

BrightEdge Point of View: Google for Jobs and How to Respond

Google Jobs

Google launched its new Google for Jobs, which is designed to better match companies with candidates. Brands should pay attention because it will impact how they find the talent for their organization.

What will Google for Jobs do?

As Google described in their [blog post](#) announcing this new feature:

Today, we're taking the next step in the Google for Jobs initiative by putting the convenience and power of Search into the hands of job seekers. With this new experience, we aim to connect Americans to job opportunities across the U.S., so no matter who you are or what kind of job you're looking for, you can find job postings that match your needs.

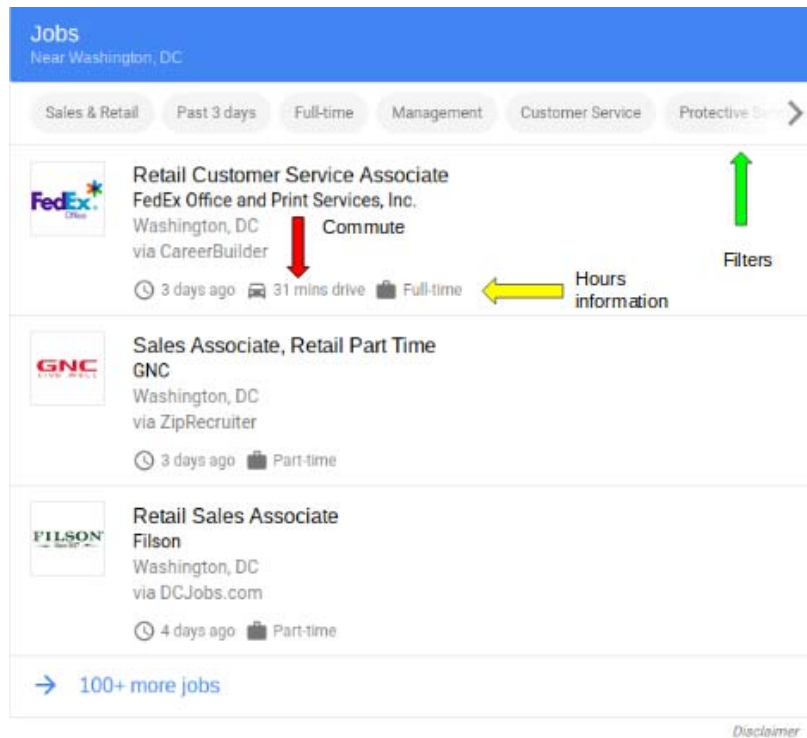
With Google for Jobs, it will be easier for users to search for opportunities through Google and then receive information from across the web displayed in a [standard SERP](#). For many jobs, candidates will be able to see reviews and employer ratings right alongside the job description. Users signed into Google will also receive valuable personal information, including projected commute times.

Google plans on continuing to add more filters to their new jobs. These filters will make it easier for searchers to find positions that meet their various criteria. Prospective candidates can also turn on search alerts to be notified when new positions become available.

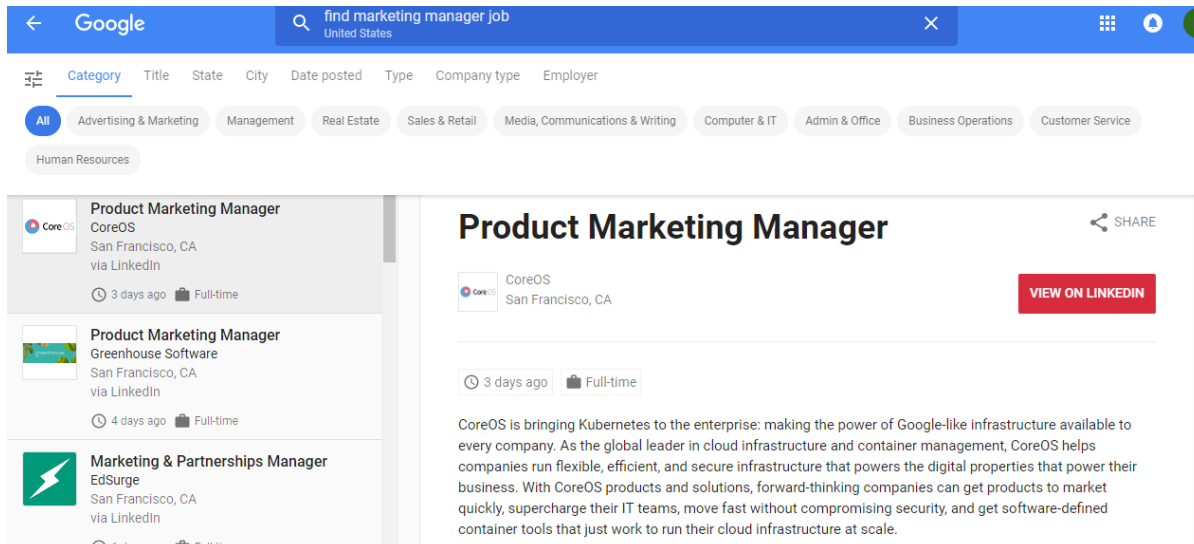
How will Google for Jobs impact businesses?

Since employees have such an enormous impact on the success of an organization, it's important that businesses ensure that their job openings are discoverable by Google. This means using the open documentation for positions listed on their own websites as well as the third-party platforms from which Google will be pulling the openings. Since Google has positioned itself to dominate the job search market with such a prominent job search engine, jobs that cannot be found through Google may not attract the attention and candidate applications they need.

Sample Google for Jobs listing:



Both brand listings and job site listings are included in Google for Jobs. Job site listings appear prominently and provide a deeper description on click and a link to the job listing site page. Note the VIEW ON LINKEDIN button below.



Companies should also be paying close attention to their brand reputation online. Since Google will be posting the ratings and reviews for many organizations alongside their job postings, a poor reputation could greatly impact the quality of candidates you receive. This requires you to think about not only how customers perceive your company, but also how employees see your organization.

Here is the schema data that job listings should be marked up with to be ready for Google for Jobs.

Schema for Structured Data for Google for Jobs

@type	JobPosting
title	Fitter and Turner
description	<p>Widget assembly role for pressing wheel assemblies.</p>
datePosted	1/18/2017
validThrough	2017-03-18T00:00:00
employmentType	CONTRACTOR
hiringOrganization@type	Organization
name	MagsRUs Wheel Company
sameAs	http://www.magsruswheelcompany.com
jobLocation	Chicago, IL
address	
@type	PostalAddress
streetAddress	555 Clancy St
addressLocality	Detroit
addressRegion	MI
postalCode	48201
addressCountry @type	Country
name	US
baseSalary	\$87,000
@type	MonetaryAmount
currency	USD
@type	QuantitativeValue
value	40
unitText	HOUR
educationRequirements	The <i>educationRequirements</i> field is recommended. Please provide a value.
experienceRequirements	The <i>experienceRequirements</i> field is recommended. Please provide a value.
industry	The <i>industry</i> field is recommended. Please provide a value.
qualifications	The <i>qualifications</i> field is recommended. Please provide a value.
responsibilities	The <i>responsibilities</i> field is recommended. Please provide a value.
skills	The <i>skills</i> field is recommended. Please provide a value.
workHours	The <i>workHours</i> field is recommended. Please provide a value.

Sample Markup Code

JobPosting Schema

```
<script type="application/ld+json"> {
  "@context" : "http://schema.org/",
  "@type" : "JobPosting",
  "title" : "Fitter and Turner",
  "description" : "<p>Widget assembly role for pressing wheel assemblies.</p>
  <p><strong>Educational Requirements:</strong> Completed level 2 ISTA
  Machinist Apprenticeship.</p>
  <p><strong>Required Experience:</strong> At
  least 3 years in a machinist role.</p>",
  "identifier": {
    "@type": "PropertyValue",
    "name": "MagsRUs Wheel Company",
    "value": "1234567"
  },
  "datePosted" : "2017-01-18",
  "validThrough" : "2017-03-18T00:00",
  "employmentType" : "CONTRACTOR",
  "hiringOrganization" : {
    "@type" : "Organization",
    "name" : "MagsRUs Wheel Company",
    "sameAs" : "http://www.magsruswheelcompany.com"
  },
  "jobLocation" : {
    "@type" : "Place",
    "address" : {
      "@type" : "PostalAddress",
      "streetAddress" : "555 Clancy St",
      "addressLocality" : "Detroit",
      "addressRegion" : "MI",
      "postalCode" : "48201",
      "addressCountry": "US"
    }
  },
  "baseSalary": {
    "@type": "MonetaryAmount",
    "currency": "USD",
    "value": {
      "@type": "QuantitativeValue",
      "value": 40.00,
      "unitText": "HOURLY"
    }
  }
}</script>
```

The Takeaway

If you are a brand:

You should make sure your job listings are complete. More technically advanced brands should add structured data. Work on your reputation and reviews. As with all content, use depth and detail to create authority and relevance. Use on-page and off-page SEO more effectively than your competitors.

If you are a jobs site:

You should use structured data as described above and update your XML site map automatically with each new job posting.

If you would like to discuss the topic, please call your Customer Success manager or call us at 800-678-8023.

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.