

A woman with long brown hair is looking down at a tablet computer she is holding. The background is a blurred city street at night with colorful bokeh lights. The entire image has a dark blue overlay.

JXT

Google For Jobs

**THE ESSENTIAL GUIDE
FOR RECRUITERS**



“Job seekers often don’t know there’s a job opening just around the corner from them, because the nature of job posts - high turnover, low traffic, inconsistency in job titles - have made them hard for search engines to classify.

Through **Google for Jobs**, we hope to connect companies with potential employees, and help job seekers find new opportunities. As part of this effort, we will be launching a new feature in Search in the coming weeks that helps people look for jobs across experience and wage levels.”

Sundar Pichai, Google CEO
May 2017

“OK GOOGLE, FIND ME A JOB”



Well before May 2017, job seekers have been turning to search engines to find work, rather than (or in addition to) visiting specific job sites or aggregators.

Google identified this critical audience and its commercial potential, and subsequently launched Google for Jobs into the US market and more recently selected Latin American countries ([see Reference Notes](#)).

Google for Jobs has not yet been released in Australia, even though it has been almost a year since its official US launch.

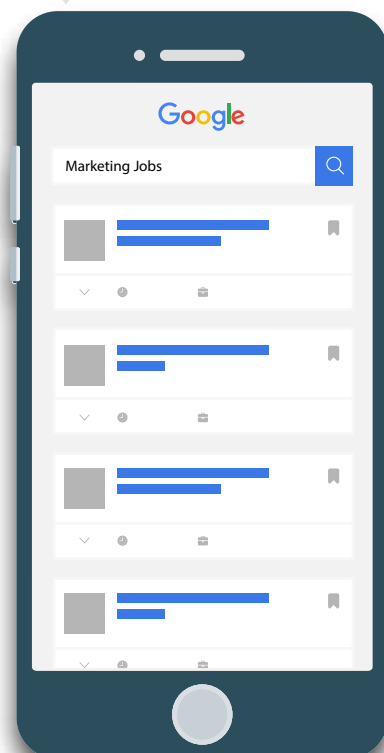
We thought it would be useful to publish this guide because:

- A** The global rollout of Google For Jobs is imminent;
- B** There is a need to demystify the Google for Jobs feature and identify what it is and what it isn't; and
- C** We believe Google for Jobs might be the biggest disruption to job advertising the recruitment industry has seen since the demise of print advertising.



11,147,450

Monthly career-related Google searches within Australia



Source: SEMRush

WHAT IS GOOGLE FOR JOBS?

Google for Jobs is a vertical search channel, which is distinct from a general web search engine as it focuses on a specific segment of online content.

Google for Jobs is a Google search feature that exclusively returns relevant job opportunities to users.

With this enhancement, Google has created what is known as a vertical search channel, just like the others it has established over the years (images, blogs, news).

More fundamentally, Google for Jobs is Google technology and online search expertise applied to job postings. Just as Google has helped you find and discover what you need, you can be assured it will also deliver a great experience to people looking for work.

We anticipate that the more users look for work on Google, the more it will learn about job seeker preferences, based on their keywords, location, work type choices, etc. This is a feedback loop that Google continuously creates between its technology and users.

To clarify, Google For Jobs is not a job board. Hiring companies or recruitment agencies will not post jobs directly to Google or pay them for classified ads. Google have made it clear they will play to their strengths and will not aim to compete with classifieds-based offerings.



THE WORLD BEFORE GOOGLE FOR JOBS

Before Google for Jobs was announced, job hunters could (and were) finding job opportunities through Google's traditional search engine. This is still the case in regions where Google for Jobs has not been launched.

In this setup the most favoured search results are those that:

- A Use Search Engine Optimisation (SEO) techniques to ensure Google's algorithm prioritises them in the results;
- B Are propped up by Search Engine Marketing products bought from Google in lieu of or in addition to SEO efforts;
- C Follow the structured data recommendations from Google.

This is the current experience when conducting a career-related Google search outside of the US and selected Latin American countries.

A look at the current results for job searches performed outside the US and selected Latin American countries illustrates the source of Google's commercial success and those who invest in it being the key destination for all job searches.

The screenshot shows a Google search for "reception jobs". The search bar is at the top with the Google logo on the left and a microphone and search icon on the right. Below the search bar are tabs for "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 3,590,000 results (0.48 seconds)".

The first result is a paid advertisement for SEEK, marked with a red dot and an "Ad" icon. The title is "Receptionist jobs | SEEK | seek.com.au". The description includes "74% Of People See SEEK As The Most Trusted Employment Site. Search Now With SEEK", "First choice for jobs · Most jobs placed in AU", and "Services: Job Search, Company Reviews, Emailed Job Alerts". There are two sub-links: "Create a SEEK Profile" and "Jobs delivered to you".

The second result is a paid advertisement for Indeed, also marked with a red dot and an "Ad" icon. The title is "3200 Reception Jobs Now | Reception Jobs On Indeed | indeed.com". The description includes "au.indeed.com/Reception", a star rating of 4.0 from 1,621 reviews, "Find 3200 Reception Jobs Today At indeed.com", and "Services: Job Search Engine, Job Email Alerts, Resume Builder, Advanced Job Filters".

The third result is a paid advertisement for Jora, marked with a red dot and an "Ad" icon. The title is "5,463 Receptionist jobs in Sydney NSW | Jora - jora.com". The description includes "au.jora.com/latest-jobs", a star rating of 4.5 from 237 reviews, "2x more jobs than anywhere else. View all available Australian jobs", and "Find jobs in exact area · Free email alerts · Easy to use · Browse, find and apply."

Below the advertisements are three organic search results:

- Receptionist Jobs in All Sydney NSW - SEEK**
https://www.seek.com.au/receptionist-jobs/in-All-Sydney-NSW
1056 jobs - Bid Coordinator. This is a featured job. Featured Hays. BOND! TEAM LEADER. This is a featured job. Featured Private Advertiser. Corporate Receptionist & Administrator (Contract) Dental Assistant/Receptionist. Receptionist/Administrator - CBD. Medical receptionist. Dental Receptionist. Receptionist & Administration Assistant.
- Receptionist Jobs in All Australia - SEEK**
https://www.seek.com.au/receptionist-jobs
2903 jobs - Find your ideal job at SEEK with 2903 receptionist jobs found in All Australia. View all our receptionist vacancies now with new jobs added daily!
- Receptionist Jobs in Sydney NSW (with Salaries) | Indeed.com**
https://au.indeed.com/Receptionist-jobs-in-Sydney-NSW
Jobs 1 - 10 of 1233 - 1233 Receptionist Jobs available in Sydney NSW on Indeed.com. one search. all jobs.

The final result is an organic search result for Gumtree Australia:

- receptionist in Sydney Region, NSW | Jobs | Gumtree Australia Free ...**
https://www.gumtree.com.au/s-jobs/sydney/receptionist/k0c9302l3003435?ad...
Interested in working in a busy & growing office. Friendly, enthusiastic, intelligent, self-motivated... The Role As a Junior Administration Assistant some of your duties will include; Customer service - greeting clients/guests Reception duties as required Data entry Organising in house...



What can be inferred from the previous search results is that they are slanted toward:

- A** Job boards or aggregators that have the funds and expertise to hoard traffic;
- B** Large corporate employers that are search-relevant due to their brand, scale, or advertising spend; or
- C** Job related results (including listings) from publishers that understand and apply Google's data recommendations.

The model where businesses would outsource their online talent sourcing activities to job boards and aggregators has worked well since digital displaced print media. Over the last few years however, a few trends have started to emerge.

As you may have gathered from talking to your line or recruitment managers, volumes of applicants do not necessarily translate into placements.

At the same time, classified sites are not the best platform to showcase your organisation as an agency or employer of choice.

We strongly believe the global launch of Google For Jobs will accentuate these trends. Job boards and aggregators seem to be aware of this, which is evident in the number of value-added services and ancillary products launched by these companies in the last 18-24 months (resume database search, hybrid recruitment services, online assessments etc).

So, what do recruiters need to do to make Google For Jobs work for them?

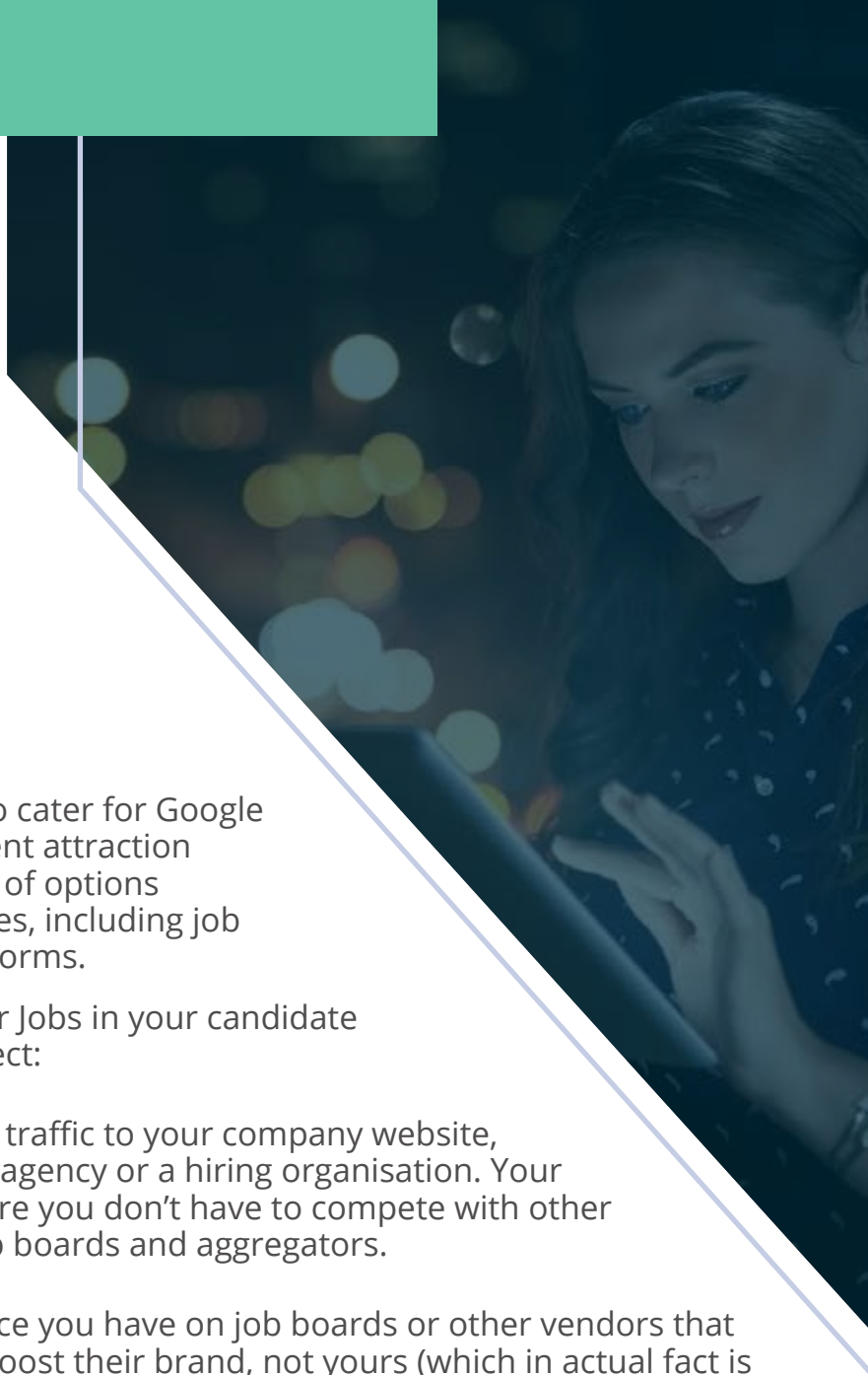
“OK GOOGLE, FIND ME TALENT”

Whether you decide to make changes to cater for Google for Jobs or not, organisations with a talent attraction strategy will continue to use the myriad of options available to communicate open vacancies, including job boards, social networks, and video platforms.

Should you decide to include Google For Jobs in your candidate attraction mix, this is what you can expect:

- A** Increased, high quality job seeker traffic to your company website, regardless of whether you are an agency or a hiring organisation. Your own website is the one place where you don't have to compete with other advertisers, as is the case with job boards and aggregators.
- B** A potential reduction in the reliance you have on job boards or other vendors that by definition use your money to boost their brand, not yours (which in actual fact is a component of their value proposition to you).
- C** A reduction in your recruitment costs and time to hire given how precisely it will target job seeker audiences and how informative and accurate its search results will be.

Before Google can do all these great things for your brand, you have to do something for Google first.



MAKE IT WORK FOR YOU

LEAVE NO DATA BEHIND

Data is the most important asset when striving to be found online. Organisations that optimise the use of data assets are the ones who dominate and win.

When filling out a job posting, it's imperative that you leave no input field behind. Complete and consistent job ads are one of the keys to success when it comes to ranking high on Google.

The key data elements to consider are:

ROLE TITLE

Ensure your job titles clean and clear. Anticipate your target market's search results.

Ask yourself two questions:

- Does the title and level (assistant, senior, lead, etc.) accurately reflect the role?
- Does the job title reflect industry standards and common nomenclature?

Be specific rather than general, for example: "Senior Frontend Developer" instead of "Web Developer".

LOCATION

Commuting lengthy distances to and from work can be a drag for some applicants, and a deal breaker for others. Get the right candidate for the role by specifying a location.

Is the address correct? This is especially important to check if there are multiple locations being considered for a position. If this is the case, consider posting multiple jobs to cater for each location.

SALARY

Deciding whether to disclose salary data is often debated. However, the Google Job Posting schema factors salary within their guidelines. Therefore, the pros of providing a salary range could potentially outweigh the cons.

Adopting a clear and upfront approach with regards to the salary will resonate with quality candidates and improve your reputation. Plus Google will love you for it!

JOB DESCRIPTION

Your job description should be a complete representation of the role. Be sure to include responsibilities, qualifications, skills, working hours, and requirements surrounding education and experience. Note that the description should not be the same as the job title.

EMPLOYMENT TYPE

Most candidates will have specific requirements when it comes to the type of employment they are looking for. It is important to specify whether a job is full-time, part-time, temporary, casual or contract.

MOBILE OPTIMISATION

The world searches on mobiles, so Google now ensures that the websites they favour display properly on all devices. If your careers website and functionality are not responsive or cannot be used everywhere, it will be penalised.

CLEAN URLS

Ensure that all of your job advertisements have structured fields of data which are easily indexed by Google.

No matter how much Google would love to showcase your job advertisements, sometimes it is impossible for their programs to index your jobs. One common example are job ads posted with dirty URLs ([see Reference Notes](#)).

USER EXPERIENCE

Enable candidates to engage with you and achieve their goals when they come to your website. This involves removing all experience obstacles and providing a seamless application experience.

To further enhance the user experience, offer a responsive, socially connected website that facilitates the job seeker workflow.

THE GOOGLE FOR JOBS EXPERIENCE

←

Google

🔍

developer jobs in san francisco

Near San Francisco, CA

×

JOBSSAVEDALERTS

🔧

TitleLocationDate postedTypeCompany typeEmployer

AllSeniorSoftware engineerPrincipalBusinessEngineerAssociateAssociate managerSupport engineerAdvocateArchitectBusiness systemsCurriculumDeve

Engineering managerHealthManagerOfficeSenior infrastructureServerSpecialistSupervisingSystem administratorTechnicalTraderTrainingVolunteer

San Francisco, CA

via ZipRecruiter

🕒 4 hours ago 📅 Full-time

REDFIN

Senior Software Developer (Customer Growth)

Redfin

San Francisco, CA

via Glassdoor

🕒 2 days ago 📅 Full-time

ORACLE

Full-Stack Web Developer

Oracle

San Francisco, CA

via ZipRecruiter

🕒 11 hours ago 💰 \$ 72K-114K a year

San Francisco, CA

Apply

ZipRecruiter

Glassdoor

LinkedIn

SmartRecruiters Job Search

Jawb.io

Jora

🕒 4 hours ago 📅 Full-time

Company Description

nullJob Description

We are looking for a Senior Software Developer to help us build a new and exciting customer data platform that would handle flowing through it per day which, in turn, enables key business stakeholders to not only do analytics on it but also be proactive customer experience better. This platform would be a major leap forward in making our organizational decisions become mo of the many applications that this platform would enable, personalization would be one that would help create a much more i

Jobs

Near San Francisco, CA

Senior

Past 3 days

Full-time


Software engineer

Principal

Business

Engineer

>



Senior Software Developer


Ancestry


San Francisco, CA

via ZipRecruiter

⌚ 4 hours ago

💼 Full-time





Software Developer

Revation Systems


South San Francisco, CA


via ZipRecruiter

⌚ 6 hours ago

\$ 90K–115K a year

💼 Full-time





Frontend Web Developer


Compas

San Francisco, CA

via ZipRecruiter

⌚ 18 hours ago

💼 Full-time



→ 100+ more jobs

Learn more

Feedback

Job search results for search term “Developer Jobs in San Francisco”

←

Google

🔍

developer jobs in san francisco

Near San Francisco, CA

×

☰

🔔

JOBS

SAVED

ALERTS

🔧

Title

Location

Date posted

Type

Company type

Employer

All

Senior

Software engineer

Principal

Business

Engineer

Associate

Associate manager

Support engineer


Advocate

Architect

Business systems


Curriculum

Development engineer




Senior Software Developer
Ancestry
San Francisco, CA
via ZipRecruiter
🕒 4 hours ago 📁 Full-time

🔖




Senior Software Developer (Customer Growth)
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San Francisco, CA
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🔖



Full-Stack Web Developer
Oracle
San Francisco, CA
via ZipRecruiter
🕒 11 hours ago 💰 \$ 72K–114K a year

🔖




Software Developer

🔖

Typical pay for this type of work


🔍 Paysa

\$81.3k–124k per year
Senior Big Data Engineer
ancestry



Glassdoor

\$110k–180k per year
Senior Software Engineer
Based on local employers



PayScale

\$106k–166k per year
Senior Software Engineer
Based on local employers

Ancestry

Glassdoor

★★★★★ 4.0 - 245 reviews

Indeed

★★★★★ 3.7 - 50 reviews

Comparably

★★★★★ 3.4 - 283 reviews

🔔

Turn on email alerts for this search

🔘

Google pulls in salary and employer branding data for each company

← Google developer jobs in san francisco Near San Francisco, CA

JOB SAVED ALERTS

2 x Title Location Date posted Type Company type Employer

All Jobspring Partners CyberCoders Salesforce Square Accenture Collabera Yelp Walmart Adobe Airbnb Dropbox J.P. Morgan CBS Corporation Marketo Splunk Western Union Akvelon Amazon Apex Systems Braintree CBS Interactive Chegg First Republic FutureAdvisor LinkedIn Massdrop Netflix Pivotal Twilio Inc. Walmart Labs Advent Software Asana BlackRock Chase CoStar Realty Information, Inc Consensus Federal Reserve Bank Fitbit Gameduell General Electric Google Grio HelloSign International Millennium Consultants, Inc. (IMC)

← Google developer jobs in san francisco Near San Francisco, CA

JOB SAVED ALERTS

2 x Title Location Date posted Type Company type Employer

All Information Computer Services Staffing Finance Consulting Retail Manufacturing Health Care Education Advertising Real Estate Engineering Services Rental Research Administrative and Support and Waste Managem... Business Support Entertainment Professional Services Professional, Scientific, and Technical Services Restaurant Utilities Child Care Logistics Other Services (except Public Administration) Personal Services Personal and Laundry Services Repair

Google for Jobs allows users to filter results down by location, employer company type, date posted, and job type

developer jobs in san francisco

Near San Francisco, CA

JOB

SAVED 3

ALERTS

Developer jobs in san francisco

Near San Francisco, CA

To: jorge@jxt.com.au

Instantly

Daily

Weekly

Users have the ability to create custom job alerts

←

Google

🔍

developer jobs in san francisco

Near San Francisco, CA

×

☰


🔔

👤 J

JOBS

SAVED 3

ALERTS



Full-Stack Web Developer


Oracle

San Francisco, CA

via ZipRecruiter

🕒 11 hours ago 💰 \$ 72K–114K a year

🔖



Senior Software Developer (Customer Growth)


Redfin

San Francisco, CA

via Glassdoor

🕒 2 days ago 🏢 Full-time

🔖



Senior Software Developer

Ancestry


San Francisco, CA

via ZipRecruiter

🕒 5 hours ago 🏢 Full-time

🔖

Full-Stack Web Developer



Oracle

San Francisco, CA

🔖 SAVED

🔗

Apply

ZipRecruiter

Glassdoor

🕒 11 hours ago

💰 \$ 72K–114K a year

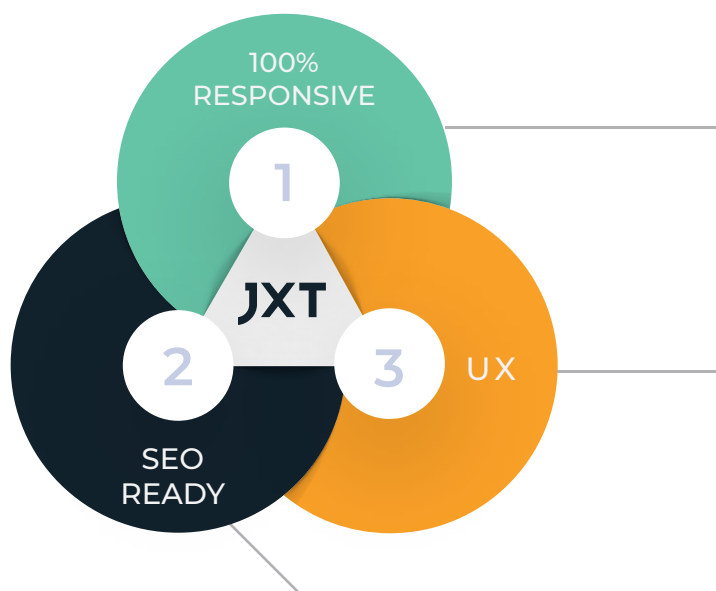
🏢 Full-time

Preferred Qualifications

Oracle Utilities software powers the utilities that serve millions of people around the world. Our software-as-a-service applications are applying cutting edge data analytics and behavioral insights to help customers understand and take control of their utility usage. We're looking to hire a full-stack software engineer to join our team in San Francisco, CA.

Candidates can save and view jobs from their Google account

WE CAN GET YOU THERE



JXT builds fully responsive platforms, where job searching, researching and applying make up a seamless experience across all devices.

We build socially integrated application and registration environments which contribute to the candidate experience and enable single click applications within your website.

Our digital platform is SEO ready from day one, built with care and the philosophy of structured and labelled data that Google loves to index.

Gone are the 'set and forget' days where you could just outsource your candidate sourcing and advertising to third parties. It's now a necessity to have a hands-on approach because content, messaging and experience need to be meticulously crafted.

You may not have the technical resources that you need to make Google for Jobs work for you, which is where JXT can help. We have been doing this for a decade, working with recruiters globally to perfect their candidate experience.

Book a demo to learn how we can make Google for Jobs work for you!



JXT

Google For Jobs

REFERENCE NOTES

REFERENCES

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[Definition] Dirty URL

sitebeam.net



JXTGLOBAL.COM