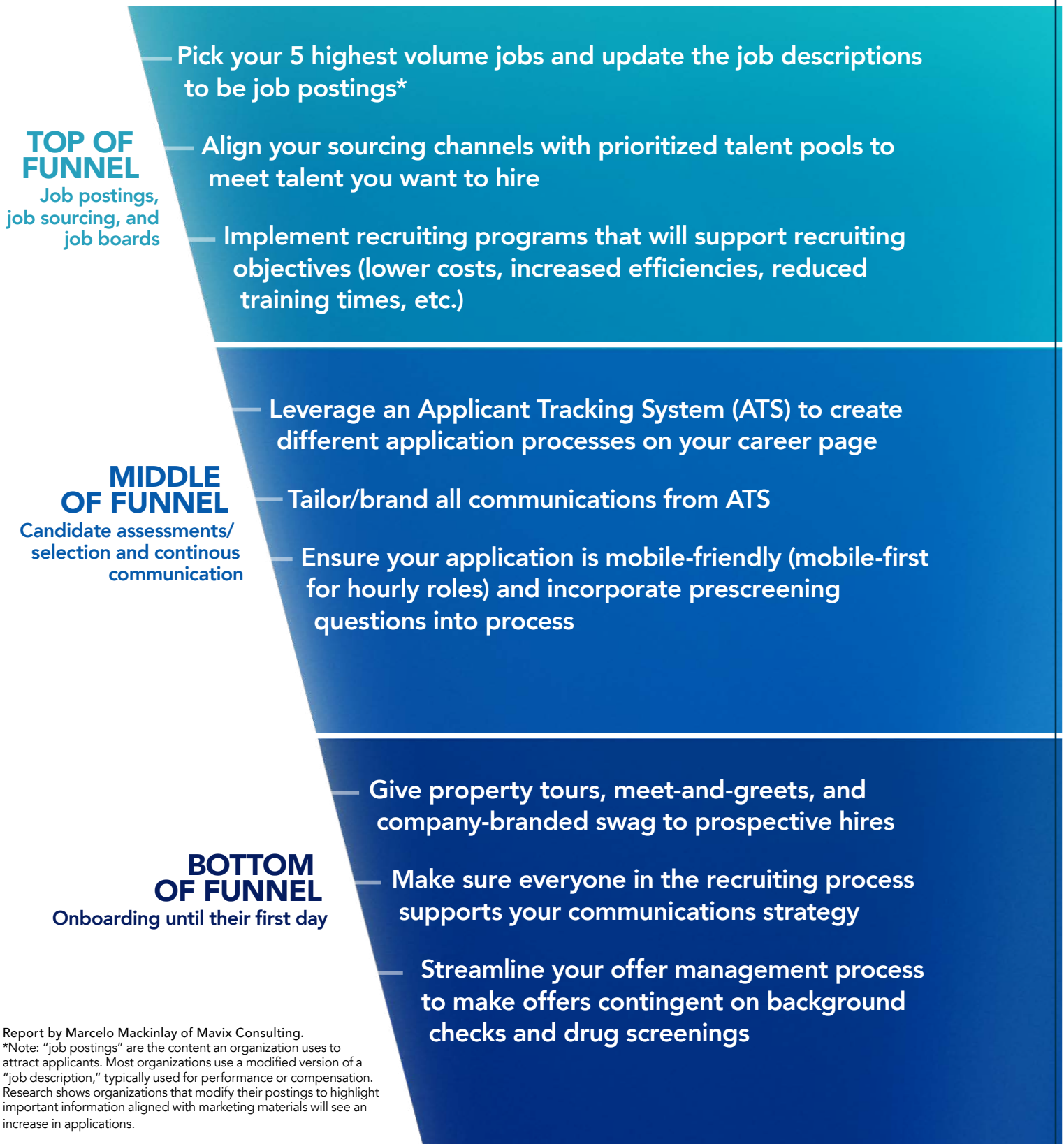


AHLA Boost Your Recruitment



Report by Marcelo Mackinlay of Mavix Consulting.
*Note: "job postings" are the content an organization uses to attract applicants. Most organizations use a modified version of a "job description," typically used for performance or compensation. Research shows organizations that modify their postings to highlight important information aligned with marketing materials will see an increase in applications.