

June 2025 to May 2026

What Drives Traffic on Our SLP Jobs Board

A year of listing performance— averages, growth story, and the levers that move attention and applications.

515 published jobs

www.theinformedslp.com/jobs



Clinical roles

We accept any jobs targeting SLPs—mostly clinical (SLPs carrying a caseload), but some non-clinical (director, sales, university roles, etc.). The following slides cover clinical jobs only.

Clinical roles are the large majority of the board — 507 of 515 listings.



THE BIG PICTURE

One year, in five numbers

507 clinical jobs analyzed with a 60-day window (or less); 8 high-traffic non-clinical roles excluded from this:



The Informed SLP job board works. Every job gets seen and 68% draw an application. But traffic is uneven, with some jobs far outperforming others. The next slides show why some listings win and others don't.

DIGGING IN — CLICK-THROUGH RATE

Click-throughs per job post

Our website gets 37K+ SLP views per month. **Click-throughs** specifically refers to how many people open (or click into) a single job post.



Clinical jobs only. The full range for very-high-traffic posts reaches 3,465 click-throughs — driven by non-clinical roles, covered later.

Applications per job post

The infographic consists of three teal-colored boxes arranged horizontally. Each box contains a statistic. Below the boxes is a horizontal bar chart with a teal-to-white gradient. The bar chart has three segments: a teal segment on the left labeled '0 - 4 middle 50%', a white segment in the middle, and a teal segment on the right labeled '45 higher 50%'.

Statistic	Value	Additional Info
MEDIAN per job	2	mean is 3
MIDDLE 50% of jobs	0-4	range: 0-36
GOT AT LEAST 1 APPLICATION	68%	

9 average applications for the top 25% of jobs

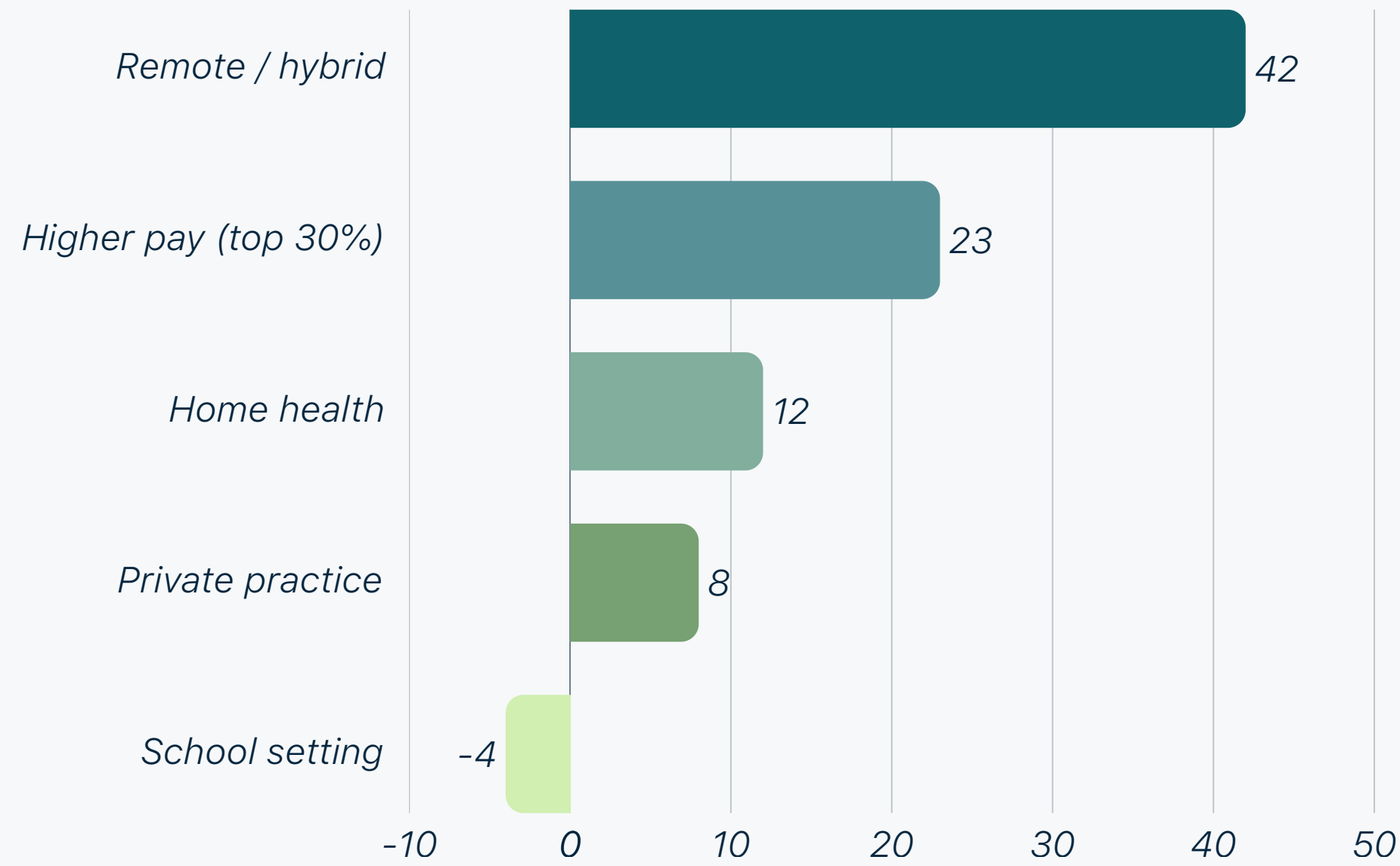
These jobs capture **77% of all clinical applications.**

In sum: most clinical jobs get 1–3 applications; top-tier jobs (top 25%) get around 9. Some levers are in your control, some aren't — see the next slides.

DIGGING IN — THE LEVERS

What moves traffic — levers to consider

% difference vs. a typical listing



Remote is the #1 controllable lever

+42% traffic (median 228 vs 161; range 54–860 vs 2–416).



Higher pay helps too

Top-band roles out-pull the lowest by **+23%**.

Setting matters less:

Home health and private practice edge ahead; schools sit slightly below average despite being the largest category.

DIGGING IN — WHAT EMPLOYERS CAN FOCUS ON

What moves the needle — and what doesn't

We tested every usable attribute on the listings. The levers cluster around the shape of the work; the benefits checklist barely registers.



Moves the needle

- **Remote / hybrid work**

+42% traffic · **~4× the apply rate — the #1 lever**

- **Full- and part-time flexibility**

~2× as likely to get an application (76% vs 50%) when the job is listed as either part-time or full-time

- **Higher pay**

+23% traffic for the top 30% paying jobs vs lowest-band rates

- **Setting & niche**

Telepractice and home health lead; AAC & feeding edge up; but some specialties (e.g. ABA clinic) under-perform



Barely registers

- **The benefits checklist and perks**

401k, health, PTO, CEUs, sign-on, relocation—none lift the application rate. Longer benefits lists also did not buy clicks.

Take homes: The "what the job offers once you're in it" layers—supervision, caseload clarity, workload transparency, reimbursements, loan help—don't move attention at the top of the funnel or get you more clicks. They do marginally impact apply-link clicks once someone's reading the post (and, per other data sources, retention). But it's the high-level structural choices—**remote work, pay, job type**—that drive attention in the first place.

(We'll keep testing this to see if it's an artifact of our job post design vs. a clean signal on what matters most to SLPs!)

FINDING 4 — WHERE ATTENTION POOLS

Concentration & geography

How much does location matter? Short answer: A lot; but we need more data for clearer conclusions.

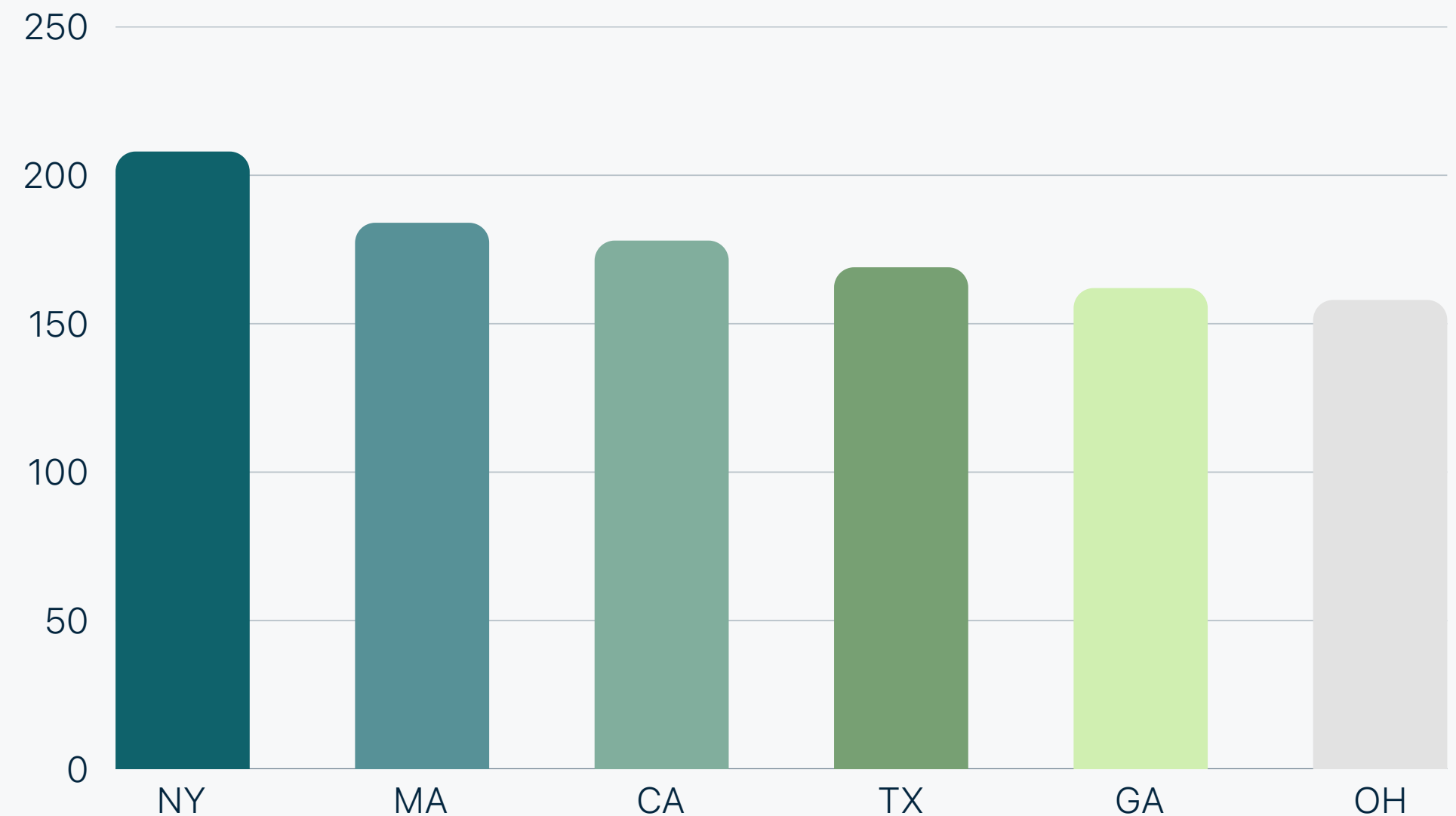
Speech deserts?

Some areas definitely yield higher traffic than others

We can't map this well yet, but SLP recruiting experts and employers report particularly hard states to hire in — and our data agrees, including Alaska, Hawaii, Oregon, Washington, and rural roles in general.

More in our article, *"Where it's hardest to hire SLPs: speech deserts."*

Median click-throughs by state (top markets)



Medians shown; within-state range is wide — e.g. NY 9–416, CA 38–416, OH 54–166.

All jobs (incl. non-clinical)

We accept any jobs targeting SLPs—mostly clinical (SLPs carrying a caseload), but some non-clinical (director, sales, university roles, etc.). The following slides cover non-clinical jobs compared to clinical.

Just 8 non-clinical roles so far this year, but they punch far above their weight.



DIGGING IN — WHERE ATTENTION POOLS

Most listings are clinical—the top performers aren't

Clinical roles fill the board; a handful of non-clinical roles pull far more attention and applications.

median click-throughs for
clinical roles

123

327

median click-throughs for
non-clinical roles

2.7 x
the traffic

Clinical · the bulk of the board

- 507 of 515 listings
- 2–3 applications per role (median 2)
- 27% of traffic goes to the top 10% of listings— spread, but not hoarded; healthier than a winner-take-all board
- Winners driven by, in order: remote work > pay > specialty niche

Non-clinical · just eight roles

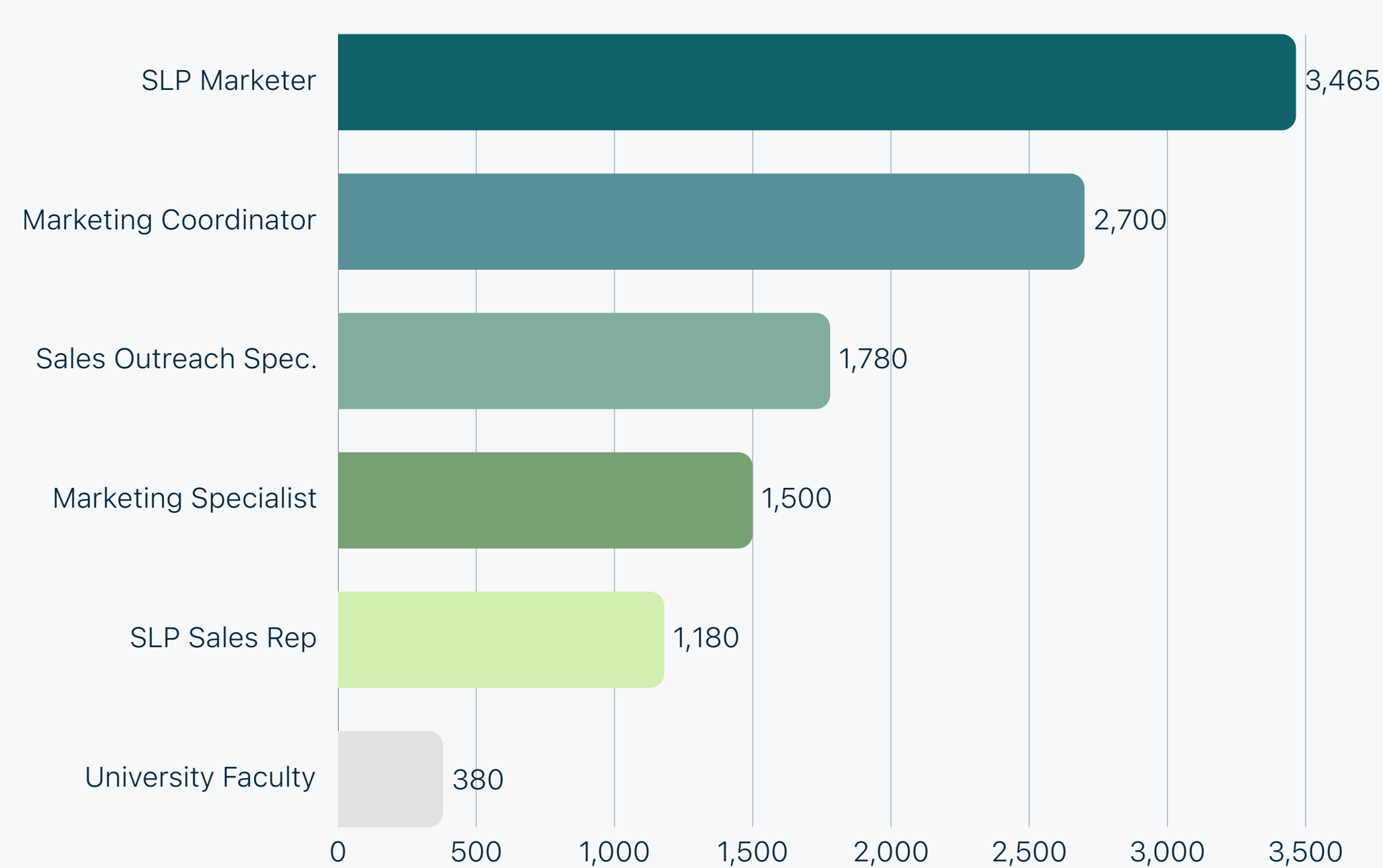
- 100+ applications on average (vs 2–3 for clinical)
- 1,659 applications from those 8 roles alone
- Top role: 3,465 click-throughs — "SLP Marketer," fully remote
- Remote roles pulled hundreds of applications; but **even in-person faculty** posts ran 2–3× the clinical median

Reach isn't the ceiling — fit is. The traffic is here. The real limit on clinical applications is the size and preferences of the SLP talent pool— notoriously challenging for *everyone* hiring SLPs.

DIGGING IN — WHERE ATTENTION POOLS

Top non-clinical roles by click-throughs

Non-clinical roles draw much higher traffic than clinical ones.



3,465 click-throughs on the single top role

"SLP Marketer", fully remote

2.7 x the median click-throughs of a clinical role

327 vs 123 median

1,659 applications from just 8 roles

100+ application mean vs 2–3

What's normal, what's not, and how do I fill faster?

The previous patterns point to a few concrete expectations and moves for employers hiring SLPs.



WHAT TO DO WITH THIS

Know what to expect, based on your role

Some attributes of SLP jobs will help you fill those jobs *much* faster.



Harder and slower to fill:

- **In-person**
Especially if in a “speech desert” (fewer SLPs)
- **Average pay**
- **Generalist roles that are easy to come by**
(e.g. schools)

Expect several months and just a few applicants — that's normal. We'll share tips and help where we can, but plan a several-pronged approach.



Faster to fill:

- **Remote or hybrid**
- **Above-average pay**
- **Specialist or more-unique roles**
Unique role type (e.g. AAC or dysphagia specialist), but especially if non-clinical or with non-clinical components.

You'll hire much faster. At minimum 3× as many candidates as a typical SLP role— up to 100× more— often within just a few weeks.

WHAT TO DO WITH THIS

Four moves to grow traffic and applications

1. Try remote or hybrid



The single biggest lever. It drives applications up ~4x over in-person roles, regardless of pay or any other factor.

2. Consider pay



The top 30% of jobs by pay draw 23% more traffic. Consider pay bumps where you can.

3. Highlight what's unique



"Unique" jobs (e.g. AAC or dysphagia focus) draw ~100 more clicks; generalist school roles underperform. Name what makes yours different.

4. Feature and re-post



Traffic favors newer posts and top-of-feed. Refresh stale roles with a new date every 60 days, or pay to feature and lock the top for 20 days at a time.

WHAT TO DO WITH THIS

Choose your “hard”, and we’ll help you get there

Most SLP hiring comes down to one of two costs:



Spend money, hire fast

Fill an average role in about 30 days — but typically thousands (often ~\$10K, up to \$40K+), through agencies or heavy paid placement. Aggressive outbound *will* fill roles.



Spend labor, save money

Spend less and it takes labor and/or patience instead — usually around 6 months, with faster timelines requiring outbound calls, texts, and heavy local networking.

Either path is hard — and we're one of the best-value tools in your kit. Here's why.

A fair price for a real shot

- ✓ **Reach where SLPs already are**
Your post goes in front of our community of 50,000+ SLPs.
- ✓ **Run by SLPs & hiring experts**
We tell you what's normal, what's not, and the small tweaks that get SLPs excited about your role.
- ✓ **Fair, flat pricing**
\$225 per post (60 days) — free with TISLP membership for very-small employers. A fraction of Indeed and agencies.
- ✓ **No pay-to-play, no ghost jobs**
Every post is a real, active opening. Flat pricing keeps hiring affordable — better for employers, and for the field.



We're here to help. Reach out any time at jobs@theinformedslp.com

