



Are you Ready for
Google for Jobs?

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What is Google for Jobs?

The future of recruitment? The end of Indeed? According to Google, Google for Jobs:

“uses machine learning to understand how job titles and skills relate to one another and what job content, location, and seniority are the closest match to a jobseeker’s preferences.”

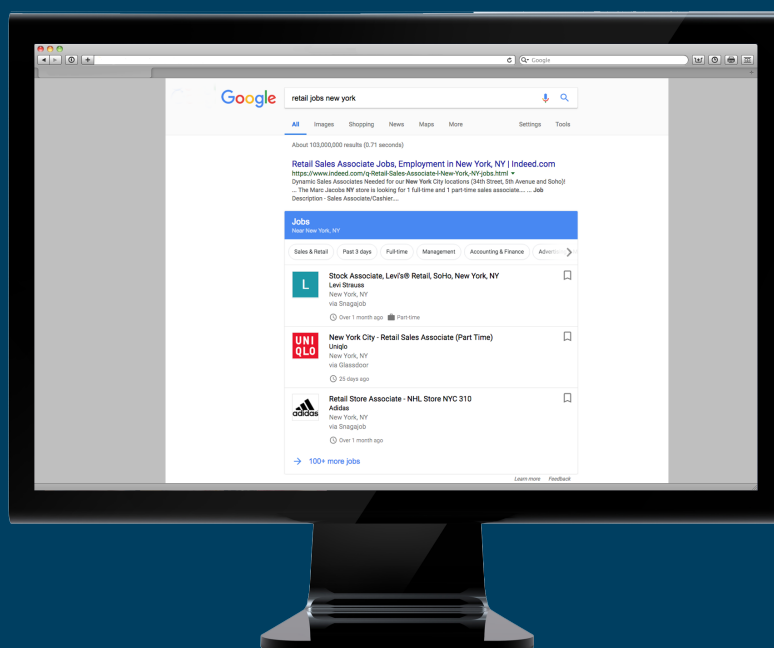
To do this, they have partnered with CareerBuilder, Monster, LinkedIn, Facebook and Glassdoor in the U.S. to create a streamlined job search engine that collects listings from all over the web and puts them in the hands of jobseekers in one place – very similar to Indeed, but unlike Indeed there is no monetised model to Google for Jobs... yet.

Google haven’t said when they are going to launch Google for Jobs this side of the Atlantic, but all signs point to sooner rather than later, but more than likely they will launch in some time later this year.

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So, what does it look like?

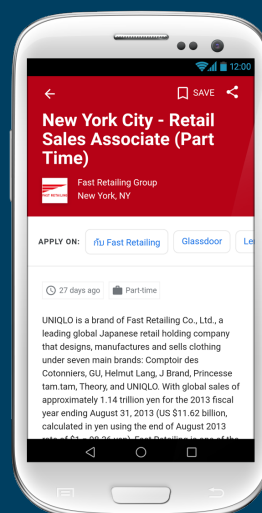
If you use a proxy, you can go on to Google.com and see how Google for Jobs looks in the U.S. If you enter a search term into Google such as retail jobs, and you are in New York, your search results will look something like the below. So, this will be similar to what you will see here once Google for Jobs comes to the UK:



Jobs are housed in a box near the top of the search results, located below Google AdWords sponsored jobs but above organic listings. Jobseekers can filter by category, job title, location, date posted, type (contract), company type and employer. They can also set alerts so Google automatically let them know when jobs they are interested in are advertised.

Google collects browsing, search and location history from users so that they can deliver personalised job opportunities, unique for each user. So, if you and a colleague were to do the same search, you'd likely get different results depending on the data Google holds on you.

When you click into a job, you will see the job details and apply links (including the company website and any other media the job is advertised on). Google also pulls through the company's ratings from sites like Glassdoor, Indeed and CareerBliss, with the option to click through to the company page on these sites.



How do I get involved?

As Google isn't a job board, you can't just post jobs to the platform, or supply an XML feed like Indeed. Currently, in the U.S., there are two ways to list roles on Google for Jobs: by using a job site that's integrated or by integrating your site directly with Google.

Facebook, CareerBuilder, LinkedIn, Glassdoor, ZipRecruiter and Monster are already integrated with Google for Jobs and new posts on these platforms appear on Google for Jobs as standard.

Madgex, the software company, are an official Google partner for the UK rollout. A large number of leading job boards, including The Guardian, The Telegraph, Only Marketing Jobs and the EMAP, Johnston Press and Haymarket sites use Madgex, so all jobs posted onto any of these job boards will be automatically optimised to appear on Google for Jobs.

The other way to get your job listings to show up on Google for Jobs is to edit the HTML of the job postings on your site so Google can then index your postings onto Google for Jobs.

Google use their 'Googlebots' to index the web, so for your jobs to be indexed, you would need to ensure that the data that Google is scraping is in a structured format that these bots can easily crawl through.

This saves you the trouble of providing an XML feed of jobs (like you would with Indeed), however, you would need to make sure your vacancy pages are formatted in the following way:

- Salary
- Employment type
- Job title & description
- Hiring company, location
- Posting date & expiry date
- Unique identifier

You also need to ensure you follow the structured data quality guidelines and the job posting content guidelines as well as submitting sitemaps.

What about my ATS?

For Google to be able to index your jobs, they will likely need to be housed on your career website – not an Applicant Tracking System. Now, this might send alarm bells ringing for most corporate resourcing teams for whom an ATS is an absolute necessity, but there are solutions.

Most big Applicant Tracking Systems should be working on a solution (it might be worth checking with them), but if not, it shouldn't be difficult to have a feed from your ATS onto your careers site, allowing Google to view and index your jobs.

Long term, this may change though, in summer 2017 Google launched Hire, a recruitment app that is integrated with G suite. Hire offers companies an Applicant Tracking System, CRM and sourcing technology. At present, Hire is only available to companies with fewer than 1,000 employers in the US. But if Google's previous products are anything to go by, this will surely be released for companies of all sizes, and on this side of the Atlantic too. And when this happens, it will be interesting to see how Google for Jobs treats other ATSs.

So, what do I need to do?

- Check if your jobs currently sit on your careers site, rather than an ATS
- If not, speak to your ATS about how you can rectify this
- Ensure that everything is in place so Googlebots can crawl your job posting pages
- Make sure that all your jobs are formatted in the correct way so that they can be indexed
- Claim your profiles on sites like Indeed and Glassdoor and complete them fully
- Advertise on job boards that are at partnered with Google for Jobs

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How can Sparks help us?

Google for Jobs is going to change the way that people search for recruitment opportunities, so to reach these people you will need to make a few changes too.

Luckily, we can help you across every element of this. From liaising with your ATS provider to get your jobs on your site (in the correct structure), to improving your profile on the likes of Glassdoor and Indeed (where Google for Jobs will be linking people out to).

We can also look to include Google for Jobs partner boards in media campaigns to leverage their relationship with Google for Jobs.

If you want a chat about how we can help you be ready for Google for Jobs, just get in touch:

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