



"Optimizing Your Job Description" on Google for Jobs



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MONSTER
FIND BETTER



The Role of the Job Description... In a Digital World.



June Twenty Two Thousand Seventeen 6/20/2017

“Finding a job is like dating... Each person has a unique set of preferences and it only takes one person to fill this job.”

Nick Zakrasek, Product Manager at Google

Frederic Lardinois

<https://techcrunch.com/2017/06/20/google-launches-its-ai-powered-jobs-search-engine/>



Connecting More Americans with Jobs

"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..."

Nick Zakrasek

Product Manager
Google

<https://www.blog.google/products/search/connecting-more-americans-jobs>



What Does This Mean and Why Does It Matter?

Means...

- ❖ Your **job description** matters now more than ever
- ❖ The most important factor is the **amount and quality** of information in the job ad! According to Google.
- ❖ Eliminated inconsistencies and ranks new jobs in real time
- ❖ Opportunity for companies to reach more candidates and more qualified candidates
- ❖ Improves the job-seeker experience

Matters...

leverage Google for Jobs correctly and it will result in:

- ❖ More traffic
- ❖ Higher apply rates
- ❖ Increase your chances of **discovery** and
- ❖ **conversion**



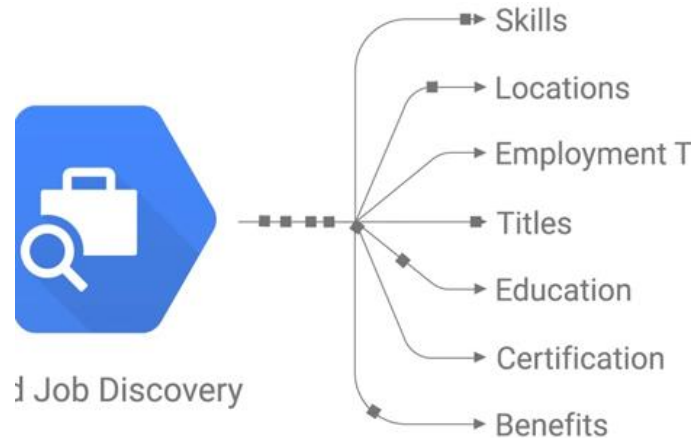
How Does It Work?

Machine Learning with Google **Cloud Job Discovery**

- ❑ Job content goes into the Google Cloud Platform
- ❑ Google Cloud Platform then Parses, Classifies and Maps to pre-trained data models
- ❑ Codifies our knowledge and understanding of skills, occupations, education and more...

Cloud Job Discovery is part of **Google for Jobs**

<https://www.youtube.com/watch?v=FvWyXQ9eg6o>



Title Data Model

Title Data Model contains over 254,000 titles each belongs in one of 30 top level categories



Highly Relevant Results

Retrieves, Ranks and **Returns Highly Relevant Results**



How Can My Company Participate

According to Google...

“There are two **simple** options to make sure your jobs appear on Google”

- 1.) Post your own jobs
- 2.) Use a Third Party



Option 1 – Post Your Own Jobs



Use Google for Jobs Third Party Partners

- Must meet or Exceed Googles' expectations
- Required Structured data, sitemaps and feeds
- Feed Jobs directly to Google for Jobs

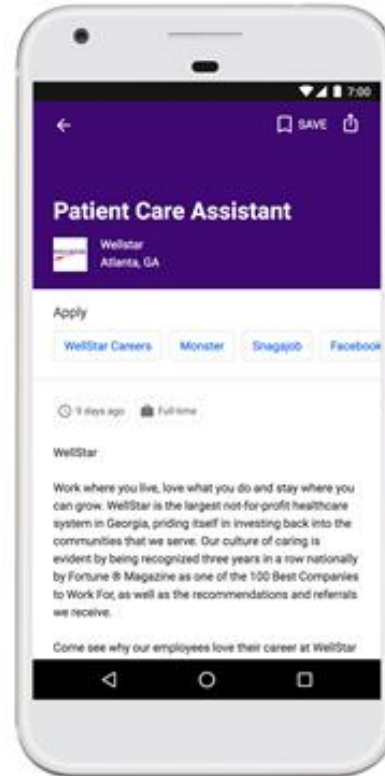
Partners include job boards, job distributors and some ATS providers.

Monster, CareerBuilder, LinkedIn, Glassdoor, ZipRecruiter, Snagajob, Jobs.net, Jobing, Jibe, Recruiting.com, iCIMS, eQuest, Workable and more

You can check with Google directly to see if your ATS is a Partner!

What is New?

- Salary Ranges
- Location - job seekers can search “anywhere”
- Apply Buttons
- Google for Jobs South America
- Google for Jobs Africa
- Google for Jobs Canada



Your Part --- Job Description Optimization

Best Practices – The Basics

- 1.) Date Posted
- 2.) Hiring Organization – Name of your company
- 3.) Description
- 4.) Job Location
- 5.) Title



Location

Where the employee will work and not the location where the job was posted from.

Include the following:

- City/Municipality (required)
- State/Territory (required)
- Country (required)
- ZIP Code
- Street Address



Job Title

YOUR JOB TITLE IS THE MOST IMPORTANT PART OF YOUR JOB AD

(under 65 characters please and thank you)

Do not include the following:

- Job Codes
- Locations
- Dates
- Salaries
- Company Name
- Excessive Punctuation
- Special Characters
- Non-standard Punctuation
- Calls to Action

This **Staff Accountant**

Not This – **Staff Accountant II (req. 438730) Global Solutions in Springfield Apply NOW!!**



GAME TIME

Accounts Payable Clerk – San Jose Area – up to \$43K

SQL Developer (Junior-Mid level) – Santa Clara, CA

DCS Automation Engineer // Recent Grads PLEASE APPLY!

Tier 3 Support Technician... STARTING NOW!!! Hayward, CA!!!

*** WAREHOUSE HIRING NOW!!

Chief of Customer Service Excellence

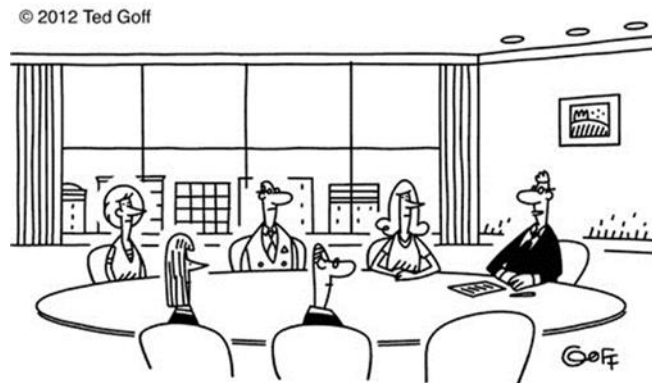
Marketing Rockstar PT PERM Position in San Jose, CA

Sr. Marketing Manager

Best Practices – Advanced Search Tactics

Get included in “filtered results” by including:

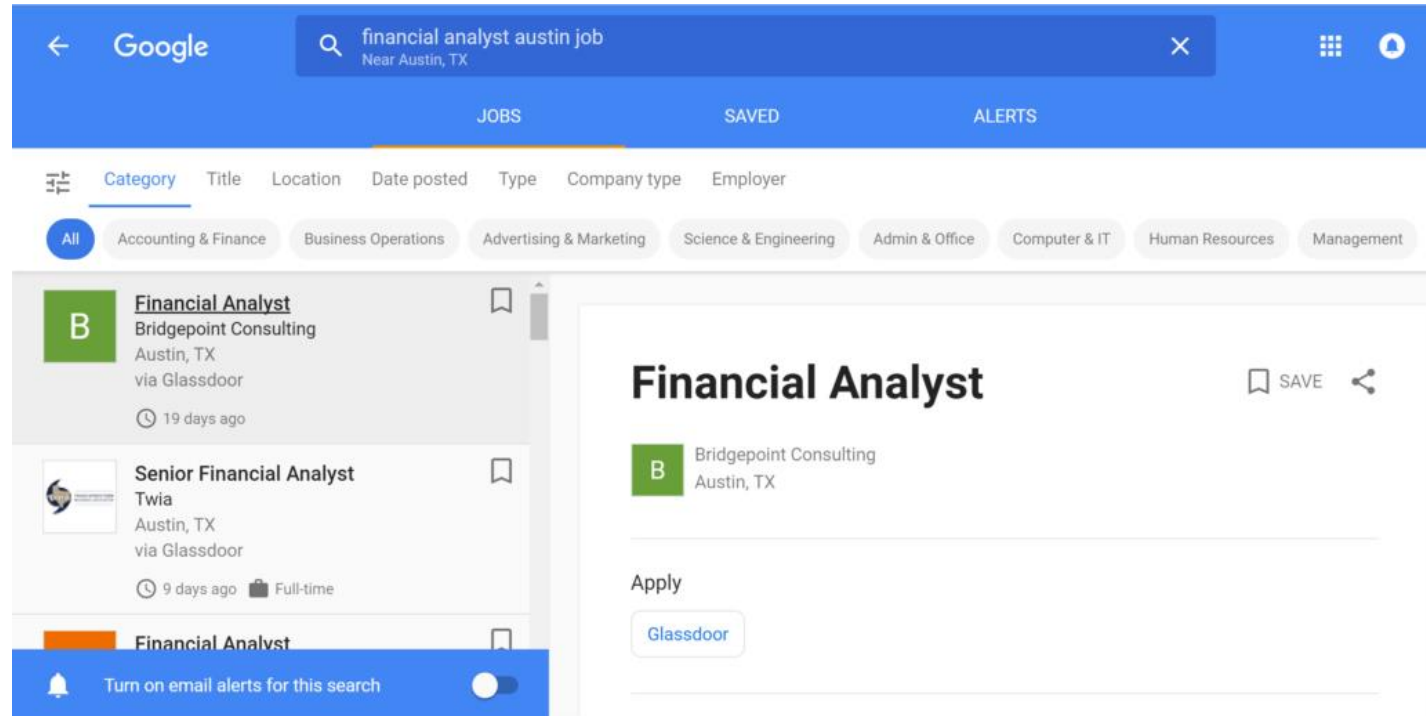
- Industry
- Employment Type
- Pay Range



“Our data analysis experts can’t read your minds. You’re going to reach your own decision regarding hiring us, even though it’s the same decision we knew in advance you’d make.”

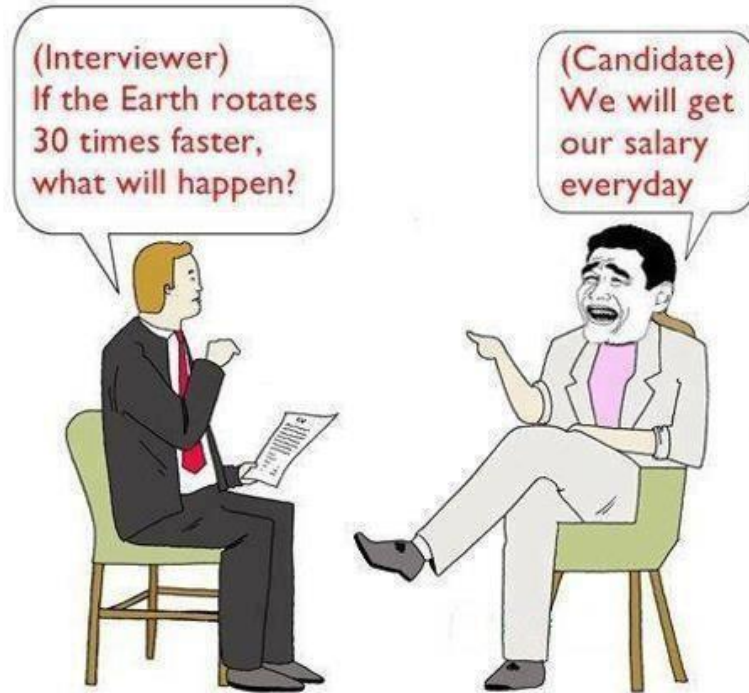
TYPE - You may chose more than one type!

- Full Time
- Part Time
- Contractor
- Temporary
- Intern
- Volunteer
- Per Diem
- Other



Pay Range and Salary Information

- Starting Salary
- Salary Range
- Hourly
- Weekly
- Monthly



More....

Standard Guidelines

You should follow the standard guidelines for job description and add a section about your company, the duties and required background/skills needed for the job.

No Career Fairs

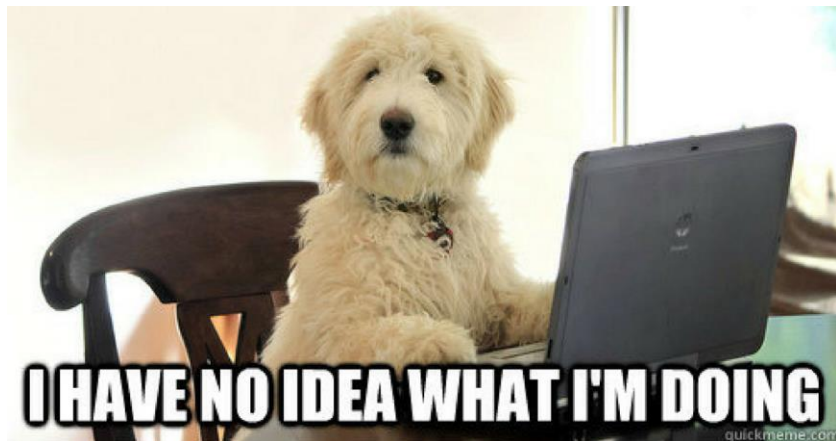
This is not allowed by Google Jobs and your post will not appear in the search results. If you're hiring for multiple positions, you can do with one listing!

Check Your Company Reviews

Google Jobs pulls reviews of your company from Glassdoor, Kununu, Indeed and others

Before and After Pics

BEFORE



AFTER



ABOUT MONSTER: At Monster, we work to bring humanity and opportunity to the job market, to enhance lives, businesses and communities around the world. We create and deliver the best recruiting media, technologies and platforms for connecting jobs and people; we strive every day to help our customers hire and help people find jobs.

MONSTER VALUES

- Relentlessly innovate.
- Approach the world with intelligence.
- Put Customers and Candidates first, always!
- Foster trust, openness and integrity in all that we do.
- We seek to improve the company, the communities where we operate, and ourselves.

Thank YOU!

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