How to Get the Best from Google for Jobs

AspenTechLabs

JOB BOARD
SUMMIT 2019
EUROPE

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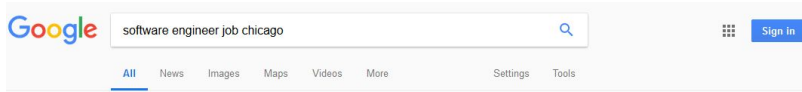Andrew Hryhorashchuk - COO
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Today's Google for Jobs Topics

1. **What is Google for Jobs**

2. **It's more than just the schema**

3. **Some GFJ data examples**

4. **Other insights**

This is Google For Jobs

RANKRANGER INSIGHTS:

Job site	Listings
linkedin.com	758.28K
glassdoor.com	352.79K
ziprecruiter.com	265.58K
careerbuilder.com	90.39K
jobing.com	34.56K
geebo.com	31.90K
snagajob.com	20.53K
governmentjobs.com	17.12K
lever.co	17.64K
dice.com	14.41K
neuvoo.com	15.37K
jobzhq.com	15.10K
internships.com	16.13K
smartrecruiters.com	13.54K
greenhouse.io	13.22K
theladders.com	13.09K
higheredjobs.com	12.12K
livecareer.com	13.21K
jobilize.com	12.67K
jobvite.com	10.98K

Requirements

Metatags markup

Add schema.org markup into HTML

Jobs have to include one of the following formats Microdata/RDFa/JSON-LD, see more

http://schema.org/JobPosting

Sitemap

Keep sitemap.xml updated, such as when jobs are edited, deleted or created.

Submit sitemap to Google Search Console

Handle expired jobs

Google wants to exclude expired jobs, so it is critical to notify them of expired jobs immediately.

Page must return 404 or 410 error so Google knows it is expired.

Impact factors for Apply buttons in 2019

This is similar to SEO efforts to get ranked higher and get better CTR.

Difference is that **up to 6 buttons are possible, so you need to be top 6.**

Apply on LinkedIn   Apply on Glassdoor   Apply on ZipRecruiter   Apply on Ivy Exec   Apply on LinkUp   Apply on JobzHq

Primary

Site rank/Clicks/Brand

Schema markup accuracy

Sitemap and freshness

Secondary

Job location

Site speed

Salary details

Tips - Job site software: meta data

[Apply on ...] button text

Apply on EmployZone Apply on Careers Apply on Lensa
Apply on Careers

Sometimes it's taken from site name and it can be odd.

Takeaway: Easiest way is to format job page title like

"Job Title | Company careers" or

"Job Title - Company careers"

Mark remote jobs

Trend of remote jobs is growing.

"if applicants may be located in one or more geographic

locations and the job may or must be 100% remote"

Takeaway: use "jobLocationType": "TELECOMMUTE" tag

Part-Time Cashier

ALDI
Annandale, VA

Apply on Part-Time Cashier...

Apply on Part-Time Cashier At ALDI

"remote jobs" interest over time

Tips - Job site software: indexing

Fresh jobs

Majority of sites, that show up in Google for jobs, have apply buttons that link to fresh jobs, posted within 14 days.

Takeway: Be the first to have a job and include it into sitemap. For jobs that are open more that 2 weeks - refresh it.

Passive and active indexing submission

Sitemap.xml - easiest and most common, just keep it frequently refreshed and include <lastmod> tag.

Indexing API - for frequent job changes take control of which URLs are to be included sooner, e.g. featured jobs first.

Takeway: sitemap updates are sufficient for smaller websites. For big sites consider Indexing API.

Posted days ago
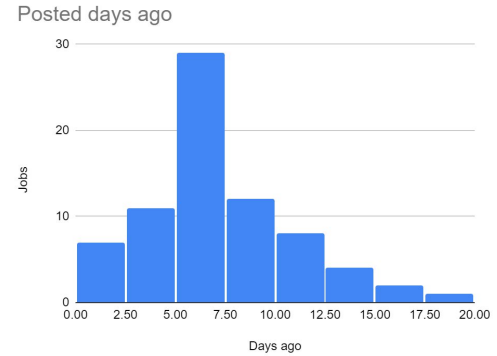

```
<url>
  <loc>https://www.careersitecloud.com/job-landing-page</loc>
  <lastmod>2019-06-02</lastmod>
  <changefreq>weekly</changefreq>
</url>
```

Tips - Job adverts

"jobs near me"

Is the most frequent search (for blue-collar jobs / lower paying jobs)

Mobile searches, with geo features, are a whopping 80% for Wendy's jobs

On job boards 9 out of 10 job searches have location keyword.

Takeway: Specify exact location, e.g. zip code or address

Make sure apply is mobile-friendly. Easy apply to be researched.

Use common job titles

Bad example: "Handler of tasks between a client and developers"

Good example: "Account manager"

Takeaway: Normalize job titles on job posting form or when import runs.

Specify salary

GFJ is candidate-oriented. Stand out of a crowd.

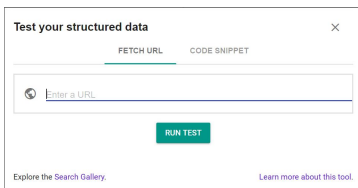**Takeaway:** Whenever possible add exact salary info or salary band.

Query	↓ Impressions
jobs hiring near me	13,868
jobs near me	5,199
wendys application	3,748
wendy's careers	3,068
wendys jobs	2,789
part time jobs near me	2,658

Tips - Performance Tracking

1. Google Structured data testing tool

Submit your job page to validate jobs schema

2. Activate Google Analytics tracking

Add URL tracking parameters

utm_campaign=google_jobs_apply
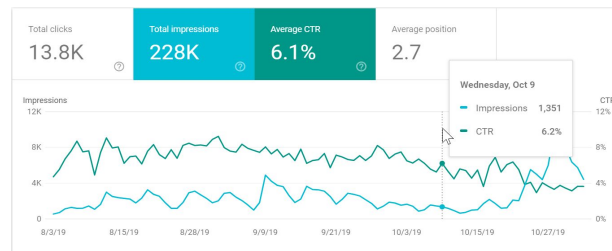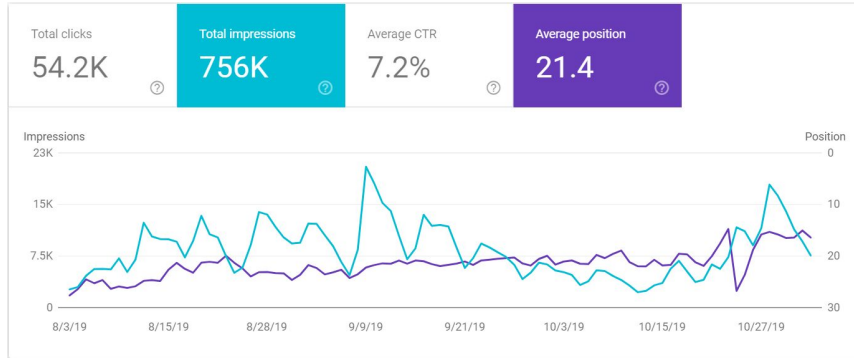utm_source=google_jobs_apply
utm_medium=organic

3. Google Search Console

Monitor indexing progress

Track impressions, CTR, apply button position, site speed etc etc
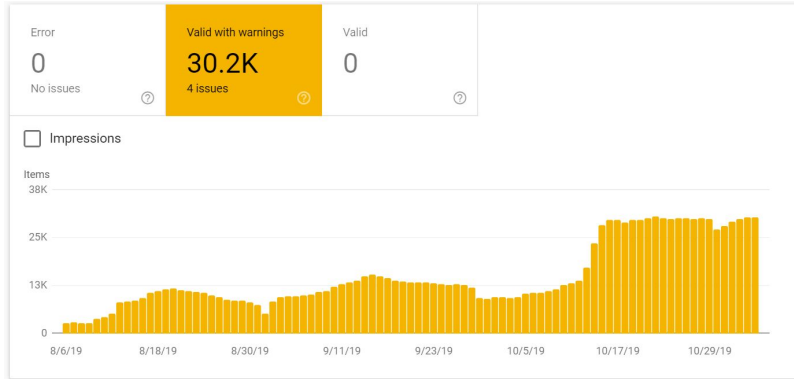
Example of Search console stats

Stats for a job board. Kaizen
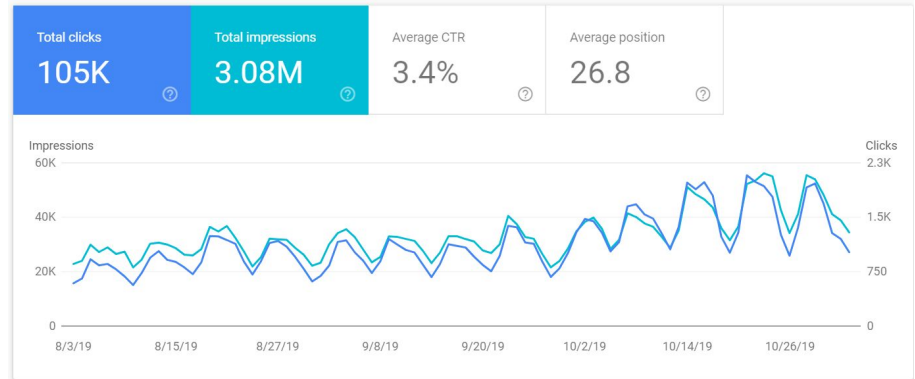
GFJ Test Results - week ending Nov 2 , 2019

Customer	GFJ Clicks to view	Subsequent Applications with Redirect
Amazon	2956	1182
Dollar-General	1451	798
Google	1616	754
Wendys	1532	684
Walmart	1306	623
Target	637	295
Microsoft	435	217
Panda-Express	374	213
Pepsico	386	204
Fedex	313	195
Taco-Bell	325	194
	11331	5359
Test market totals	26373	12290
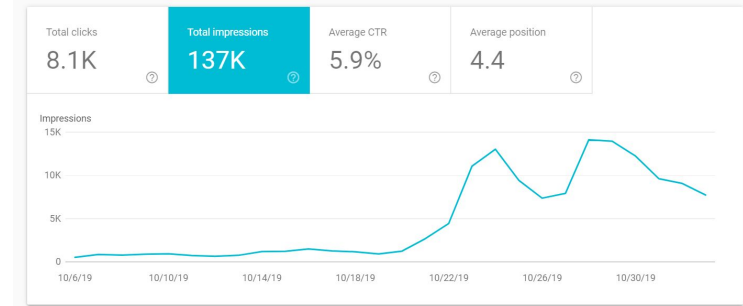
Summary

- **Google for Jobs is here to stay.**

- **Google will likely get better over time with:**

  - Matching job results to search terms
  - Enhancing the user experience

- **Give your job board and your customers exposure and applies by following some simple rules. It isn't a black box.**

- **Remember what Google did for Indeed, and not what Indeed did to you.**