What's Going on with Google for Jobs?

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DENVER

Focus for today's presentation

1. Why you should be using Google for Jobs
2. What are the Challenges we see impacting performance
3. How to best optimize your postings for improved success

73%

Job Seekers start their job search on Google…

200+ Million

Job Searches on Google each month in US alone

Google for Jobs is going to bring tremendous disruption to job search industry

Google for Jobs is live in 50+ countries

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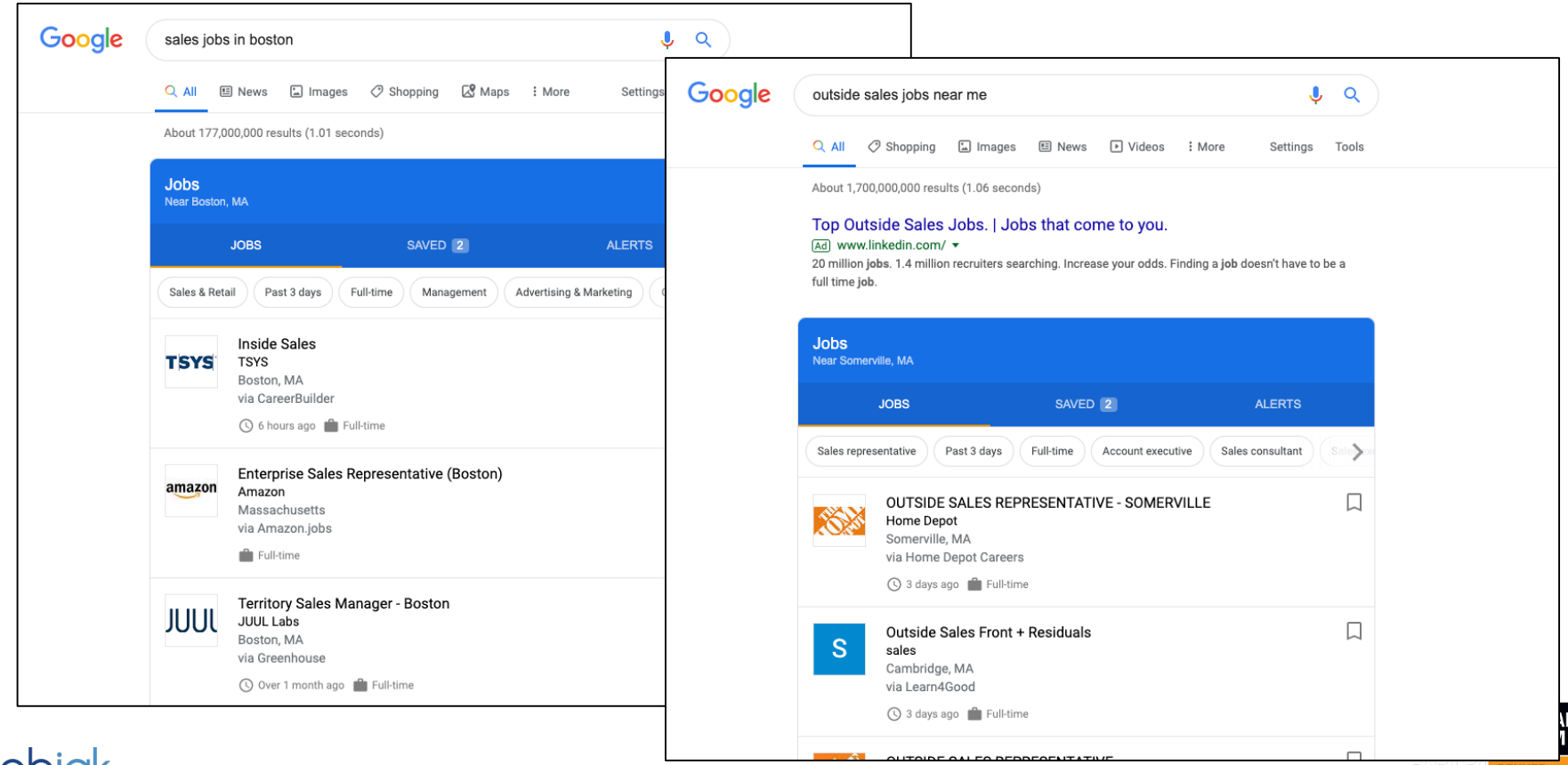
Candidate - simple to find and use | Employer - it's free



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What are the Pro's?

Partners

- It is a great source of additional traffic
- All that traffic comes directly back to your site / service
- Dramatic increase in clicks
- Leverages SEO score for amazing ranking!

Customers

- Reach a large group of candidates
- Amazing scale without any cost
- Great Indeed alternative
- Awesome for Blue / Grey collar jobs

The Employer's Challenge

Google for Jobs is NOT a job board.

Google for Jobs operates in the same manner that Google's search engine does. Job postings are reviewed and ranked very differently than traditional job boards

Postings is not as simple as most think

To have a posting perform well on Google for Jobs, it requires a working knowledge of HTML, JSON and proper tagging on each posting for ranking success!

Google requires proper tags for success

1. Job Identifier
2. Company
3. Title
4. Location
5. Description
6. Salary
7. Job Type
8. Posting Date
9. Valid through

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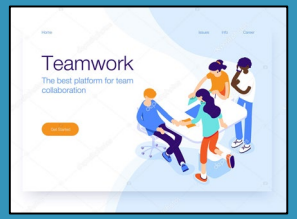
Most common indexing solution for Google for Jobs



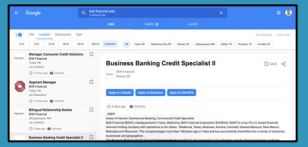
Employer's Open Positions

ATS

Service Provider

3rd Party

XML



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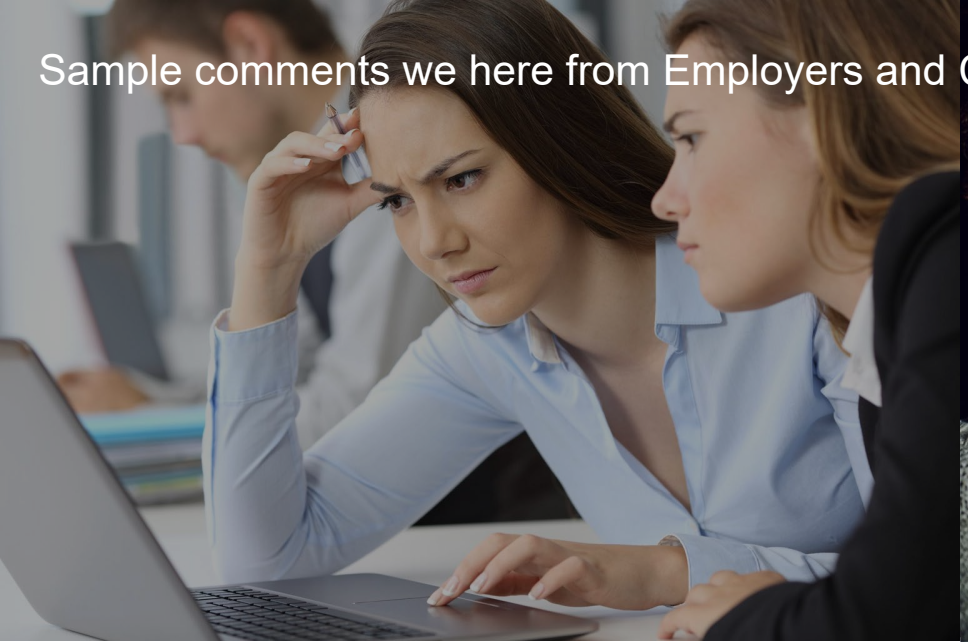
Google Posting Volumes by Job Board

Job Board	Job Count
LinkedIn	1,202,134.00
Glassdoor	701,167.00
StartWire	243,653.00
ZipRecruiter	180,824.00
Lensa.com	134,624.00
Recruit.net	108,487.00
Neuvoo	70,364.00
CareerBuilder	67,703.00
QuizOver.com	51,869.00
Jora	46,560.00
Jobs.net	42,524.00
Snagajob	38,485.00
Monster	38,339.00
Nexxt	34,724.00
Government Jobs	26,953.00
Jobrapido.com	26,448.00
HigherEdJobs	25,909.00
Ladders	25,759.00
Dejobs.org	20,597.00
Jobs, Apartments, Homes For Sale, New/Used	67,316.00
Facebook	20,029.00
WayUp	18,643.00
HERC - Higher Education Recruitment Consorti	17,297.00
EmployZone	16,882.00
Learn4Good	16,192.00
Livecareer Jobs	15,895.00
HelpWanted.com	15,737.00
Experience Inc. Jobs	13,264.00
Findjobs.direct	13,200.00
Jobvite	12,945.00
Greenhouse	12,106.00
CareerBliss	11,109.00
LinkUp	10,934.00
The Job Network	10,643.00
Tapwage	9,657.00
Uloop	9,612.00
Workday	9,315.00
Free Classifieds Ads - Geebo	8,930.00
ChronicleVitae	8,740.00
Dice	8,395.00

Jobiak reviewed 2.5 mm 3rd party postings on GFJ for December 2018

Site	Volume	%
LinkedIn	1,202,134	48%
Glassdoor	701,167	28%
Startwire	243,653	10%
ZipRecruiter	180,824	7%
Recruit.net	108487	4%
CareerBuilder	67,703	3%
Monster.com	38,339	2%

Sample comments we here from Employers and Candidates.



Employer

“We are concerned that Google for Jobs does not return many candidates, is this a serious tool for sourcing candidates?”

Candidate

“Every time I click on a job I get lost in other job boards, have to give my resume to them more than once, and often just give up”

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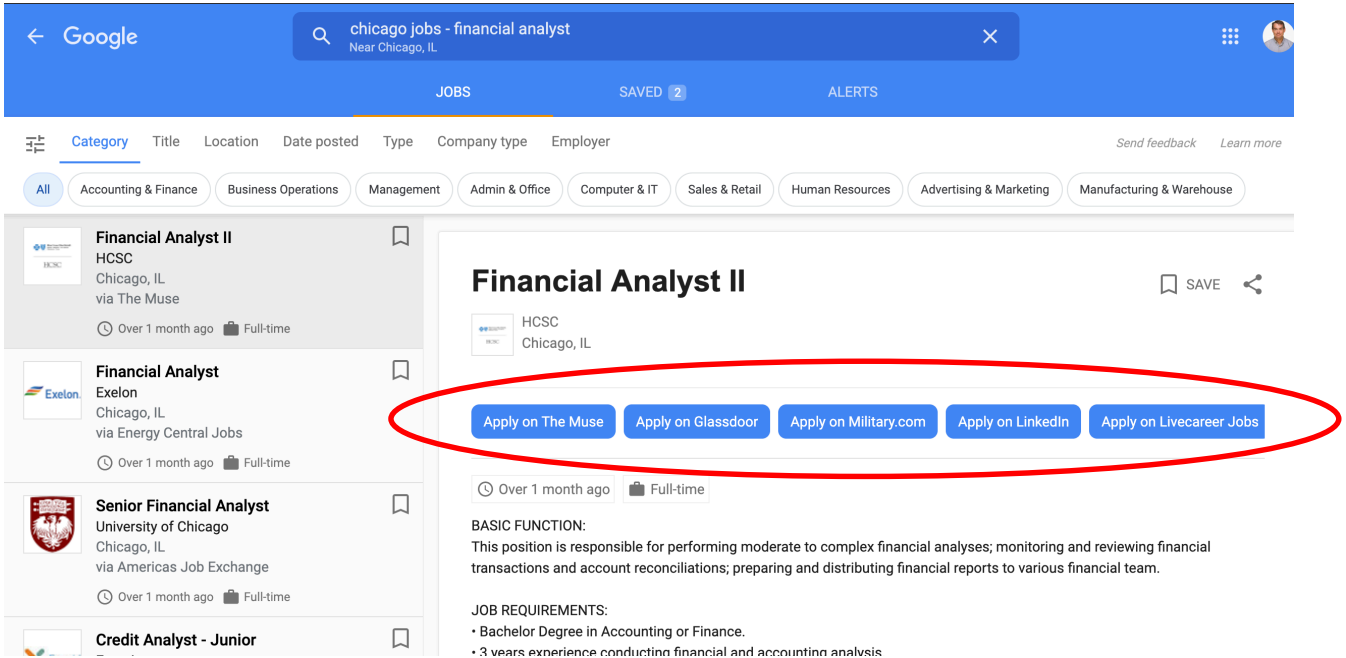
What is creating this confusion?



The Apply Process

It's not the # of options that are the issue

It's a multi-step apply process

We see almost a 60% abandonment by candidates

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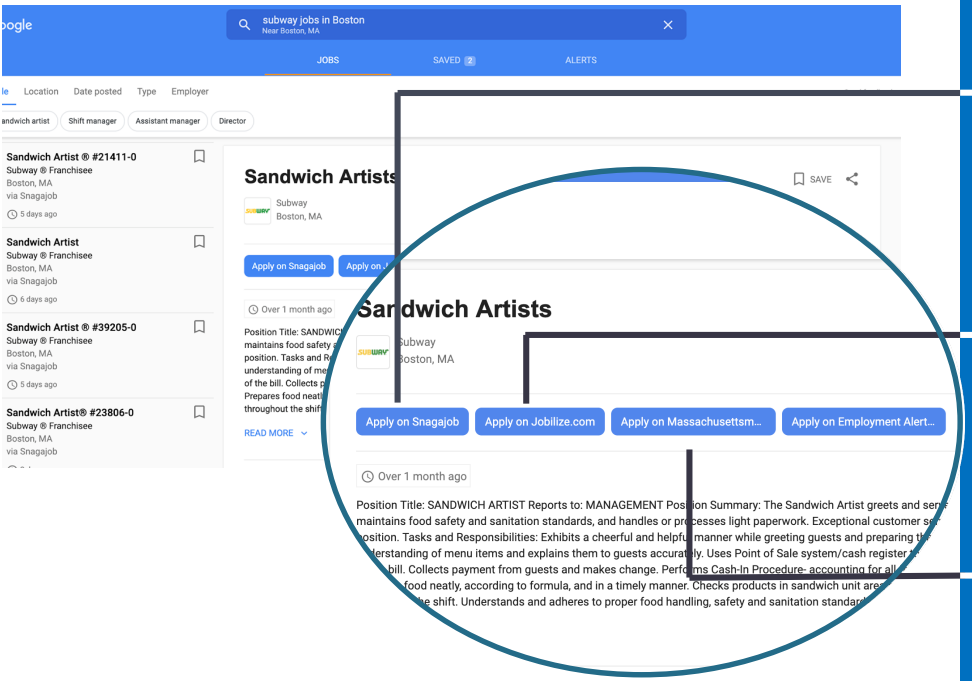
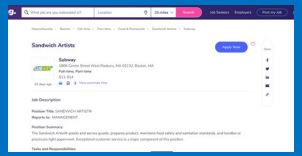
Why are Candidates abandoning the process?

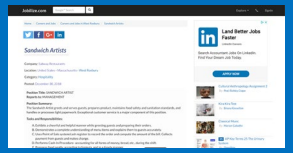
A sample posting with 4 apply paths

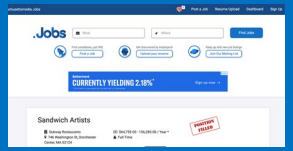


Multiple steps to apply

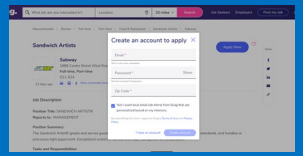
1st - 3rd Party Page

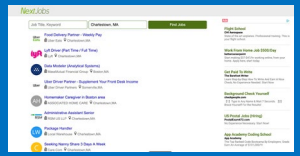


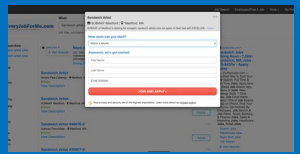




2nd 3rd Party Page







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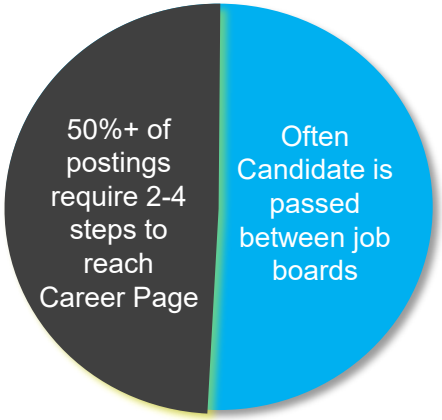
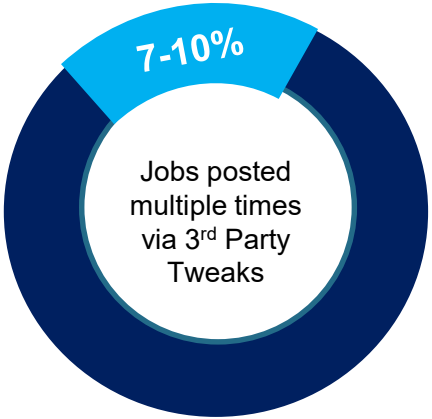
An analysis of over 2 million GFJ postings showed the following:

Apply Process Challenge



Spam / Posting Challenge



Abandonment Challenge

2.5 Clicks

60 % Abandonment

How do we overcome that?

What can I do to improve performance today?

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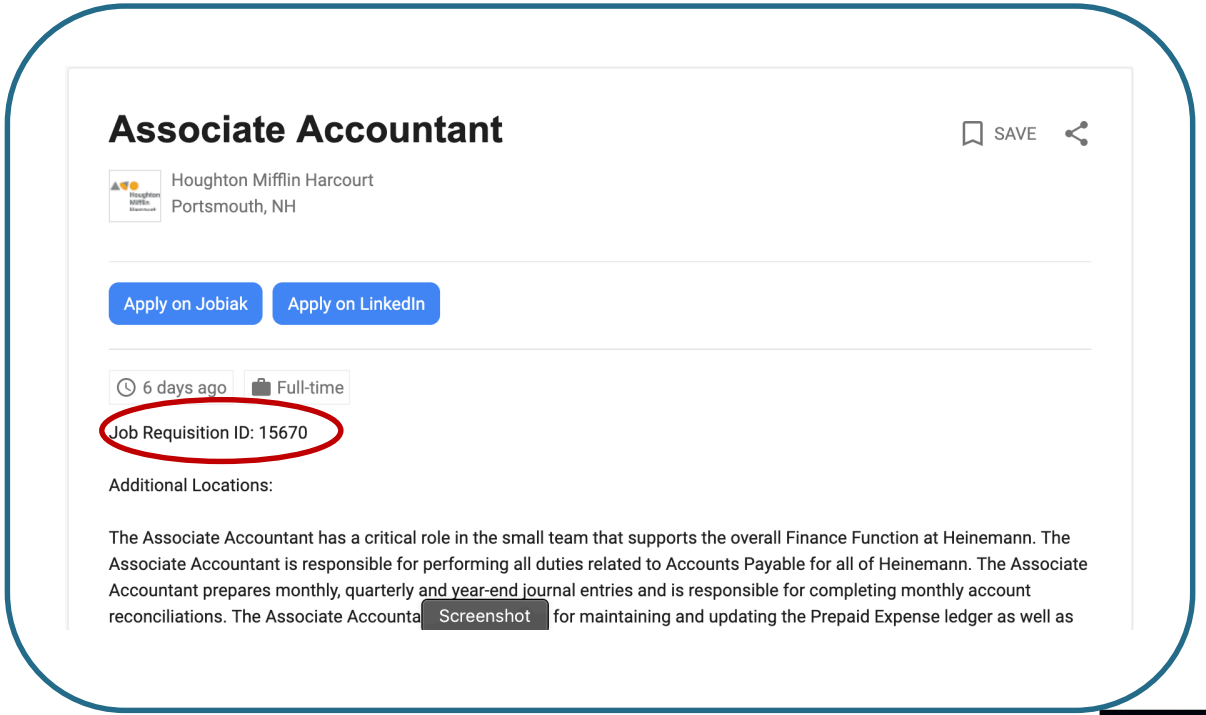
Key Elements for Posting Success - Tags

- **Job Identifier**
- Company Name
- Title
- Location
- Description
- Salary
- Job Type
- Posting Date
- Valid Through



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Key Elements for Posting Success - Tags

- Job Identifier
- **Company Name**
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Google for Jobs does not have a robust matching capability for Company Name.

If a Company uses a variation of their name when posting jobs, and Google can not make a match, the job can be seen as Spam – which impacts searchability

Company Name on Posting	Optimized Title for GFJ
ABM	ABM Industries
Starbucks on Main Street	Starbucks, Inc

Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- **Title**
- Location
- Description
- Salary
- Job Type
- Posting Date
- Valid Through

As with Company Name, Google must receive a Title that can be understood and indexed for searchability. Title must also match the Title on the Company's Career Page

Examples:

Title on Job Description	Optimized Title for GFJ
LPN Part-time Night Part-time - New York, NY	Licensed Practical Nurse
Car Sales Associate	Automotive Sales Associate
Apply now for IT job -FRENCH speaker in Bucharest	Market Specialist, French speaker

Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- Title
- **Location**
- Description
- Salary
- Job Type
- Posting Date
- Valid Through

Google must be presented with a valid location which is formatted to be indexed by Google

Here are a couple of common challenges we see:

Location on Job Description

4060 - Heartland Health Care Center - Grosse Pointe Shores, Michigan

Optimized Location for GFJ

Grosse Pointe Shores, MI

```
"jobLocation": {
  "@type": "Place",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "555 Clancy St",
    "addressLocality": "Detroit",
    "addressRegion": "MI",
    "postalCode": "48201",
    "addressCountry": "US"
  }
}
```

Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- Title
- Location
- **Description**
- Salary
- Job Type
- Posting Date
- Valid Through

CorVel Corporation is hiring a Lead Software Engineer to collaborate with our Business Operations, Development and other Partners to drive the creation and enhancement of a standardized data source. You will be involved with overseeing all aspects of the development for assigned projects, from gathering and refining requirements all the way through deployment. The ideal candidate will have proven experience managing technical projects and leading software development teams as well as a commitment to spend about 50%of your time in hands-on development activities. Our continual investments in technology and human capital enable us to deliver the most innovative, integrated solutions. We are a growing company and a great place to work, with plenty of career advancement opportunities. Responsibilities Run daily meetings with Development team and schedule additional meetings as necessary Lead weekly project meetings with Business Operations team and conduct demos as appropriate Manage the project backlog, including grooming Features, Product Backlog Items, Tasks and Bugs Work closely with Business Operations and/or Product Stakeholders to refine requirements Assign tasks to the Development team with defined deliverables and deadlines Prioritize tasks within your projects Identify dependencies between your projects and other projects across multiple teams Clear roadblocks to allow the Development team to run as efficiently as possible Apply sound software engineering processes, including iterative development, unit testing, source code control, inspections and reviews Adhere to the goal of delivering and maintaining the highest quality of software Learn our business model and understand existing enterprise applications Skills/Qualifications Bachelor's degree or higher in Computer Science or a related field 5+ years developing software on the Microsoft stack Microsoft SQLServer 2012+ including schema design and transact SQL development of stored procedures and complex queries C#, ASP.NET, ASP.NET MVC 2+ years in a team lead or management role developing software in a corporate setting Deep understanding of Agile design principles and experience leading Agile teams Outstanding communication, analytical and interpersonal skills Familiarity with build/release processes and continuous integration Bonus Points Ajax, Angular JS SQLServer 2016 Experience working with an off-shore team members Experience with Cloud development, especially Microsoft Azure All candidates must be eligible to work in the United States without VISA sponsorship In order to provide equal employment and advancement opportunities to all individuals, employment decisions at CorVel will be based on merit, qualifications and abilities. Except where required or permitted by law, employment practices will not be influenced or affected by an applicant's or employee's race, color, religion, sex, national origin, ancestry, citizenship, age, handicap or disability, marital status, medical condition or any other characteristic protected by applicable law. Please be aware that CorVel generally does not review all applications submitted in response to job openings posted on the Internet because of the large volume of responses. Note to Employment Agencies: Please do not forward agency resumes. CorVel Corporation is not responsible for any fees related to unsolicited resumes

Optimization Tips:

Correct Formatting

Makes Description Rankable

You must format the description in HTML

Add Paragraph Breaks

Valid tags include <p>, <ul>, <li>, headings <h1> through <h5>.

You can also use character-level formatting tags such as and .

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Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- Title
- Location
- Description
- **Salary**
- Job Type
- Posting Date
- Valid Through

Salary is a recommended property that does not prevent the job from being indexed, but makes a sizable difference in the performance of the posting in search and ranking

Note:

3rd Parties can not post the salary and should use an estimated salary for the position / location

```
"baseSalary": {
 "@type": "MonetaryAmount",
 "currency": "USD",
 "value": {
  "@type": "QuantitativeValue",
  "value": 40.00,
  "unitText": "HOUR"
 }
}
```

Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- Title
- Location
- Description
- Salary
- **Job Type** →
- Posting Date
- Valid Through

Recommended Property

Choose one or more of the following case-sensitive values:

- "FULL_TIME"
- "PART_TIME"
- "CONTRACTOR"
- "TEMPORARY"
- "INTERN"
- "VOLUNTEER"
- "PER_DIEM"
- "OTHER"

Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- Title
- Location
- Description
- Salary
- Job Type
- **Posting Date**
- Valid Through

Required Property

The original date that employer posted the job in ISO 8601 format.

For example, "2017-01-24" or "2017-024 T19:33:17+00:00".

Key Elements for Posting Success - Tags

- Job Identifier
- Company Name
- Title
- Location
- Description
- Salary
- Job Type
- Posting Date
- **Valid Through**

Recommended Property

For postings that are posted with an expiration date – the posting must include a Valid Through date – which is to be added in the same format as the Posting Date.

If a posting never expires, or you don't know when it will expire – you don't have to include this tag

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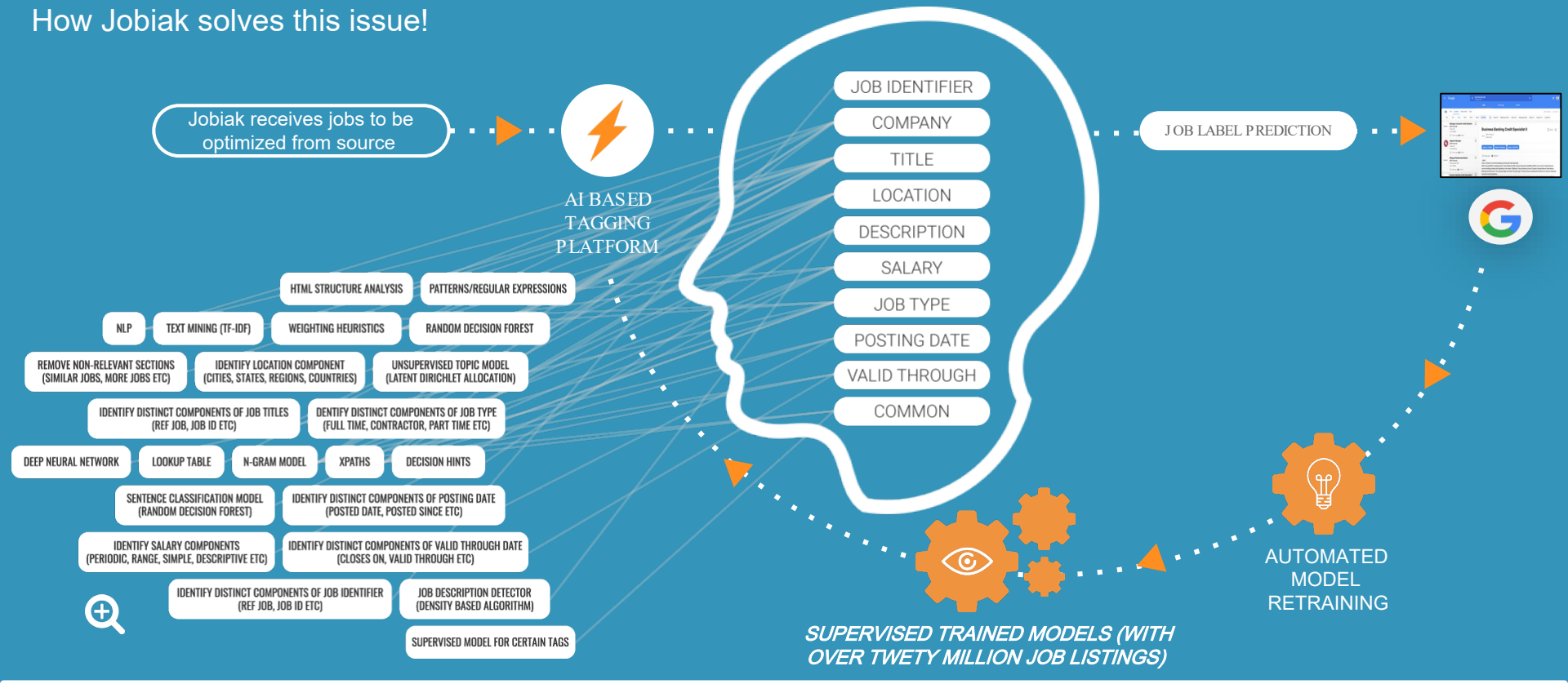
How Jobiak solves this issue!



ML Platform to read any job in any language and generate job labels with 90% accuracy

(extremely complex due to unstructured nature of Job Postings)

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Thank you!

Questions?