

Get-Optimal is a global technology company and diversity and inclusion provider whose core product is Job Ad optimisation.

Our SaaS optimises Job Ads for diversity, inclusion and SEO using Artificial Intelligence and Machine learning.

Content

We ensure your content communicates your message, requirements, personality type for the role and works to educate your readers (candidates) and influence them to apply to your company over your competition.

Become DE&I compliant

Inclusive language acknowledges diversity, conveys respect to all people, is sensitive to differences, and promotes equitable opportunities. It helps you, the client, demonstrate that you're an authentic employer. Optimal reduces bias across all Protected Characteristics.

Search Engine Optimisation (SEO)

The higher you rank on (SERP) search results pages online, the more traffic your site will generate organically, resulting in more of the 'right' candidates clicking on your Job Ad (higher on the page) before they click on a competitor ad.



Engagement/ Readability

We ensure your Job Ads have a more engaging relationship with your candidates and your employer brand. Readability is important because it influences how clearly the reader can understand a text, ensuring you hire the most relevant candidate.

Employee Value Proposition (EVP)

Consistent messaging (free of spelling, grammar and punctuation errors) means job seekers are more likely to consider your brand dependable or trustworthy. This is integral to your brand identity and building loyalty. The average Job Ad has 7.5 errors and is six years old.

Automation

Automate this most human manual task of writing job Ads and remove the time burden from your business. Automation drives higher efficiency and increases people productivity, with 69% more live Job ADs getting onto your career site and posted to the Job Boards. Take back time.

