

What's Going on with Google for Jobs?

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 live
in 50+ countries



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

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

Google search results for "sales jobs in boston". The search bar shows "sales jobs in boston" and the results indicate "About 177,000,000 results (1.01 seconds)". The "Jobs" section is highlighted in blue, showing "Near Boston, MA". Below this, there are tabs for "JOBS", "SAVED 2", and "ALERTS". A filter bar includes "Sales & Retail", "Past 3 days", "Full-time", "Management", and "Advertising & Marketing". Three job listings are visible:

- Inside Sales** by **TSYS** in Boston, MA, via CareerBuilder, posted 6 hours ago, Full-time.
- Enterprise Sales Representative (Boston)** by **Amazon** in Massachusetts, via Amazon.jobs, Full-time.
- Territory Sales Manager - Boston** by **JUUL Labs** in Boston, MA, via Greenhouse, posted Over 1 month ago, Full-time.

Google search results for "outside sales jobs near me". The search bar shows "outside sales jobs near me" and the results indicate "About 1,700,000,000 results (1.06 seconds)". The "Jobs" section is highlighted in blue, showing "Near Somerville, MA". Below this, there are tabs for "JOBS", "SAVED 2", and "ALERTS". A filter bar includes "Sales representative", "Past 3 days", "Full-time", "Account executive", "Sales consultant", and "Sales". Two job listings are visible:

- OUTSIDE SALES REPRESENTATIVE - SOMERVILLE** by **Home Depot** in Somerville, MA, via Home Depot Careers, posted 3 days ago, Full-time.
- Outside Sales Front + Residuals sales** by **S** in Cambridge, MA, via Learn4Good, posted 3 days ago, Full-time.

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

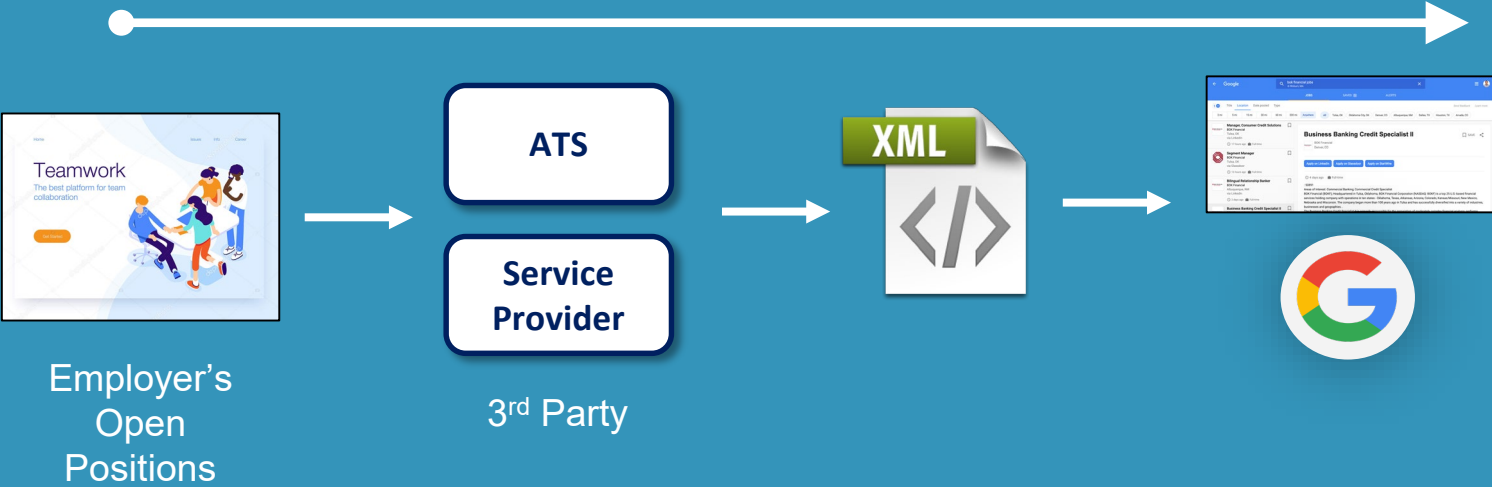
Postings is not as simple as most think

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

Most common indexing solution for Google for Jobs



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
Tapwave	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"

What is creating this confusion?

The screenshot shows a Google search for "chicago jobs - financial analyst" with filters for "JOBS", "SAVED 2", and "ALERTS". The search results are categorized by "Category", "Title", "Location", "Date posted", "Type", "Company type", and "Employer". The "All" category is selected, showing a list of job results. The detailed view of a "Financial Analyst II" position at HCSC in Chicago, IL, is shown. The job is posted "Over 1 month ago" and is a "Full-time" position. The "Apply on The Muse", "Apply on Glassdoor", "Apply on Military.com", "Apply on LinkedIn", and "Apply on Livecareer Jobs" buttons are circled in red.

Financial Analyst II
HCSC
Chicago, IL
via The Muse
Over 1 month ago Full-time

Financial Analyst
Exelon
Chicago, IL
via Energy Central Jobs
Over 1 month ago Full-time

Senior Financial Analyst
University of Chicago
Chicago, IL
via Americas Job Exchange
Over 1 month ago Full-time

Credit Analyst - Junior

Financial Analyst II
HCSC
Chicago, IL
SAVE

Apply on The Muse Apply on Glassdoor Apply on Military.com Apply on LinkedIn Apply on Livecareer Jobs

Over 1 month ago Full-time

BASIC FUNCTION:
This position is responsible for performing moderate to complex financial analyses; monitoring and reviewing financial transactions and account reconciliations; preparing and distributing financial reports to various financial team.

JOB REQUIREMENTS:

- Bachelor Degree in Accounting or Finance.
- 3 years experience conducting financial and accounting analysis

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

Why are Candidates abandoning the process?

A sample posting with 4 apply paths

The screenshot shows a job listing for 'Sandwich Artists' at Subway in Boston, MA. The job description is partially visible, mentioning 'Position Title: SANDWICH ARTIST Reports to: MANAGEMENT Position Summary: The Sandwich Artist greets and serves customers, maintains food safety and sanitation standards, and handles or processes light paperwork. Exceptional customer service is a must. Tasks and Responsibilities: Exhibits a cheerful and helpful attitude while greeting guests and preparing food. Understands menu items and explains them to guests accurately. Uses Point of Sale system/cash register to take orders. Understands and explains menu items to guests. Prepares food neatly and accurately. Collects payment from guests and makes change. Performs Cash-In Procedure- accounting for all cash received, according to formula, and in a timely manner. Checks products in sandwich unit area. Understands and adheres to proper food handling, safety and sanitation standards throughout the shift.' Below the description, four application buttons are highlighted with a blue circle: 'Apply on Snagajob', 'Apply on Jobilize.com', 'Apply on Massachusetts...', and 'Apply on Employment Alert...'. The page also shows a search bar at the top with 'subway jobs in Boston' and a sidebar on the left with other job listings.

Multiple steps to apply

1st - 3rd Party Page

This block contains three screenshots illustrating the initial steps of the application process. The first screenshot shows the job details page for 'Sandwich Artists' on Indeed.com. The second screenshot shows a LinkedIn profile page for 'Sandwich Artists' with a 'Join to view' button. The third screenshot shows a job aggregator page with a 'Apply' button and a 'CURRENTLY YIELDING 2.48%' badge.

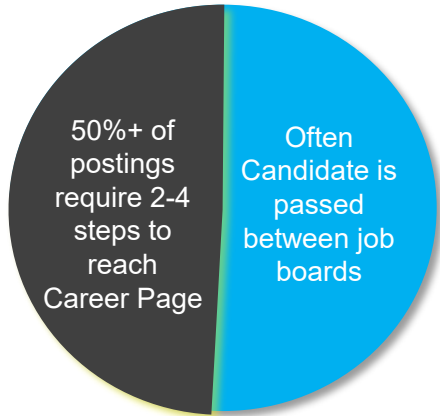
2nd 3rd Party Page

This block contains two screenshots illustrating the final steps of the application process. The first screenshot shows a 'Create an account to apply' form with fields for email, password, and phone number. The second screenshot shows a confirmation page with a 'JOB APPLIED' message and a 'VIEW APPLICATION' button.

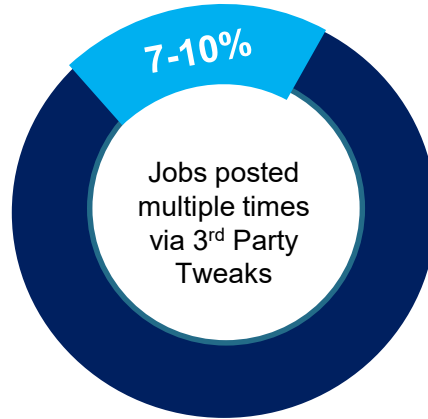
= ?

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?




Key Elements for Posting Success - Tags



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



Associate Accountant SAVE Share

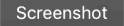
 Houghton Mifflin Harcourt
Portsmouth, NH

[Apply on Jobiak](#) [Apply on LinkedIn](#)

 6 days ago  Full-time

Job Requisition ID: 15670

Additional Locations:

The Associate Accountant has a critical role in the small team that supports the overall Finance Function at Heinemann. The Associate Accountant is responsible for performing all duties related to Accounts Payable for all of Heinemann. The Associate Accountant prepares monthly, quarterly and year-end journal entries and is responsible for completing monthly account reconciliations. The Associate Accountant  for maintaining and updating the Prepaid Expense ledger as well as

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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
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- 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

LPN Part-time Night Part-time - New York, NY

Car Sales Associate

Apply now for IT job -FRENCH speaker in Bucharest

Optimized Title for GFJ

Licensed Practical Nurse

Automotive Sales Associate

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

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

Optimized Location for GFJ

Grosse Pointe Shores, MI

Key Elements for Posting Success - Tags

- Job Identifier
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- 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>, , , headings <h1> through <h5>.
- You can also use character-level formatting tags such as and .

Key Elements for Posting Success - Tags

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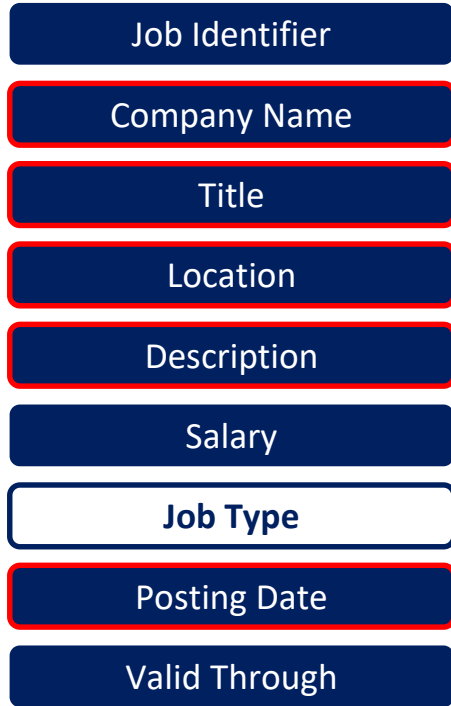
Salary is a recommended property that does not prevent the job from being indexed, but makes a sizable difference in the performance of the posting in search and ranking

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": "HOURLY"  
  }  
}
```

Key Elements for Posting Success - Tags



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
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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

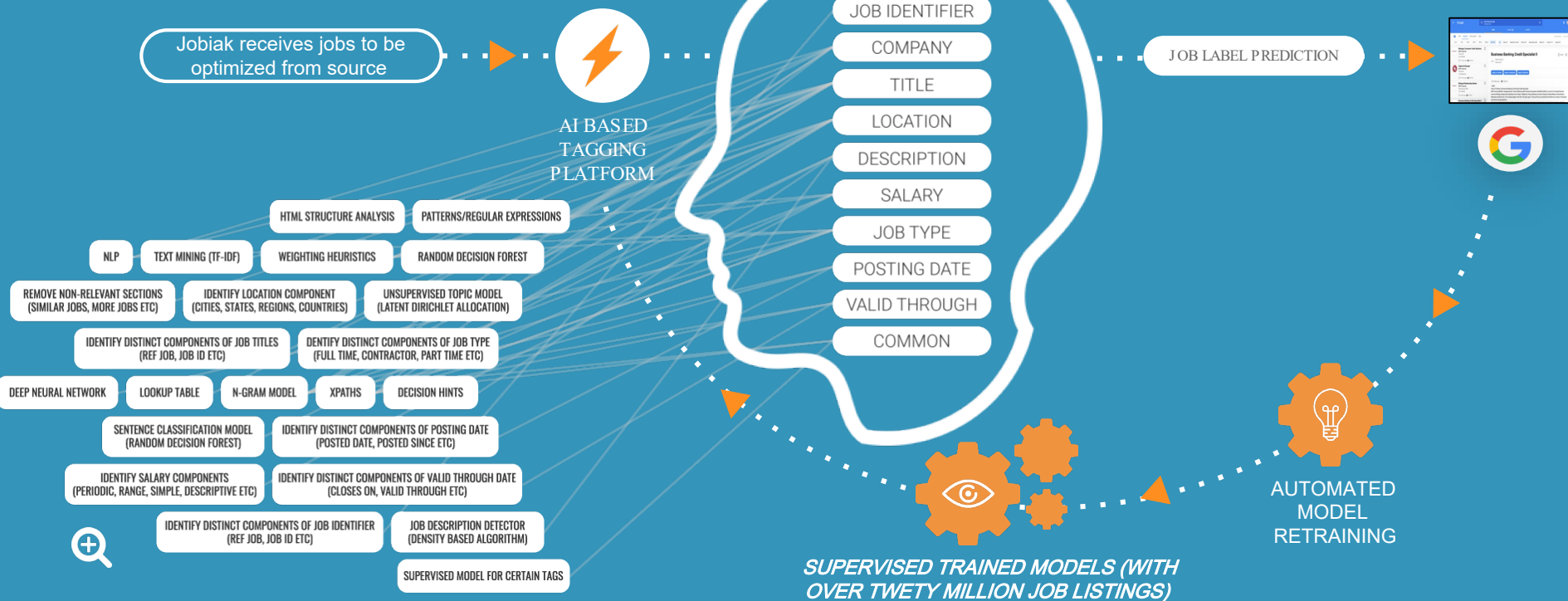
- Job Identifier
- Company Name
- Title
- Location
- Description
- Salary
- Job Type
- Posting Date
- Valid Through

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

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)

Thank you!

Questions?