

# V \ Top Manufacturing Careers Search Terms

Key term research can vary depending on your specific vertical and location, but we have collected top terms across the industry based on search volume and ranking difficulty.

Generally speaking, you should consider these three buckets when creating optimized content for your Careers-related pages:

- **Role/title specific (example: Production Line Worker)**
- **General questions about manufacturing (example: What does a Production Line Worker do?)**
- **“Near me/city/state” queries (example: Production Line Worker positions in Central MN)**

# V \ Top 18 General Manufacturing Career Keywords:

- Manufacturing Jobs
- Manufacturing Jobs Near Me
- Factory Jobs
- Manufacturing Engineering Jobs
- Production Jobs
- US Manufacturing Jobs
- Manufacturing Jobs US
- Manufacturing MN  
(or whichever state you are in)
- Manufacturing Job Titles
- Local Manufacturing Jobs
- Manufacturing Employment
- Jobs in Manufacturing
- Factory Jobs Near Me Hiring
- Entry Level Manufacturing Jobs
- Best Manufacturing Jobs
- Factory Employment
- Mass Production Jobs
- How Much Do Manufacturing Jobs Pay

## V \ Top 18 Position-Specific Keywords:

- Packer
- Laborer
- 2nd Shift
- 3rd Shift
- Manufacturing Engineer
- Machine Operator
- 1st Shift
- Production Supervisor
- Production Worker
- Plant Manager
- Production Line Worker
- Production Lead
- Production Tech
- Assembly Manufacturing
- Production Warehouse
- Production Assembly
- Manufacturing Laborer
- Entry-Level Manufacturing

## **Use a Variety of Titles Within Your Content**

You can't always anticipate the words someone will use to search for a position. While you might call a role "Production Line Worker", your candidate might be searching, "Factory Production Worker". They won't intuitively know what you call your specific roles. That's why it's important to incorporate variations of a title on the individual position pages.

## **Create Content Outside of Careers Pages**

You'll notice that there are some keywords listed above that won't naturally appear in a Careers page or individual position page. For example: "Best Manufacturing Jobs." When it comes to terms like this, we recommend creating blog content to help answer these questions. This is an excellent way to capture the attention of curious candidates and answer their most pressing questions.

## **Make it Regional Specific**

As you promote positions, be sure to include regional details such as city, state, etc. Make queries specific to your audience's location. e.g. "Manufacturing Production Jobs Near Me."