



A GUIDE FOR FIELD SERVICE EMPLOYERS

THE 2026 EMPLOYER'S GUIDE TO HIRING ON INDEED

What changed, why your applicant flow dropped, and the 15 things you can do this week to get more applicants from Indeed.



Did your Indeed applicant volume drop this year?

Indeed is a large source of applicants for companies that hire field and skilled trades professionals.

Early in 2026, Indeed made several policy changes, and employers started seeing noticeably fewer applicants.

This guide explains what changed, what you control, and how to get applicant volume back on track.

WHAT'S INSIDE

- 1 Setting the foundation
- 2 Posting jobs on Indeed
- 3 Employer reputation
- 4 When to advertise
- 5 The one-page Indeed checklist

WHAT CHANGED

In March 2026, Indeed changed how jobs earn free visibility and how rigorously they enforce job quality standards.

The rules have been in place for a while, enforcement increased in 2026. Tactics like location blasting, low-quality job descriptions, and duplicate postings were disallowed from the platform without sponsorship.

INDEED'S STATED GOALS

- Fewer duplicate postings
- Better job quality
- A better job-seeker experience
- More transparency on hiring outcomes

HOW A JOB REACHES CANDIDATES NOW

Connected ATS



Indeed



Full organic reach

Unrecognized
channel



Indeed



Limited or paid
only

Same job, same pay, same market, but a different amount of free traffic.

THE SHIFT

Indeed is no longer a job board. It's a matching engine.

Candidates increasingly find jobs through profile-based recommendations, AI chatbots, email alerts, mobile notifications, and similar-job suggestions — not just search.

Your job competes for a recommendation, not a search ranking.

Q ~~"landscape crew jobs near me"~~



Recommended for you

92% match

Jobs similar to ones you saved

Email alert

"Find me a job 20 minutes from home"

Chat

What Indeed cares about



ATS connection

You control this



Company Page ownership

You control this



Job quality

You control this



Pay transparency

You control this



Location accuracy

You control this



Response time

You control this



Employer reputation

You influence this



Applicant experience

You influence this

Claim your Company Page

Your Company Page tells Indeed who you are. Unclaimed pages, duplicate pages, and disconnected profiles hurt visibility, branding, and integration.

You get one page per company — not per location or division. If you've never posted a job directly on Indeed, you may not have a page yet.

START HERE

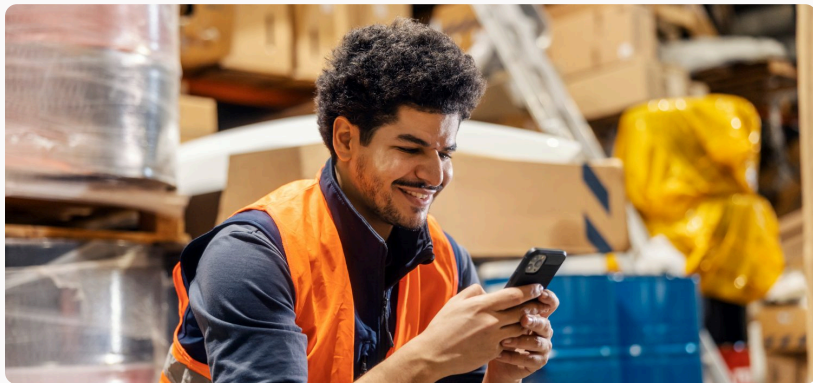
Create an [Indeed Employer Account](#), search for your company, and claim the page you already have.



Connect your ATS

An ATS connection tells Indeed which system is your source of record, and it can dramatically change your organic visibility.

You can complete this step through your ATS provider or from the [Indeed employer dashboard](#).



WHAT CONNECTING GETS YOU

- ✓ Indeed Apply: candidates apply without leaving Indeed
- ✓ Higher application completion rates
- ✓ Cleaner data
- ✓ All your applicants in one place
- ✓ Improved search visibility
- ✓ Visibility into flagged job posts
- ✓ Run Indeed campaigns from your ATS

PART 1 · SETTING THE FOUNDATION

Make your name match everywhere

If you use an ATS like [Team Engine](#) to manage open roles, make sure the company name matches the one on Indeed so you can claim open jobs.



IN YOUR ATS

ABC Landscape Services



ON INDEED

ABC Landscaping

Enough of a difference to cause trouble.

✗ Failed integration matching

✗ Duplicate Company Pages

✗ Split employer branding

What you can do this week



Find your company on Indeed and set up the profile

This is your first impression for new applicants. Take the time to make it shine.



Verify the connection with your ATS

Don't have one? [Team Engine](#) can help.



Match your company name across every hiring tool

Indeed, your ATS, your careers page, your job posts.

The four things that make a job "high quality"

✓ Clear, accurate title

✓ Competitive pay range

✓ Detailed description

✓ Correct reporting location

WEAK POSTING

Laborer Wanted

Pay: DOE

Location: Multiple / statewide

Hard worker needed. Must have own transportation. Call for details.

STRONG POSTING

Landscape Crew Member

Pay: \$21-\$25 / hour

Location: 2160 Arapahoe Ave. Boulder, CO

Day-to-day duties, equipment used, schedule, overtime, benefits, and how to apply by text.

Duplicates cost you applicants

Indeed actively looks for and deprioritizes duplicate jobs. Duplicates split application traffic — and in some cases the job won't show up at all.

The same role across multiple locations

One job, one reporting location. Don't post the same role city by city.

The same role posted twice, two ways

Directly on Indeed and through your ATS. Choose one.

THE RULE Keep one system as the source of truth. Create, update, and close jobs there.

Be careful refreshing jobs

Repeatedly opening and closing a posting hurts its performance. Close a job when the role is filled. Reopen it when you're hiring again.

If a job has been open a while and still isn't filled, refresh it every 30 days or so. An ATS like [Team Engine](#) can handle that for you automatically.

30 days

minimum time between
job refreshes



AVOID

Closing and reopening a job every week to look "new." Indeed reads that as churn, not freshness.

What you can do this week



Rewrite your descriptions against the four quality indicators

Title, pay range, detail, reporting location.



Check Indeed and your ATS for duplicates, then remove them

Start with roles you hire for in more than one city.



Set a refresh policy of every 30 days, no sooner

Write it down so whoever posts next follows it too.

Indeed rewards good hiring practices

Employers with happy employees and engaged hiring managers perform better on Indeed. Five behaviors carry most of the weight.



Response Time

How fast you reply to a new application.



Dispositioning

Marking every applicant hired, rejected, or closed.



Hiring Activity

Evidence that the roles you post actually get filled.



Reviews

Recent reviews from current employees.



Employer Brand

A complete profile with photos, benefits, and your story.

PART 3 · EMPLOYER REPUTATION

Speed matters

Candidates apply to several jobs in one sitting. The first employer to respond usually gets the interview.

Fast, consistent responses also earn Indeed's response-time badge, which shows on your postings.

SET THE BAR

Every application gets a reply within one business day — including the ones you're turning down.

ON YOUR POSTING



Typically responds within 1 day



What you can do this week



Audit your hiring practices

How fast do you get back to applicants? How long does a hire take start to finish?



Ask your team for reviews

More reviews from happy employees, better visibility.



Set a response-time goal of one business day

With an ATS like [Team Engine](#), it can take minutes.

Sponsorship is a strategy, not a last resort

Sponsored jobs get priority placement and more applicants, but not every job needs one. Sponsor the roles that are costing you revenue while they sit open.

WORTH SPONSORING

- Time-sensitive hires
- High-volume hires (hiring 2+ for the role)
- Competitive markets, lack of qualified talent

DO FIRST

- Everything in Parts 1 through 3
- Start an employee referral program
- Choose an ATS with several sponsorship options

BEST PRACTICE

Write down what has to be true for you to spend on a role. Every company's answer is different.

A note on staffing and recruiting agencies

Indeed applies different rules to staffing agencies. Those rules can limit organic visibility, or require sponsorship for a job to be listed at all.

If you're a direct employer that's been classified as a staffing agency, **contact Indeed Support** to resolve the issue.



TAKEAWAYS

The Indeed checklist



1 · FOUNDATION

- ☐ Claim and complete your Company Page
- ☐ Match your company name across every hiring tool
- ☐ Verify your ATS connection

2 · POSTING JOBS

- ☐ Rewrite descriptions against the four quality indicators
- ☐ Find and remove duplicate jobs
- ☐ Refresh open jobs every 30 days, no sooner

3 · REPUTATION

- ☐ Audit your response and time-to-hire
- ☐ Ask your team for reviews
- ☐ Reply to every application within one business day

4 · ADVERTISING

- ☐ Write down what earns a role sponsorship
- ☐ Sponsor only the roles costing you revenue
- ☐ Confirm you aren't classified as a staffing agency



Start winning on Indeed with Team Engine

Is hiring taking up too much of your week? Automate the steps that stall, and move great candidates through the process without chasing them.

- ✓ Approved Indeed ATS partner
- ✓ Automatic text messages to new applicants
- ✓ Automatic job health monitoring
- ✓ Automatic screening and interview scheduling

[Schedule a free demo](#)

63% **35%** **83%**

lower spend

retention
increase

more referrals

LANDSCAPES BY
TERRA

"It's as simple as posting a job and then clicking 'Interested' or 'Reject.' If you take the time to build a job posting and customize the automations, Team Engine does all the rest."

Katie Conway
Recruiting & Training Manager, Genz Ryan