

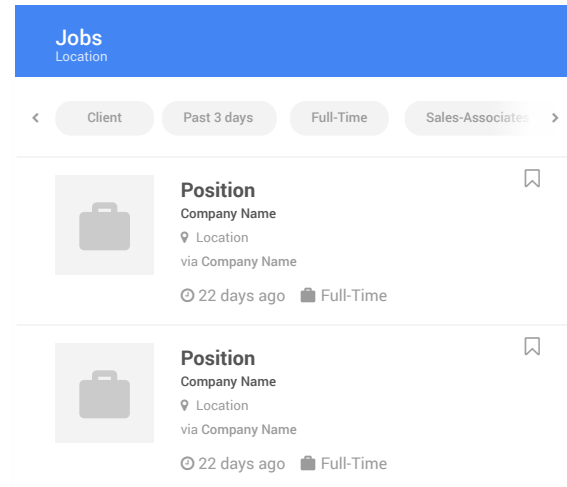
Google for Jobs

an Essential Way to Reach Today's Job Candidates

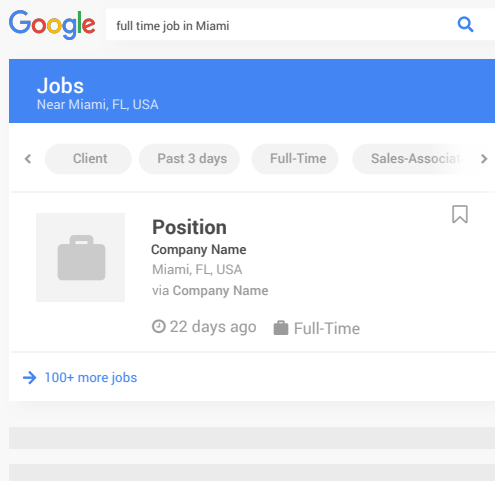
Google Search and the Job Market

You already know how important Google is for job seekers as they begin to look for their next opportunity. Google captures over 74% of all search traffic, and 30% of those searches are job related.

In order to better serve this latter group, Google now delivers enhanced search results designed specifically for job seekers in an easy-to-read format, making it an important part of every employer's playbook.



Type in a job and Google will display top jobs around your current search location.



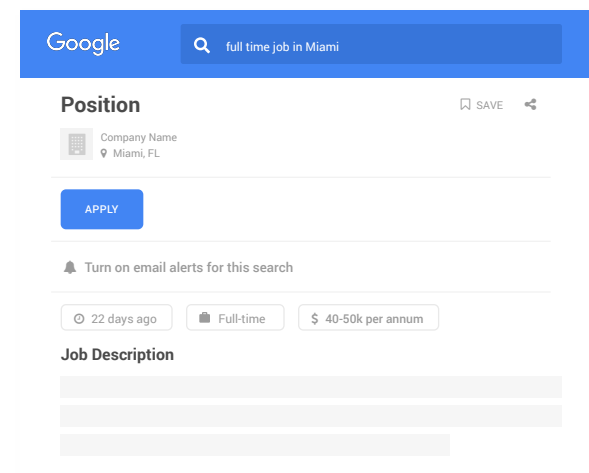
Broaden your Job's Visibility with Google for Jobs

Google for Jobs delivers enhanced search results that ensure your position will appear "above the fold", which greatly increases your likelihood of reaching candidates. Google for Jobs results are shown just below ads and above organic search results. Candidates can refine their search with variables like full- vs. part-time, when the job was posted, location, and other factors.

Attract Job Candidates with Detailed Posts

When the candidate clicks on one of the listed job openings, they're taken to a search results page to view the job description, typical pay ranges, and other jobs from this employer. They can also click an Apply button to apply for the job directly.

Other features include the ability to sign up for Google Job Alerts, and to save the search for later.



Optimizing Your Job Post for Google for Jobs

It's important to note that Google for Jobs works by pulling in job postings from a wide range of sources and choosing which ones to display.

You can increase your chances of showing up in the initial search ranking page or the subsequent listings page by doing the following:

- 1** The minimum data Google requires for a post is:
 - Employer name (Include the company name as confidential listings will be ignored by Google for Jobs)
 - Actual title of the role
 - The job description, including job responsibilities, qualifications, skills, working hours, education and experience requirements
 - Job posting date
 - Location of the job and full address
- 2** Like any job post, write a detailed job description and be sure to include keywords such as the title of the role and location in the header. Repeat the information in the description at least once, but not more than twice.
- 3** The more robust location information provided the more likely it will get selected by Google's algorithm.
- 4** Mention the salary, or at least salary range.
- 5** Jobs titled "Multiple Listings" will also be ignored; don't advertise multiple positions in a single listing.
- 6** For more information, read [Google's job posting structured data guidelines](#) and ensure your job post fits all the requirements listed.

How do you get your jobs included in Google for Jobs?

Advertise with us.

We make it simple. When you place an ad on our newspaper's job board, the ad will be automatically included in Google for Jobs results.

Google for Jobs doesn't replace niche job boards or programmatic advertising, but it is an excellent complement to traditional posting methods, and can help expand your job outreach strategy.

Let's talk about how Google for Jobs can help shorten your time to hire the next great employee.