportunities is at the sole discretion of the gig seeker, and they can choose to work as little or as much as they would like to. Gigs are presented through online or mobile platforms which facilitate the opportunities between the platform's client base and the worker ("Gig Platforms").

Common Characteristics of Gig Platforms

These platforms are generally the guarantors of payment between those posting the work and those performing the work

These platforms are most often online and/or use phone apps to deliver opportunities to gig seekers

The platform's end clients are individuals and not businesses or organizations

The opportunities are temporary in nature

There is no guarantee that work will be available through the platforms at a regular cadence

The gig seeker has the discretion to refuse any opportunities

The gig seeker may choose to work as little or as much as they would like

Prohibited Criteria

We do not allow Gig Platforms whose primary function is focused on loaning, selling, sharing, or renting goods or assets. Examples include but are not limited to:

Room, home, or space rentals

Car-sharing and personal car rentals

Loans or social lending applications

Online marketplaces

We do not allow platforms or apps that are not focused on gig-based opportunities.

We do not allow advertisements for gig opportunities, platforms or applications that have not yet launched or are pre-launch.

We do not allow advertisements for gig opportunities in locations where the gig platform or applications is not yet providing services.

Example: A delivery service platform cannot post open opportunities in locations where a gig seeker is not yet able to sign up, or where the gig seeker does not have access to work opportunities.

We do not allow gig opportunities, platforms, or applications that serve only as an advertising platform and do not facilitate work opportunities between the end-user and provider.

We do not allow corporate roles for gig businesses or platforms on Indeed Gigs. Corporate roles for these employers may be suited for the traditional indeed.com experience.

We do not allow gig seekers or unapproved hiring parties to post referral code opportunities.

Example: A gig seeker cannot post a role to gain personal benefit from the use of a referral code.

Gig Content is subject to loss of visibility based on violation of policies including but not limited to those falling into these categories:

Not a Job

Job Type Not Allowed

Job Has Fees

Passive Income

Commission-Only Policy

Policy: Commission-only jobs that are work-from-home or remote positions, or that contain any guaranteed, promised, or misleading pay/salary range will require sponsorship to be visible on Indeed.

Commission-only positions may contain unrealistic salary ranges or promise salaries that are not actually guaranteed. Due to the nature of commission-only jobs, job seekers earn what they can make off of sales, which can differ from person to person or fluctuate. When companies advertise a certain salary on commission-only jobs, it may mislead job seekers into thinking that salary would be close to the amount they would

uld make, but this may not always be the case. In order to protect job seekers from potentially risky roles and to provide greater pay transparency, we will require sponsorship of these jobs.

Policy - Personally Identifiable Information (PII)

Employer requests for unnecessary Personally Identifiable Information in a job description or during the application process are not allowed on Indeed. Unnecessary PII is defined in this context as information including, but not limited to, full date of birth, financial information such as bank account numbers, and government-issued identification numbers such as social security or driver's license numbers.

This kind of PII is not necessary prior to the extension of a job offer, and requests for unnecessary PII during the application process may be alarming to job seekers who are concerned about identity theft and fraud. Unnecessary PII requests during the application process may discourage highly-qualified job seekers from applying for a position. Jobs that do not follow this policy may be subject to reduced visibility and the disabling of certain Indeed functionality.

Policy - Remote and Work From Home Opportunities

Please Note: Not applicable in the United States—for employers based in the US see our [Appropriate Use of Locations](#) article.

Policy: Remote and work from home jobs are allowed on Indeed, but may be subject to reduced visibility if found in violation of any other policy.

What are work from home jobs?

Work from home opportunities, otherwise known as "WFH" or "remote" jobs, are roles where the primary location for the employee is in their home or a remote location (e.g. a cafe, the beach, in the library). These jobs generally eliminate commute times and allow employees to work in the comfort of their own home. Although these jobs may present unique benefits and opportunities that brick and mortar roles cannot offer, these types of opportunities can also sometimes be riskier for job seekers.

Why might my WFH role be hidden on Indeed?

At Indeed, we've seen trends in work from home opportunities that violate our policies. These violations range from spammy job titles to having non-approved business models. Here are some of the more frequent violation trends that have been associated with work from home roles:

- Low-quality job titles

- Fraudulent or risky behavior

- Non-approved business models (Like multi-level marketing companies i.e. MLMs)

- General low-quality job opportunities

Here are some tips to ensure that your job isn't hidden:

- Include a high-quality title. Add a job title with no extraneous information, clickbait, or unnecessary symbols. Any additional information about the company or role should be included within the job description.

- Only advertise high-quality opportunities. This means a job with consistent income and no job seeker fees. Don't forget to tell candidates about the benefits your company is offering within the job description!

- Be transparent and specific in the job description. Detail exactly what the prospective employee would be doing and is expected to do.

- If your role is commission-based, break down the commission pay structure clearly within the job description. Low-quality sales roles may attempt to hide pay structure or mislead candidates.

Work from home and remote jobs are subject to all policies. Any violation of these policies will result in the need for sponsorship or the removal of that content.

Policy - Location Blasting

Please Note: Not applicable in the United States—for employers based in the US see our [Appropriate Use of Locations](#) article.

Policy: When the same job is posted across multiple locations, your jobs may require sponsorship before they are shown in search results.

What is Location Blasting?

“Location blasting” occurs when an employer posts the same role outside of the primary location where the job seeker will work.

Here are some different scenarios that we consider location blasting:

Multi-location blasting: A tech company located in Seattle, WA needs a software developer to work on site at their office. They post the software developer position in Seattle but post copies of the job in Atlanta, GA and Austin, TX to advertise to developers there as well.

Single-location blasting: A start-up in San Jose, CA posts a copy of their job in San Francisco, CA because it's common for employees to commute between the cities.

It's not considered location blasting when an employer posts the same role to different cities where the job seeker will actually be working. For example, a chain restaurant that's hiring servers for their busy season in three different restaurants located in three different cities.

Action Against Location Blasting

Location blasting artificially expands the search radius of a job, which increases the likelihood that the job appears in irrelevant search results for job seekers. As a result of this potentially irrelevant search experience and because it's a form of advertisement, you may be required to sponsor these roles.

Policy - Photo Content

Photos are a great way to communicate things that cannot be fully expressed by just words. They can help tell a story of a company's work environment and showcase its values, display the type of work done there, and can provide additional context to the content they are accompanying.

In order for your photo to be displayed, please adhere to the following policies when using photos on Indeed:

All photos should be relevant to the respective posted content. The photo should have a clear connection to the posted content. For example, a picture of a group of employees working together may be relevant to an employer's Company Page and help users envision themselves working in that environment. However, a selfie that has no working context or doesn't have relevance to the company environment may not be allowed.

Ensure all photos are relevant to your company. Photos you intend to use must be specific to your company and must fit one of the following criteria:

Originally created or taken by your company OR

Taken by another creator you've received permission from to use the photos on Indeed's site and your Company Page

Please Note: Stock photos, photos on social media, and photos found through an image search generally belong to others and can be generic in nature—please ensure you have obtained all rights before posting on our site and that the photo is specific to your company. A stock photo can apply to several different companies, so stock photos are not appropriate to use unless they have been modified or edited to be specific, relevant company images. As a reminder, by uploading anything to our site, you are agreeing to our Terms of Service and indicating that you have the rights to upload the photo!

Avoid using photos of minors unless it is particularly relevant to your content. If your content is referencing activities involving children (for example: child-care center, school, pediatric care), we ask that the photo you use be prominently displayed on the official website of the associated company.

Photos depicting alleged crimes or containing legal implications are not allowed. Please refrain from posting photos of potentially hazardous or unhealthy work environments. Photos that include what may be deemed as an intent to radicalize or contain exclusionary or hateful messaging are also not allowed on Indeed.

Only use appropriate photos and avoid any violent, vulgar, or sexual content. Help us keep Indeed a safe place for all users. Depictions of violence or photos with any sexual overtones are not allowed.

Photos may not route Indeed users away from our site. Photos may not instruct users to access another webpage. This includes photos that contain information such as non-Indeed links or QR codes.

Indeed is not a place for advertising products or services. Please refrain from using photos intended to increase sales or market a company's goods.

Photos that disclose sensitive or confidential information are not allowed. This includes personally identifiable information such as private or personal home addresses, government-issued identification, or financial information such as bank information or credit card numbers. Please also avoid using photos containing information that is confidential to the company at hand.

If a photo is not allowed, it may be because of quality issues with the photo itself. Please avoid posting blurry, pixelated, or disoriented photos. In the event that an original submission is not allowed, users have an opportunity to improve the quality of the photo and re-upload the image.

Policy - Business Opportunities

Policy: Job posts that advertise opportunities to start a new business are not allowed on Indeed.

Starting a new business generally requires an initial investment on the part of the job seeker. These roles essentially encourage the job seeker to create their own job with no guarantee of income or job security. While being a business owner can be extremely rewarding, it's an inherently risky endeavor and not appropriate for Indeed.

Policy Exceptions:

Indeed does, however, allow job posts that present job opportunities for contractors and subcontractors, for certain industries and job types. By definition, contractors are independent business owners that enter into a contractual agreement with an employer to perform a limited scope of work. As such, they already possess the necessary equipment and legal documentation to operate their business.

Applicant Tracking System (ATS) Guidelines

The ATS's file of jobs must be comprehensive and contain all jobs for all of their clients.

The ATS's entire client base must meet or exceed five clients.

The ATS's file should not include content from any other products that are not their ATS product.

Only include content from paid clients. Indeed does not allow content from clients that are using a free-trial period.

We will not accept any files from ATSs that are in Beta.

Indeed prefers that the ATS segments out staffing/recruiting content into separate XML files.

All job data in the file must match the job data on the individual clients' career site.

All jobs must have a landing page that includes a job description.

The ATS's clients cannot use a different ATS on their company website.

For example, if we get a file for an ATS and discover one of their clients, Company X, is using a different ATS on companyx.com, then Company X cannot be included in the ATS's file.

The ATS is required to provide the email address for each client (this data is subject to our Privacy Policy)

Test jobs are not allowed on Indeed.

All jobs are held to Indeed policies and guidelines.

Job Posting Best Practices

General Job Posting Guidelines

All Other Policies

Jobs that do not meet Indeed standards may be subject to review and require additional information from the hiring company. Listings that prove misleading, compromise the job seeker experience or those which we are not convinced represent a "real" job may be removed from search results altogether. Please note: Indeed may reject or remove any job and may disable any Company's account, for any or no reason. We cannot give every reason why a job or a company may be removed, and we always retain the right to remove any job, organic or sponsored, if we feel it is in our interest or our users' interest.

Policies Governing U.S. Military Roles on Indeed

Starting January 31, 2022, Indeed will require additional clarity for military job descriptions. This will help to ensure potential candidates are clear on military service requirements. In addition, the military will not be able to use Resume or any of our targeting services for promoting any roles that require enlistment or roles that are not for a specific position.

Policies for Military Roles

1. Military jobs that do not require military service or enlistment should clearly state that they are civilian positions.
2. Medical, Officer, and Chaplain recruiting should include military service requirements in the title and job description, and military branch in the title OR company name, as well as the job description.
3. General Recruitment:
General enlistment roles (not: chaplain, medical, or officer) within the military that require military service must clearly indicate that a role requires military service in the job title field, provide military branch in title field OR company name, and must clearly contain information about enlistment eligibility and requirements in the job description.

If the role is for general military enlistment, the job title and other verbiage cannot target specific roles that could be obtained through enlisting, but rather should portray the general nature of enlistment.

Where the military branch requires a specific number of years- or a range of years- of active duty or reserve enlistment, each role must include information about the minimum duration of enlistment from the job seeker.

Visibility

Job Alert

Military roles that do not require military service with a contract for enlistment or commission.

Sponsored Only

All military roles that require military service with a contract for enlistment or commission. These roles must also be compliant with the requirements of this policy.

Nowhere

All military roles that require military service with a contract for enlistment or commission, that are NOT compliant with this policy.

Appropriate Use of Location on Indeed

This article establishes our policy governing location variations and best practices for employers who wish to post jobs to a statewide, nationwide, or remote location.

Please note that when this policy's enforcement goes into effect on July 18, 2022, this article will replace Policy - Location Blasting and Policy - Remote and Work From Home Opportunities.

Location Variations

Policy: Jobs should be posted to the most specific and accurate location possible. Location variations are not allowed.

For example, if a job seeker will report to an office located in Los Angeles, the job should be posted using Los Angeles as the location. Employers will have the option to hide the street address.

Definitions: We define a "location variation" as any job posted outside of the true working location. This does not include roles with multiple legitimate working locations.

Reason: Location variations may cause Indeed's job search to display results that are redundant, not accurate, and not transparent to job seekers.

Posting Jobs to Statewide, Nationwide, and Remote locations

Employers posting jobs using statewide, nationwide, and "Location: Remote" should meet the following criteria:

Statewide jobs should not require job seekers to live anywhere more specific than the state level. Jobs posted at the state level are shown when a job seeker uses that state in the "Where?" box.

Nationwide and remote location jobs should not require job seekers to live anywhere more specific than the national level. Jobs posted using the country "United States" or the "Remote" location option are only displayed in nationwide search results.

Posting Remote Jobs

Indeed supports multiple methods for posting remote roles. Employers are not required to use the city "Remote" when posting a remote job. Please see [How to post a remote job on Indeed](#) for more information about how to ensure your job gets accurately filtered as "Remote" while using a more specific location.

Policy - Job Title Variations

Policy: Employers may not post a single vacancy multiple times with different or expanded title variations. Indeed will remove jobs that violate this policy.

We do not allow individual vacancies to be posted multiple times with variations in the title.

Definitions: We define a "title variation" as any job posted more than once with a different title.

Reason: Allowing only one specific job title for individual roles helps Indeed's job search remove redundant jobs and display jobs that are accurate and transparent for job seekers.

Policy - Requests to Apply Outside of Indeed's Approved Methods

Indeed strives to create a seamless application process which is respectful of a job seeker's time and effort. With that in mind, application processes must fall within one of Indeed's approved processes to ensure that they meet our quality standards. Indeed's approved methods for submitting an application are through a vetted Applicant Tracking System (ATS), our Hosted Jobs platform, or an integrated apply method. All other methods are subject to review.

Application requests must not disrupt the logical flow of the application process; this includes but is not limited to asking job seekers to apply through a means other than the 'Apply' button on the job post or asking for a job seeker to submit another application after they have already applied through one of Indeed's approved methods. This policy is applicable to all means of electronic application and all of Indeed's products and services. Roles that violate this policy may be removed from Indeed.

Policy - Indeed Apply

Indeed Apply allows job seekers to apply for jobs without ever leaving Indeed. As an employer, when you use Indeed Apply it's important to be transparent about the collection and use of job seeker data, maintain accountability, and be aware of our product's standards of use.

Transparency:

Employers using Indeed Apply integrations are responsible for their own transparency to job seekers concerning the information and data they are collecting and how it will be used.

Indeed may direct job seekers to employers for purposes of data subject access rights for applications sent through Indeed Apply.

Accountability:

Employers using Indeed Apply must accept our Terms of Service.

Employers using Indeed Apply must provide their contact information so that we're able to address potential concerns and communicate any changes regarding Indeed Apply.

Employers on Indeed Apply who choose either the Direct Employer integration or Enterprise Applicant Tracking (ATS) integrations must be fully implemented. In order for you to establish a full Indeed Apply Integration it is important that you work with Indeed to determine the best course of action to get your jobs on Indeed.

Standards of Use:

Applications sent through Indeed Apply must be the only applications that job seekers are required to submit. Job seekers must not be redirected to a third party site to submit additional applications or be required to send an additional application by other means.

Employers cannot post jobs with more than 100 screener questions.

Policy - Racial Discrimination

Policy: Jobs that discriminate on the basis of race are not allowed on Indeed. Indeed will remove job posts that violate this policy.

Indeed's Commitment to Inclusivity & Fairness

Indeed is committed to providing an equitable platform for candidates, and making it easier for employers to engage, manage, and hire candidates in a more inclusive way.

Racial discrimination

Job postings that discriminate for or against candidates based on race will be removed from Indeed.

Instead, to find your top talent:

Identify bias and understand how unconscious bias affects your hiring process.

Minimize opportunities for bias and how to address bias in your hiring process.

Focus on skills and abilities so you can connect to untapped talent pools.

If you'd like additional information about inclusive hiring practices, please see our Inclusive Hiring Policy.

Indeed Resume Policies and Best Practices

On the Indeed Resume messaging platform, employers can search the Indeed Resume database for resumes belonging to job seekers who may be a good match for the position the employer is currently trying to fill. The employer can then send messages to these potential candidates communicating useful and important details about the job being promoted. If a job seeker expresses interest in the job opportunity, the employer and job seeker may begin to discuss the opening and arrange interviews.

By using the service effectively, employers can save time sifting through applications from job seekers who may not be a good fit for a role and skip straight to matching their job openings to specific qualified candidates. The policies outlined in the article are in place to ensure that the Indeed Resume platform can serve as a valuable tool for both employers and job seekers.

Traits of a Message on Indeed Resume

When a job seeker reads messages sent through Indeed Resume, they should be able to assume the following:

The message relates directly to a true, single, specific, and vacant job opening.

The message includes detailed and relevant information about the job. The message is targeting job seekers based on their skills, experience, and interests.

The message is for a job that does not have any associated fees.

The message was sent in good faith, meaning to assist a job seeker in obtaining a quality, legitimate job.

About a Specific Job Opening

Indeed Resume is not a general messaging or advertising platform. The purpose of a message sent on Indeed Resume is to present a single, true, specific, and vacant job to the job seeker. A message sent through Indeed Resume should not promote the following:

Multiple jobs within one message

A job which requires the job seeker to join a mandatory talent network or candidate pool

A job opening that is not actively being hired for

An advertisement for a service, product, or training opportunity

A business or franchise opportunity

An app-based platform

Detailed and Relevant Information to the Job Seeker

A quality message on Indeed Resume contains information that is useful to the job seeker for determining if they would like to pursue the job that has been presented to them. A Resume message must include the following:

The job title in the job title field.

The job location in the job description field.

Information about job responsibilities and/or requirements in the job description field.

If the job offers relocation assistance, this must be explained in the job description field.

If a job opportunity involves commission, the job description must clearly communicate whether the job is commission only or if it pays a salary plus commission.

Any commission ranges should reflect reasonable expectations for the role.

Targeted

A job seeker should be sent a message promoting a job opening solely based on the content of their resume. A well-targeted message will adhere to the following:

The message must be targeted to job seekers in the job's geographic area (unless relocation assistance is offered or the position is highly specialized and/or highly compensated).

The message must be targeted to job seekers at the appropriate career level.

The message must be targeted toward job seekers with relevant industry experience, or education or skills that could sensibly be transferred to the industry in question.

If a job requires a license, degree, or certification, the message must only be targeted toward job seekers with this listed in their resume.

Additionally, employers are prohibited from targeting job seekers who are significantly overqualified for a specific role. Employers must comply with Indeed's Personalization and Targeting policies when using the Indeed Resume platform.

Free of Job Seeker Fees

Messages sent through Indeed Resume may not promote jobs that require any type of job seeker fees.

Good Faith

A Resume message should seek to match job seekers with the most appropriate role available for their background and experience. Therefore, messages must adhere to the following:

The message must not trick, mislead, exploit, or manipulate the job seeker.

The message may not be used for any purpose other than matching job seekers to an open job.

The message must not constitute, facilitate, promote or in any way relate to any illegal or unethical activity.

Indeed may reject or remove any job and may disable any Company's account, for any or no reason. We cannot give every reason why a job or a company may be removed, and we always retain the right to remove any job, organic or sponsored, if we feel it is in our interest or our users' interest.

Policy - Programmatic

Last updated September 21, 2022

Policy: Jobs that are posted using software that offers advertising solutions to clients (called programmatic solutions) and by third-party ad agencies that post, sponsor and optimize job ads, are subject to certain quality guidelines. Programmatic solutions and ad agency postings with a high volume of certain sponsored-only policy violations may not be shown on our site. Indeed may limit visibility of these jobs to moderate the content.

Reasoning: While programmatic solutions and ad agencies can be sources of unique content, we have identified several key issues that impede our ability to moderate content. Due to the job posting tendencies of programmatic solutions, Indeed requires them to follow certain guidelines to avoid potential quality issues.

What is a Programmatic Solution?

A programmatic solution is a software that offers advertising solutions to clients. This software uses formulas and calculations to automate buying, placing, and optimizing job ads. Using a programmatic solution can help a client by posting jobs on their behalf to achieve goals such as obtaining a certain number of applicants, assessing weekly spend, and optimizing sponsorship. We refer to this software as a "programmatic solution," and the feeds containing jobs posted by this software as "programmatic files".

What is an Ad Agency?

An ad agency is a third-party company that's hired by a client to develop and execute hiring strategies as well as offer end-to-end marketing strategies for jobs. Similar to a programmatic solution, ad agencies post, sponsor, and optimize job ads on behalf of the client. In some cases, ad agencies use programmatic solutions to further support their client's goals and may even own the programmatic solution they utilize.

Eligibility Requirements

Indeed requires programmatic and ad agency files to adhere to the following Eligibility Requirements in order for their jobs to be shown:

Agency or programmatic files must not have multiple unique companies in a single file. (A company and their subsidiaries may use a single file.)

There may be certain cases where multi-source agency or programmatic feeds are allowed, but they will be required to go through specific approval processes. These feeds will require sponsorship if approved.

Agency or programmatic files may not have job board clients (See Job Board Inclusion Guidelines).

Apply links in job descriptions must direct job seekers to the relevant job posting or apply page (See "Redirecting" Policy).

As of July 18, 2022, Indeed has implemented new policies governing title and location variation for all clients. As a result of this, agency and programmatic feeds may not utilize title or location expansion to target and reach job seekers.

Content that violates Indeed's Title and/or Location Variance policies will not be shown on Indeed.

Information regarding these policies can be found in our articles for Job Title Variations and Appropriate Use of Location on Indeed.

The Agency or programmatic solution must not have two identical files for the same client.
Jobs posted through an agency or programmatic solution must either be unique or be the only visible duplicate of the direct client's job on Indeed.
Content posted directly by employers (i.e. not by agency/programmatic solutions) will continue to have prioritized visibility over duplicate agency/programmatic feeds unless the end client requests otherwise.
An AOR (Agency of Record) must be provided by the end client to the agency or programmatic solution. If clients are requesting a new Job Alert/Organic feed, they must submit written approval of prioritization.
Programmatic Feeds must include a client's external reference number or requisition number.
Visibility: Ad agency/programmatic file will be set to:

Job Alerts, if:

Direct employer prioritizes ad agency/programmatic files, AND

File has no title and/or location expansion AND

All eligibility requirements are met

Sponsored Only, if:

File has no title and/or location expansion, AND

All eligibility requirements are met, AND

The end client's prioritized feed is already receiving Job Alert/Organic Visibility, and this is the only duplicate programmatic feed, OR they are an approved Agency/Programmatic Multisource feed

Nowhere, if file has:

Multiple unrelated companies or multiple non-approved sources, OR

Job board content, OR

Apply links that lead to a page other than the job or apply page, OR

An identical file created by the same ad agency/programmatic solution, OR

No external reference number or requisition number provided, OR

Title or location expansion is present

XML Indexing Requirements:

Developer Portal: Indeed Apply Integration

Employer Sales Force Support-Log In

Employer Document Requests for Account Verification

Policy: Any job post containing large amounts of keywords (keyword stuffing) may need to be sponsored.

Keyword stuffing is when a job post contains a large list of words that could be used to manipulate search results. Indeed discourages keyword stuffing because it can be misleading and give inaccurate search results to job seekers. Indeed prefers job posts that include several sentences describing the role's expectations or a bulleted list of requirements and expectations rather than a list of keywords.

Recruitment-Based Companies

In order to provide the best experience for our job seekers, Indeed gives preference to content posted directly by employers.

All recruitment-based companies or entities in the United States and Canada are required to sponsor their jobs in order to receive visibility.

Companies and accounts affected by this policy may include but are not limited to, businesses or entities whose core operations are focused on placing job seekers in specific roles for other businesses or entities .

Please note that companies or accounts may be categorized as a recruitment-based company or entity at the sole discretion of Indeed and may be subject to this policy if so. Indeed further reserves the right to require sponsorship of jobs for any reason.

Policy - Inclusive Hiring and Complying with Indeed Job Posting Policy

Policy: Jobs that discriminate or preferentially hire on the basis of race, ethnicity, gender, age, sexual orientation, or any other protected characteristic, are not allowed on Indeed.

Inclusive hiring: Attract a broader and more diverse set of candidates

As an employer, increasing diversity and promoting inclusivity at your business can mean more innovation and productivity for your business. Some employers want to make it clear in their job descriptions that they are interested in and looking to hire candidates from a range of backgrounds and experiences. However, your job may be removed from Indeed's search results if the job description mentions a preference for candidates based on characteristics such as gender, race, ethnicity, or sexual orientation.

Below we'll explore ways that you can show your interest in attracting a broad range of candidates without using language that may violate Indeed's policy.

Protect your brand and send a clear message to job seekers

Explicitly mentioning in your job description that you're interested in hiring candidates from certain races, genders, ethnicities, etc. may be considered to be discriminatory against other candidates. Instead of encouraging only certain populations to apply, consider using language that makes it clear your business values inclusivity and diversity, such as "We strongly encourage people from underrepresented groups to apply."

Promote your corporate values and inclusive culture

In addition to making changes to your job description, consider including a statement about your company's culture or diversity and inclusion commitments within your job description.

Attracting applicants through Indeed

If you're posting your job directly to Indeed, you may be able to indicate that your role is open to candidates from non-traditional backgrounds or experiences. To that end, below are some options you can choose from to attract a range of candidates when posting your job:

Military experience

Under 18 years old (provided it is legally allowed for the job and location)

Applicants who don't have a high school diploma or GED

Compliant with "Fair Chance" hiring practices

Applicants with gaps in their resume or who have been out of the workforce for the past 6 months or more

Someone who's just entering or reentering the workforce with limited experience or education

All ages, including older job seekers

Applicants who don't have a college degree

People with disabilities

Join us in our mission to help people get jobs. Using language that promotes your interest in attracting a broader set of talent, in compliance with Indeed's policy, can help more job seekers find work and can help make hiring more inclusive.

Policy - Multi-Level Marketing Companies

Policy: We do not allow multi-level marketing (MLM) companies to post jobs on Indeed due to fees and risk of financial loss for job seekers.

One of the primary goals at Indeed is to protect job seekers from potential harm on our site. This means we remove certain types of jobs from our search results that may be exploitative. Sales positions at MLM companies are an example of non-corporate roles that aren't allowed on Indeed due to their fees and profit structure.

MLMs may seem like traditional sales-oriented marketing companies but often operate on a fundamentally different business model. Many of these businesses profit from fees paid by new employees in addition to the sale of products or services. Often, only those at the top of the MLM structure can make a profit, and it's common for most participants in MLM companies to lose money while participating.

Due to the upfront, ongoing, or hidden costs for job seekers and the high risk of financial loss, these opportunities don't belong on Indeed.

Disclaimer: MLMs can be mistaken for pyramid schemes, but they are two very different business models. Please reference our Pyramid Scheme Policy if you have additional questions or need more information. Additionally, Indeed actively reviews job postings, and we retain the right to remove any jobs that we deem in violation of any of our policies

Policy - Non-Job Posting

Policy: Advertisements that are not jobs are not allowed on Indeed.

Indeed is a job site, and job seekers expect all of our search results to be specific job vacancies. Postings that do not include a job and instead have information not relevant to a vacant position will be removed. Examples of non-job postings that we'll remove include test posts, posts that are gibberish or "keyboard smashing," or are an advertisement of a product or service.

Job Board Inclusion Guidelines

Indeed's goal is to directly connect the job seeker with the real job they are interested in, as fast as possible. These guidelines can help to ensure that job seekers have an experience on Indeed which takes them directly and immediately to real jobs, and real job applications, without demanding consideration or unnecessary information. This listing is meant as a list of important illustrative examples and is not exhaustive.

Job Guidelines

Only include paid, current jobs directly posted to your job board by authorized company representatives. Starting January 4, 2019, Indeed will no longer consider new Job Board requests to be included on the site.

Current job boards, that have been on Indeed prior to January 4, 2019, must either provide us an XML directly or be scraped.

All jobs and companies sent to Indeed via a Job Board feed must contain unique content to avoid duplicate job content in our search results. Indeed defines duplicate content as: any jobs that we already have on the site or any companies coming through Job Boards that we already get jobs from directly.

Include complete data for the job including company name, location, job title and complete job description.

Once on your site, job seekers should be able to view the entire job description without requiring a login or registration.

There should be no charge to apply to jobs.

The apply itself should be simple with required fields limited to what is absolutely necessary.

The apply should take place directly on the Job Board and job seekers should not be redirected to any other websites.

Starting January 4, 2019, Indeed will no longer accept Job Board content through third parties or those using third-party products in their feed.

Site Guidelines

Job seekers' privacy and personal information should be protected and only used in conjunction with their job search or application.

Sites that offer free posting, or sites that "crawl" or redistribute jobs from other sites will not be included.

Your site should include a clear contact page with a physical address and must not employ excessive or fraudulent advertising.

Any advertisements should be unobtrusive and not distract the job seeker from the description and application.

Your site must also demonstrate an appropriate level of organic traffic relative to job count.

Indeed must have the flexibility to protect the job seeker from job listings which are not real, which are incomplete, or which require unnecessary information. If Indeed sees that any job board does not understand this goal, based on the above and under Indeed's sole discretion, Indeed must remove those jobs or that job board in order to protect the job seeker. By including their jobs on Indeed, the job board understands this and agrees to it.

Specifically, Indeed reserves the right to remove from its site any job that fails to adhere to these guidelines or results in excessive user complaints or spam. Inclusion of jobs from your site at any one time does not guarantee its inclusion at another time. Please note, at this time Indeed is no longer accepting requests for new Job Boards to have their content available in our search results on the US site.

Policy - Unpaid Roles

Policy: All opportunities posted to Indeed are required to provide financial compensation.

Unpaid Jobs on Indeed

Jobs on Indeed are expected to offer job seekers financial compensation for their work. Job seekers must be compensated appropriately for all work performed on behalf of a company—this includes any training.

periods or probationary periods. Roles where a job seeker produces content such as, but not limited to, writing or visual media must be paid as well.

Nontraditional Payment Methods

Alternative or nontraditional forms of payment are not allowed. This includes, but is not limited to, jobs that offer the following in exchange for work:

- Gift cards

- Digital currency

- Goods or services

- Company equity

- Company stock

- Room and board

We do not consider the above to be valid forms of compensation. Roles that offer these options instead of monetary payment will be removed from Indeed.

Policy - Low-Quality Descriptions

Policy: Indeed does not allow job descriptions that do not contain relevant details about the role or are unclear.

Job descriptions provide job seekers with an idea of what the job is and what it entails. To make sure that job seekers understand the job functions and responsibilities before applying, we ask that employers write high-quality job descriptions that can help job seekers get a clear initial understanding of the role.

Some information that employers can include in their high-quality descriptions are:

- Details about the company that is hiring

- Salary specifics

- Shift schedules

- Benefits

- Experience required of the job seeker

- Role expectations

We recommend employers avoid including spam-like content such as using all capital letters, unnecessary punctuation such as “!!!,” or abbreviated language such as “plz,” “ez,” “need2be.” These look less professional and may be less appealing to job seekers.

If we come across a job description that doesn't meet our standards, it will be reviewed and may be removed from the site. We highly encourage employers to take time to write quality descriptions to attract the best candidates.

Policy - Smoker Discrimination

Policy: Indeed does not allow jobs that exclude tobacco or nicotine consumers from applying.

Tobacco or nicotine use is a personal lifestyle choice that shouldn't disadvantage candidates in their search for jobs. Instead, we encourage employers to assess applicants based on their skills rather than their status as a smoker or nicotine consumer.

If your company has a workplace ban on smoking, you're welcome to include that information in the job description, but we do not allow employers to ask for only non-smokers to apply.

If your job posting encourages only non-smokers to apply or states that “smokers aren't allowed,” your job may undergo review and be removed from our search results.

Exceptions

We may allow exceptions to this policy if:

You're a private family hiring a caretaker.

Your company's primary business is smoking cessation or researching the effects of smoking.

If you'd like additional information about inclusive hiring practices, please see our [Inclusive Hiring Policy](#)

Why Do I Need to Call Indeed to Verify My Employer Account?

Indeed values employer and job seeker security. If we're unable to verify your account with the information you previously uploaded, you may notice a red banner when you log into your employer account prompting you to call us. During the call, you'll be asked a series of authentication questions to confirm your identity and confirm the information indicated on your account. Any details given will not be shown or shared to job seekers or applicants. Please note that, until your account is verified, jobs that you post will not be visible on Indeed.

Why is Indeed requiring this?

Confirming the accuracy of your employer account contributes to a secure community of job opportunities for all users on Indeed. Providing this information over the phone will allow you to directly communicate with an Indeed representative to confirm the details of your account more quickly and at a time that is most convenient for you.

In the course of verifying your account, Indeed will never request you to disclose information related to your password or payment over the phone as part of this verification process. If you receive a call in which you're asked to disclose your password or payment information as part of the verification process to verify your account, please refrain from doing so and report this immediately to indeed.com/contact.

If you need additional assistance, please use our Help Center contact form indeed.com/contact.

Policy - Company Pages

Indeed's Company Pages help job seekers learn more about prospective employers via reviews, job posts, salary information and other rich content. They also allow companies to showcase their brand to prospective applicants. To ensure the ongoing accuracy and consistency of Company Pages data across our platform, Indeed regularly reviews this data and may reorganize or update pages as necessary.

Policy

Each employer brand is allowed one Company Page on Indeed. "Employer brand" means the name and logo that employees and job seekers commonly recognize when referring to a company. The Company Page should represent the global brand and be comprehensive of all departments.

Location-specific pages (including country-specific pages) are not supported. For example, If an employer operates in the US, Great Britain and Canada, they would be given one single Company Page for all locales. Indeed does support customization of many parts of the Company Page by language and locale.

Division-specific pages are not supported. For example, an employer brand may include multiple divisions, departments, or other business units. These will generally be consolidated into a single Company Page on Indeed.

Enforcement

Indeed regularly reviews Company Pages on our platform to merge duplicates and make changes in accordance with our policies and legal guidance. These decisions are solely at Indeed's discretion and may change at any time.

Employer Comments

Employer responses are meant to be official representations of the company that provide relevant context to content submitted by employees or former employees of the company through reviews, questions, answers, or photos. Employer responses should comply with our Company Review Policies, but responses may include company contact information or relevant internal information, as the employer sees fit.

Here are a few tips for responding to employee reviews:

If you decide to respond to a review, do so in a timely manner.

Keep things positive. Thank the reviewer for sharing their experience.

Always be professional. Your responses are visible to everyone.

Do not try to respond to combative reviewers.

Do not disclose the name of the individual you believe wrote a review or answer. This content is submitted anonymously, so identifying information is not permitted—especially for employees who have submitted content.

Do not threaten reviewers with legal or other actions. Remember reviews are not a space to report or instigate legal or punitive actions against any individuals.

If the concerns expressed in a review can be addressed offline we recommend doing so. Remember that reviewers can submit new reviews if their opinion changes, so discussing relevant insight from the company to address opinions in comments may help to improve misunderstandings and lead to more relevant reviews.

Employer responses are posted shortly after submission. They are subject to review if reported and will be removed if they do not meet our quality standards.

We reserve the right to remove or not post your response on our site if we determine, in our sole discretion, that it violates any of the above guidelines or violates the Review Policies.

Policy - General Recruitment

Policy: Employers who include multiple positions within the same job description must sponsor their post.

One Vacancy Per Job Post

We believe a job post should represent a single vacancy and that a job application should be specific to one role. General recruitment is when a job post advertises multiple job openings rather than one singular vacancy. If you are hiring for several different roles, you should create a unique job post for each role.

Role-Specific Applications

General recruitment can also occur during the job application process. In this case, the job post may appear to be for a specific role, but the job is linked to a generic application that does not reference the initial/original role being applied for. Indeed discourages general recruitment and requires sponsorship of posts violating this policy. We promote good posting practices among employers in order to cultivate a positive job seeker experience on Indeed.

Policy - Unpaid Internships

Policy: Indeed does not allow internship roles that are unpaid. Internship roles must be paid in order to be visible on Indeed.

We believe that internships should offer financial compensation. While internships have been historically seen as a way for people to gain valuable work experience and jumpstart their careers, they're also a way for employers to obtain new ideas, scout future talent, and obtain additional employees for a period of time .

To make sure your internship posting is visible on our site, please make sure that your position provides compensation. This policy is in place to ensure job seekers aren't misled and that they're properly compensated during an internship.

Policy - Misleading Direct Sales & Direct Marketing Jobs

Policy: We do not allow job postings for direct sales or marketing positions that are potentially misleading or vague.

We refer to these positions as “misleading direct sales and marketing jobs.” We see roles like this when a company disguises a direct sales job as a different type of job opportunity.

Indeed may permanently revoke your company's visibility on the site if we determine that you have posted misleading direct sales jobs.

High-Risk Sales Jobs

Some sales positions can be lucrative opportunities for interested job seekers. For this reason, sales jobs are not categorically banned from Indeed.

However, misleading sales roles can put job seekers in a vulnerable position. Job seekers are often unaw

are of the nature of direct sales roles. As a result, potentially misleading or deceptive jobs, even if not intentionally so, can be high-risk for job seekers.

High-risk practices include, but are not limited to, things like misleading titles, unrealistic pay, misrepresenting the company, vague job descriptions, and a lack of information about the work setting or the day-to-day responsibilities of the job.

Tips for Creating Transparent Sales Roles

Writing a clear, informative job description may help prevent confusion and can potentially increase the likelihood that qualified candidates will apply to your job.

Here are some steps you can take to increase the transparency of your sales jobs:

Make sure that in your description it is clear that sales is a primary function of the role.

Don't pass a canvassing job off as an office job. You should list door-to-door sales or business-to-business sales explicitly in the job description if they're functions of the role.

Include details about the products or services being sold.

Use your real company name, even if your company sells services on behalf of another company.

Choose an accurate title that reflects the nature of the role.

Include realistic pay information and details about the commission structure, if relevant.

Jobs that do not meet Indeed standards may be subject to review and require additional information from the hiring company. Listings that we determine to be potentially misleading, that could compromise the job seeker experience, or that we deem to not be representing a "real" job may be removed from search results altogether.

Policy - Duplicate Content

Policy: Jobs or companies that are duplicated from the primary or preferred source must be sponsored to appear on Indeed.

In order to connect job seekers as close as possible to the hiring party, Indeed will generally filter out duplicates and give preference to the primary source or potentially the preferred source set by the employer. Duplicates across any source require sponsorship. A primary source is defined as the source that is closest to the hiring party. This includes direct employers, recruiting services posting on behalf of a direct employer, or a job board aggregated by Indeed. However, if no preferred source is specified by the employer, Indeed will give preference to content coming from Direct Employers.

Trust & Safety does not guarantee the visibility of jobs posted on Indeed even if the content comes from the primary or preferred source. Job posts must adhere to our quality-related policies to be shown on Indeed.com. Additionally, Indeed evaluates requests for preferred sources on a case by case basis, therefore, requests may be rejected based on the quality of the content.

Policy - Gender Discrimination

Policy: Jobs that discriminate or preferentially hire on the basis of gender are not allowed on Indeed.

Gender Discrimination: Protecting Job Seekers and Your Employer Brand

Gender-based bias in job descriptions is not just a problem for job seekers. Did you know that it can hurt your chances of hiring the perfect candidate too?

Your job may be removed from Indeed's search results if the job description mentions a preference for a candidate's gender. Discrimination based on characteristics like gender or sex violate Indeed's guidelines. Below, we will explore methods to remove gender-based bias from your jobs.

Level the playing field

If your goal is to prove your commitment to equality, targeting based on gender can backfire. Instead, show job seekers how important this is to your company by including a statement about your company's culture, or write about your company's inclusive culture as a benefit.

Choose gender-neutral titles

Whether it's in search results or Job Alerts, your title is the first thing job seekers will notice. A good title will be more likely to attract qualified candidates to your job. Gender-marked titles can make job seekers feel excluded, unqualified, or targeted.

Use the following simple tips to check your titles for references to gender:

Avoid using titles that end in "-man". For example, try the title Chairperson instead of Chairman. Your industry may use a more common gender-neutral term, like Fire Fighter instead of Fireman, or Police Officer rather than Policeman.

Dropping "-ess" from the back won't always make it neutral. The English language borrowed this practice of feminizing nouns with "-ess" from Latin. Many people consider waiter to be the masculine form of waitress. Using Waitstaff or Server in your title will likely seem more neutral.

Mind your lords and ladies. Landlord is a common word, but landlady is the feminine alternative. Gender-neutral substitutes include Property Manager and Superintendent.

Join us in our mission to help people get jobs. Removing gender discriminatory language from job titles and job descriptions proves to candidates that you are committed to hiring based on merit and experience.

If you'd like additional information about inclusive hiring practices, please see our Inclusive Hiring Policy.

Policy - Reposting

Policy: Excessive, habitual job reposting may result in lowered visibility for your jobs.

We understand that job reposting is sometimes a necessary part of hiring — especially for hard-to-fill roles or roles with high turnover rates.

What is a Repost?

We consider a job to be a “repost” when an employer posts a job that recently existed (or still exists) on their account.

The Difference Between Reposted Jobs and Reopened Jobs

In addition to manually posting a copy of a recent or existing job, employers can repost jobs quickly and easily from their job list in the Employer Dashboard by using the “Repost” button.

Employers can also pause and reopen jobs from this screen. Reopening a job isn’t a form of reposting, but using the “Repost” button is.

Best Practices When Reposting Jobs

Employers can avoid excessive reposting by following these best practices:

Repost only the jobs that truly need it. Reposting should be reserved for situations where a role hasn’t been filled after a reasonable amount of time on the site.

Determine if the job isn’t attracting the right candidates. Effective job titles and descriptions help jobs appear in the relevant search results and attract qualified candidates.

Explore other solutions to the issue. Reposting a job may be a quick fix to an urgent hiring need, but it may not always be the best long-term solution. For example, a strategy targeting employee retention may be a better sustainable option for a job with high turnover.

Apply URL Guideline

Apply URL is an Indeed solution that allows employers to post jobs directly on Indeed and have job seekers apply through an apply process hosted on an employer website. This is a great solution for employers whose jobs are not easily indexable, but require the use of an external or pre-existing application specific to your company.

Job Inclusion Guidelines:

URL leads directly to either an application process or a job description page that includes a direct link to the application process.

URL leads to a log in or sign up page and then immediately directs the job seeker to the application process or job description page.

Job and application meet Indeed’s policies and guidelines.

Employers’ roles are not easily indexable and there is a clear business need for Apply URL.

Tracking must be installed to identify traffic from Indeed.

Generic, generalized, or non-specific applications may require sponsorship.

In order to use Apply URL, you must have an Indeed employer account and this feature must be enabled by an Indeed representative, in addition to the requirements above. If you think you are a good candidate for Apply URL, please contact us.

To post a job with Apply URL after your account is enabled by an Indeed Representative:

Visit employers.indeed.com and sign into your account

Click "Post a job" in the upper right-hand corner of the page

Select "Apply with URL" under the "Application Settings" section

Insert the application form link under the "Where should job seekers be sent to apply for this job?" field

Continue following the prompts to post your job"

Disclaimer

Jobs that do not meet Indeed standards may be subject to review and require additional information from the hiring company. Listings that prove misleading, compromise the job seeker experience or those which we are not convinced represent a "real" job may be removed from search results altogether. Please note: Indeed may reject or remove any job and may disable any Company's account, for any or no reason. We cannot give every reason why a job or a company may be removed, and we always retain the right to remove any job, organic or sponsored, if we feel it is in our interest or our users' interest.

Policy - Low-Quality Job Titles

Policy: Job titles that contain extra information, clickbait, or symbols may require sponsorship.

Low-quality job titles may lead candidates to think the job post is spam and therefore discourage them from applying.

Acceptable Titles:

Front Desk Receptionist

Social Media Manager

Medical Device Design Engineer

Human Resources Business Partner

Low-Quality Titles:

Warehouse Worker **HIRING IMMEDIATELY**

Mechanic 12/hour PTO

Customer Service Agent - Hiring on the Spot, Apply Today

We understand that you may want to add information to the job title to attract top talent. However, symbols, clickbait, and extraneous information could discourage job seekers from applying, because they may perceive that the title is not from a trustworthy source.

Symbols, such as exclamation points, are commonly used even in professional settings. However, using symbols within your job title might cause you to miss out on a top-notch candidate.

Clickbait is any enticement encouraging job seekers to apply for your job by using phrases like "sign on bonus offered!" or "lunch and dinner provided" in the job title. Instead of encouraging traffic to your job post, these types of phrases often make the job post appear like spam.

Extraneous information is any content better suited for the job description than the title. We encourage you to use the job description (not the job title) to convey company information like perks, benefits, bonus information, job requirements, and qualifications.

Tips to ensure that your job isn't hidden

Think of the job title field as the title of the role you are hiring for and nothing more.

Sometimes requisition numbers are necessary to include within your title. This is fine, but the general rule is to not include anything that you wouldn't have on a business card. Exceptions might include department name, reference numbers, and security clearance.

Policy - Training Opportunities

Policy: Training opportunities are not allowed on Indeed.

At Indeed, our mission is to help people get jobs. When job seekers use Indeed for their job search, they should see jobs, and only jobs. To this end, we don't allow training opportunities on our site.

Definition of a Training Opportunity

Typically, training opportunities are programs or courses intended to teach job seekers new skills or prepare them for specific roles. Training programs include, but aren't limited to, the following:

Employment-readiness courses that upskill individuals for entry-level work and/or provide job placement services

Technical training programs that provide immersive hands-on job training (e.g., coding bootcamps)

Certification programs that prepare trainees to pass non-governmental assessments for specific tools, functions, or processes (e.g., project management or IT certifications)

Professional or occupational certification pre-licensing programs that prepare industry professionals to pass mandatory state-administered or board-administered exams before being allowed to practice or use a specific title (e.g., architects, real estate agents)

Policy - Conviction History Disclosure

Job posts in New York and New Jersey that contain references to criminal history or background checks (for example, "Must be able to pass a background check") will not be shown on Indeed. There are limited exceptions to this policy for certain jobs; if you posted a job that was rejected under this policy but you believe would be allowed under state law, you may ask to have that rejection reconsidered.

Policy - Age Discrimination

Policy - Jobs that discriminate on the basis of age (40 and over), or preferentially hire on the basis of age, are not allowed on Indeed. Additionally, job posts that specifically target new or recent graduates may potentially be discriminatory and are also not allowed.

Whenever employers discriminate on the basis of age, it has the potential to exclude qualified candidates from being considered for a role based on factors that do not affect their ability to perform the job. Indeed values the inclusivity of all qualified job seekers, and excluding candidates based on this factor promotes a negative and unfair job seeker experience.

Jobs with approved occupational qualifications for age requirements may include those requirements in the job post. Please note that requiring 18+ in the US is allowed, no matter the occupation, since employment laws cover those 18 or older.

Policy - Offensive Content

Policy: Jobs, content, and messages that are offensive and expose job seekers or employers to content which is vulgar, illicit, or profane are not allowed on Indeed.

Avoid Offensive Content

Our goal at Indeed is to ensure that all job seekers are treated fairly and with dignity. One aspect of that goal is taking measures to prevent offensive content from making it on to our site. But what exactly is 'offensive content?' Clearly, what is offensive to one person may not be offensive to another. Indeed is focused on ensuring that all job seekers are treated with respect and have a safe, productive experience on our site. To that end, we have identified several kinds of potentially offensive content which may negatively affect a job seeker's experience.

The most obvious form of offensive content is profanity. Indeed's goal is to maintain a professional environment with high standards of conduct for both job seekers and employers, and 'swear words' are not appropriate in this setting. This is also true for vulgarity. We consider content to be vulgar if it is demeaning or belittling to the job seeker, or is explicitly sexual in nature. Racist or homophobic language has no place on Indeed, nor do any phrases that stigmatize or disparage a specific group of people.

Sometimes employers may inadvertently post a potentially offensive reference to a protected group of people without realizing it; this is particularly true of references to mental health disorders. We often see job posts where employers use terms such as 'OCD' to describe someone who is detail-oriented. While these references may not intend to be offensive or to deliberately make light of a serious medical condition, they mischaracterize the reality of living with Obsessive-Compulsive Disorder and may be offensive to someone suffering from OCD.

In addition to protecting job seekers, keeping potentially offensive content off of Indeed protects employers as well. Whether it is an inadvertent reference to a mental health disorder, or an accidental typo ('shift' is only one letter away from a prohibited word), including potentially offensive content in a job post can be embarrassing as well as detrimental to an employer's hiring process. Preventing potentially offensive content from appearing on Indeed can help protect an employer's reputation. Indeed cares about the well-being of all our users; thus, our policies are intended to ensure the best user experience possible.

Policy - Generic or Confidential Company Name

Policy: Companies that post using a generic or confidential company name will require sponsorship of their jobs.

There are certain scenarios where an employer may want to post a job anonymously under a generic or confidential company name (for example “Confidential Executive Office” or “Confidential Organization”). However, this lack of transparency may discourage candidates from applying to these roles. Users want to know which companies they’re applying to. Providing your company’s name allows a user to research your organization and determine if they’d be a good fit. If you’d like to post a sponsored job under a generic or confidential company name, you can learn how to [do so here](#).

Policy - Generic or Confidential Company Name

This policy applies to employers using Indeed products to target candidates for a specific job role or to personalize a product. “Personalization and targeting” occurs when employers target candidates based on user data that they are able to access via Indeed’s platform. This policy is in place to promote transparency and outline the appropriate use of data or information that employers can use in personalization and targeting.

When an employer uses personalized or targeted advertising within Indeed’s products, it may be perceived by the job seeker that this content comes directly from Indeed. If an employer abuses our products, it could potentially appear to a job seeker that Indeed is the abuser. This creates a negative perception of Indeed amongst our job seekers in addition to creating a poor user experience. Personalization and targeting features should only be used for their intended purpose and not for manipulative motives.

Advertisements that use any of the “Prohibited Data Categories” as part of their personalization or targeting campaign are harmful to the job seeker. Additionally, using sensitive or other prohibited categories to target users is not permitted in certain countries and could be considered inappropriate or offensive by the targeted audience. The following is a list of prohibited data and information* that cannot be used to personalize a product or target a job seeker:

Job Seeker Personal Information

- Race
- Color
- Religion or creed
- Gender identity
- Sex
- Sexual orientation
- Inferred or actual information about health
- National origin
- Age
- Disability
- Genetic information
- Alleged or actual commission of a crime
- Inferred or actual information about financial status
- Pregnancy or childbirth
- Physical or mental disability
- Veteran status
- Neurodiversity
- Citizenship
- Honorably discharged military status
- Marital or family status
- Domestic violence victim status
- Sexual and reproductive health decisions
- Receipt of public assistance or source of income
- Results of previous Indeed job applications
- Inferred or actual language ability to indirectly target protected classes
- Messages sent by a job seeker through Indeed
- Political opinions
- Trade union membership
- Lack of certification or licensure that is legally or professionally required for the role

*Job seeker personal information and usage data should only be used for communicating information relevant to the product being used.

Data Usage

Keyword-related Targeting

Keyword targeting must be relevant to a specific job advertisement and to the profile of the targeted job seeker, and is subject to multiple conditions.

Employers cannot target irrelevant job seeker information and may only target skills that are directly related to the open position.

For example, an employer cannot target job seekers with babysitting experience for an attorney role. “Related experience” (or skills) in this example would be a job seeker that has previous attorney experience or a history of searching for attorney roles.

Intentionally targeting irrelevant job seekers in order to present an opportunity to change careers or present a job option the job seeker may have not considered, is not allowed. However, you may target job seekers that do not have relevant experience if the job seeker has demonstrated an interest in your opportunity and would be eligible for hiring.

For example, an employer hiring for an entry-level call center position in Delaware can target a job seeker that does not have call center experience, if the job seeker has recently used the search terms “call center agent” and searched for jobs in the Delaware area.

Employers may not target job seekers who do not possess the licensure or certification that is legally or professionally required for the job they are hiring for. While it’s common for job seekers to change professions, employers cannot utilize a job seeker’s lack of license or certification as a means to enroll job seekers into training opportunities. Training Opportunities are not allowed on Indeed.

Additionally, keyword targeting based on job search history must be used in combination with either location information, job search behavior, or Indeed Resume. This will increase the relevancy of the targeted content and maintain a high-quality user experience.

For example, an employer targeting Data Scientists, in general, would match job seekers across all of Indeed. However, the job might be based in Chicago, IL, USA. Therefore, to increase the relevancy of the targeted content, the employer should use keyword targeting to find Data Scientists in combination with a location-based targeting method to find job seekers located in or searching within the Chicago metropolitan area.

Another example is an employer who is generally targeting accountants. One way to increase the relevancy is to narrow the targeted job seekers to those with relevant certifications noted in Indeed Resume.

Targeting Overqualified Candidates

Employers are not allowed to target overqualified candidates. The targeting of overqualified candidates promotes an undesirable user experience for the job seeker.

For example, an employer cannot target Surgeons for a Certified Nursing Assistant role.

Location-Related Targeting

Location-based targeting is subject to multiple conditions. Employers may only target geographic areas where business is being conducted, or where the business has a physical presence. Employers may only target job seekers that live in a specific location or have historically shown interest in positions in a location. Job seekers should not be targeted geographically based on demographic factors (e.g. political, economic, or social).

The above examples of behavior and usage of Indeed’s personalization and targeting features are not inclusive of all possibilities. Indeed may reject or remove content and may disable any Company’s account, for any or no reason. We always retain the right to remove any content, or disable any account, if we feel it is in our interest or our users’ interest, and we cannot give every reason why we made this decision. Additionally, personalization and targeting features are subject to Indeed’s Terms of Service.

The Job Seeker Experience

At Indeed our mission is to Help People Get Jobs. The Trust & Safety team contributes to this goal by ensuring that the job search experience on Indeed is relevant and of high quality. Our focus on the job seeker experience is a reflection of Indeed’s values. We believe, through delivering the best possible experience for job seekers, we can ensure that employers are able to have a robust pool of qualified applicants.

The Job Seeker Experience is designed to help employers understand Indeed’s quality standards from the

the perspective of the job seeker, and to help job seekers better understand their rights when using Indeed. Indeed's goal is to provide the best job search experience for our users. Not adhering to these points may impact an employer's ability to use Indeed and its products.

When I use Indeed...

I see jobs, and only jobs. I see good quality job opportunities; General ads, spam, and start your own business opportunities are not in my search results.

I see jobs that are real vacancies for specific opportunities. These jobs are current and available for me to apply to and offer consistent work, rather than one-time gigs or general and vague recruitment ads.

The jobs I see have full, accurate information such as location, company name, job title, and adequate job description, and do not mislead me with any false or unclear information.

I see the most up-to-date version of jobs that connects me to the employer as directly as possible, where the jobs are posted either by the employer, or a representative commissioned by the employer. I do not see multiple versions of the same job that are posted by unauthorized or indirectly related advertisers.

I understand that Indeed is a free service, and I can apply to jobs without having to pay for anything to be interviewed, hired, or do my job.

I see jobs that offer fair compensation for any and all work I may provide.

I find jobs with employers who will assess and judge me fairly. Assessments are not based on characteristics that have no impact on my work or are irrelevant to the job, but on my qualifications, experience, and character.

I feel protected and do not worry about fraudulent ads or jobs that require me to take part in illegal activities.

I see jobs that are accurate and relevant to my search, within the fields/industries that I am searching, and within my search location.

I have the right to report jobs that I believe negatively impact my job seeking experience or may negatively impact another job seeker's experience.

Policy - Native Language Preference

Policy: Indeed does not allow behavior or content that targets or excludes job seekers on the basis of national origin, or factors related to national origin, such as ethnicity or accent. Indeed will remove content that violates this guideline.

Do you have a language requirement for your role? The way you phrase it matters!

Fluency or proficiency in a language is a highly sought after skill for a variety of jobs. However, the way these language requirements are sometimes phrased may be perceived as discriminatory.

Using phrases like "English must be your first language" or "Dutch as your native-tongue required" could be interpreted as discrimination. This may imply job seekers must be from a particular part of the world, or belong to a certain ethnic group, to apply for the job. However, by using words such as "bilingual," "fluent," or "idiomatic," job seekers who speak multiple languages, regardless of their national origin or ethnic background, are more encouraged to apply.

Here are some examples of appropriately phrased language requirements:

"Looking for a bilingual receptionist, fluent in Spanish and English"

"In search of a data analyst, must be proficient in German"

"Hiring for a Russian-speaking highschool teacher"

Keep in mind that requiring fluency in multiple languages in your job description is perfectly fine! We encourage employers to be aware of how they phrase language requirements not only to be inclusive of all job seekers who may have such skills, but to also prevent your job from being removed from Indeed due to its potentially discriminatory language.

If you'd like additional information about inclusive hiring practices, please see our [Inclusive Hiring Policy](#).

My job is not shown on Indeed

There are a few reasons why your new job may not initially appear in the search results, including failure to adhere to our job posting guidelines. Even if your job appeared in the search results initially, it can still stop being displayed later. Below are some reasons why your jobs may not appear:

Your job is set to be sponsored, but there is not a credit card on file.

To fix this, login and upload a credit card to your account.

Your job is paused or closed.

To fix this, change the status of your job to open.

Your account is under review.

Trust & Safety can review an account at anytime. You can learn more about how to message us using our [Contacting Indeed](#) article.

You need to verify your email.

An email address must be verified to complete setting up an account. Login to send yourself the verification email.

You need to supply proof of identity.

Your account is in review and you need to supply additional information. We will provide you a list of options on what you can submit to help us verify your account.

Your job has reduced visibility due to a possible violation of our job posting best practices.

You can learn more about how to message us using our [Contacting Indeed](#) article.

Your browser cookies are preventing the job from appearing.

If you keep searching for your job and do not click on it, the Indeed search algorithm assumes the job was not relevant and stops showing it.

Your sponsored job has reached its budgeted daily limit.

If your job receives enough clicks in a day to reach its daily limit, it will not show up until the budget is reset the following day. If you have questions regarding optimal budgeting, contact your Account Executive.

Your job has been collapsed in search results.

Indeed collapses jobs from a single company with the same title and similar locations into one single job post in search results. We select the job that we believe is most relevant to the job seeker and show only that job, but we do allow job seekers to see all jobs that were omitted. Job seekers can click repeat search results with omitted jobs at the end of the results to view all jobs.

Your job is older than 120 days old.

Jobs posted on Indeed that are more than 120 days old need to be closed and reposted or must be sponsored in order to be shown on Indeed.

Jobs that do not meet Indeed standards may be subject to review and require additional information. Listings that prove misleading, compromise the job seeker experience or those which we are not convinced represent a "real" job may be removed from search results altogether. Please note: Indeed may reject or remove any job and may disable any Company's account, for any or no reason. We cannot give every reason

on why a job or a company may be removed, and we always retain the right to remove any job, organic or sponsored, if we feel it is in our interest or our users' interest.

If your job is still not shown and you have questions, please use our [Contacting Indeed](#) article to message us.

Trust & Safety at Indeed

At Indeed our mission is to Help People Get Jobs. The Trust & Safety team contributes to this mission by developing, enforcing, and advocating for quality content on Indeed. Trust & Safety reviews employer accounts for quality, creates policies to govern content, and evaluates individual job postings to ensure they're safe and relevant opportunities for job seekers. We believe through delivering the best possible experience for job seekers, we can ensure that all employers are able to have a robust pool of qualified applicants to meet their hiring needs.

Trust & Safety is constantly working to provide employers with the best tools and information to improve their experience with Indeed products. We're continuously working toward simplifying the job search and creating a positive apply process for everyone involved.

You can find information about a specific policy by searching through our [Help Center](#) articles, or you can take a look at some of our most commonly viewed policy articles:

[Job Posting Best Practices](#)

[General Job Posting Policies](#)

[My Job is Not Shown on Indeed](#)

[Reposting Guidelines](#)

Policy - Truck Driving Jobs

Policy: Truck driving jobs are allowed on Indeed. Employers must clearly state in the description if they are in search of a candidate with a "Commercial Driver's License" (CDL) versus a standard driver's license. Additionally, for truck driving jobs to receive free visibility, the job post must include the type of truck driving position.

The following types of truck driving roles are permitted on Indeed:

Owner-Operator

The job seeker already owns their vehicle, and they'll use the vehicle for their job. These job seekers typically act as an independent contractor and are responsible for all related equipment expenses.

Company Drivers

The employer provides a truck to the employees at no cost. The employee generally must return the truck if employment is terminated.

Lease Purchase

The job seeker leases the vehicle from the employer and can ultimately become an above-mentioned "Owner-Operator" through monthly payments.

Details about payment plans, interest rates, and other related fees must be disclosed in the job description to receive free visibility. If details about the fees aren't disclosed, the post will lose visibility.

Policy - Talent Networks

Policy: Clients who use a talent network for hiring must abide by the below guidelines in order to receive visibility.

What is a Talent Network?

A talent network is a group of candidates that have expressed their interest in a specific company's current or future job opportunities. Job seekers opt-in to a talent network by providing their contact information to the company so that they can receive updates on new job openings, and the company benefits by maintaining a list of interested candidates for future use.

However, there are cases where a company may take contact information from a job application and add the job seeker to their talent network without the job seeker's knowledge. This kind of activity is not allowed on our platform. The following guidelines were created to ensure that job seekers' information is not distributed to unauthorized third parties and that job seekers aren't coerced or misled into joining a talent network:

Joining a talent network must be completely optional.

It must be clear that the talent network isn't associated with the application process.

A talent network cannot be part of a larger shared talent pool.

Job seekers shouldn't receive communication from any third parties.

Communication from talent networks must be limited to updates on new, specific vacancies at your company.

General Product Policies

These policies represent our goal to provide the best job search experience for our users. The Product Policies outlined below ensure that employers get the most from all Indeed products while helping job seekers find relevant opportunities.

Application Policies

Transparency and Accessibility

The application process should be transparent and simple to navigate. Applications should be tied to the specific job that was posted and not a talent pool. The job description should make clear the job poster's relationship to the end employer, especially in the case of third-party recruiters.

Privacy

Applicant's personal information gathered in the application process should be treated carefully within your company and never made available to third parties.

Communication Policies

Messages sent via Indeed to potential candidates should generally follow the same rules as job postings. When communicating with candidates, please be mindful of the following:

Present a specific and relevant job

The position being presented should be clearly stated and relevant to the candidates contacted. Your job should be a good fit for a candidate's experience and career status.

Include job details and identifying information

Your message should include the job's location, title, requirements, and compensation structure. If your message also includes a link, it should send candidates directly to the job information. Be sure to include the name of your company and its location as well as your name and title. Use your company email address, if possible.

Be considerate of candidate privacy

Do not request sensitive information to be sent directly over a message. Please be considerate of candidate privacy while communicating on Indeed and throughout the hiring process.

Messages sent through Indeed should not solicit or require payment of any kind

Please refer to our Indeed Resume Dos and Don'ts for a detailed list of guidelines for using Indeed Resume

Apply URL Policies

Job URLs should be direct links

Job URLs should lead to either an application process or a job description page that includes a direct link to the application process. Alternatively, a URL should lead to a log in or sign up page that immediately sends the job seeker to the application process or job description page.

All jobs and applications should meet Indeed's quality standards outlined in our policy articles

Tracking should be used on Apply URL jobs to identify traffic from Indeed

Generic, generalized, or non-specific applications may require sponsorship

Platform Abuse Policies

Platform Abuse

Indeed does not permit employers to gain an unfair advantage on our platform. Indeed may remove content if it is found to intentionally or unintentionally manipulate Indeed's products. This includes, but is not limited to, posting identical or similar jobs from multiple accounts.

Misrepresentation

Employers may not post content that deceives users by excluding relevant information or providing misleading information. We want job seekers to trust our platform; content posted by employers should be clear, truthful, and accurate, and provide all relevant information for the job seeker.

For more specific policies, please view our other policy articles.

Policy - Information Mismatch/Incomplete Information

Policy: Indeed will remove jobs that contain incomplete information or have discrepancies between Indeed's version of the job and the employer's version on their company site.

Why does the job information on my website need to be the same as on indeed?

Job seekers are looking for complete and accurate information to effectively determine potential employment opportunities. As an employer, it's important to provide as much information as possible to accurately reflect the nature of the job you're hiring for. This will ensure that job seekers can determine if the job you're offering is a suitable fit for their needs and experience. An accurate and full description of the job will also benefit you as an employer; you'll find the best fit for your position through clear, open, and precise communication.

When writing a job post, please include information like:

Salary or an accurate reflection of the expected compensation

Working conditions and the nature of the work for the posted position

Information about your company

Benefits

Skill sets necessary to perform the duties of the job

Discrepancies in job post information may create an unexpected and undesirable experience for the job seeker. Information that doesn't properly reflect the nature of the position can be confusing or appear deceptive. Indeed will remove jobs that violate this policy to protect the job seeker.

Policy - Redirecting

Policy: Indeed does not allow job URLs that redirect job seekers away from the original job application.

What is Redirecting?

"Redirecting" occurs when a job URL or application routes a job seeker away from the original application site. This is most commonly seen as a URL redirect coded into the website, but we don't allow redirecting at any point in the application. When job seekers use our site, they generally come with the expectation that they can apply to jobs directly through Indeed. The ideal experience would be for the job seeker to read through the job description, then easily find the "Apply" button on the job post.

How Can Redirection Negatively Impact Your Jobs?

Asking job seekers to apply through other means, such as redirecting links, can disrupt the flow of the application process. Job seekers may find redirects alarming and lose trust in the application process. A high-quality apply process will be more likely to attract qualified candidates, but redirects may result in job seekers abandoning the application. In order to ensure that the application process is as clear as possible, job URLs should lead directly to either the job description or the application page.