



Google + iCIMS®

# A PARTNERSHIP DEDICATED TO IMPROVING THE JOB SEARCH EXPERIENCE

Launched in June 2017, Google's initiative to improve the job search experience is just beginning. iCIMS is working directly with Google to stay ahead of any changes or updates and help determine best practices when optimizing your job postings.

## How to Deliver Competitive Job Postings on Google

### Step 1: Understand how a Google search works

To generate job postings, Google uses an algorithm or formula to tailor search results and give a job seeker the most useful and relevant information – but this is determined by many variables. The structured data, which is the standardized format for providing information about a page, is gathered and organized in an index by Google.

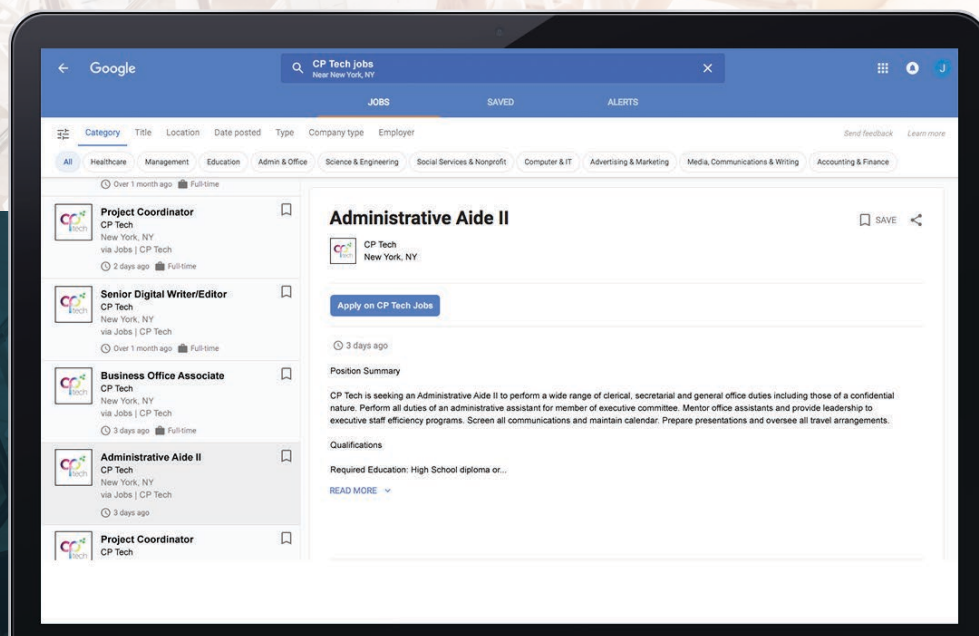
When a search is performed, the algorithm analyzes the information and pulls the results from the index to produce results that are best fit. Factors that can influence and make search results unique to every person include a user's search history, where they are located, what kind of device they are searching from, and more.

## Step 2: Ensure that your job postings are being optimized

We know how important it is to make sure your jobs are appearing in search results. To help optimize your job postings, it is important that you provide the necessary information as part of your job listing's structured data. This will help Google find your jobs and ensure they appear in rich cards, which is the new search result format that provides a more engaging and visual way to display jobs search results to the candidates that are best-fit for your organization.

Your organization can gain many benefits when you provide quality data. These benefits include your job listings appearing in enriched search results, more motivated applicants that can filter criteria to a specific job they are looking for and an overall increased chance of discovery and conversion of job applicants. Not only does this improve the overall job search experience for applicants, but can also reduce advertising costs by creating more organic traffic to your organization's career site and ultimately reducing the cost-per-hire for your business.

Google Required Fields	Google Recommended Fields
Date posted	Base salary
Description	Employment type (full-time/part-time/contractor)
Hiring organization	Unique identifier for each job
Location	Expiration date
Job title	



## Step 3: Double check your job postings

Your iCIMS platform is already sending structured data to Google. As an iCIMS user, you can see and edit the information that is being sent to make sure that the fields are matching and that your jobs are discoverable. Including the required and recommended structured data will ensure that Google can find your jobs.

### Do

- ✓ Ensure the job description is a complete representation of the job
- ✓ List the location as where the employee will primarily be working from
- ✓ List multiple locations if it is required for the job. Google will choose the best location to display based on the job seeker's query
- ✓ Ensure you include the street address as part of your location information
- ✓ Only specify a country for the location of a remote job
- ✓ Provide concise, readable titles

### Don't

- ✗ Make the job description the same as the title of the job
- ✗ List the location of the job as where it was posted from
- ✗ List a city for remote jobs
- ✗ Include job codes, addresses, dates, salary or the company name in the title field
- ✗ Overuse special characters such as "!" and "\*" which could cause your markup to be considered spam
- ✗ Include an end date if a job posting never expires or if you don't know when it will expire
- ✗ Use numbers and characters such as "/" and "-" in job titles, unless they are necessary

## HELPFUL RESOURCES:

- Check out Google's [Structured Data Testing Tool](#) to validate your site's structured data.
- Stay in the know when Google changes its search algorithm by reading its [Algorithm Change History site](#).
- Visit Google's [Webmaster Central Blog](#) to get official news on crawling and indexing sites for the Google index.
- Review the iCIMS article [Optimizing Career Portals for Job Scrapers](#) for additional information on how to configure settings within iCIMS to optimize your jobs postings.

iCIMS is committed to collaborating with Google on this initiative, with the deployment of an internal research and development team dedicated to optimizing Google for Jobs within the iCIMS Talent Platform. As iCIMS' partnership with Google evolves, more best practices will be shared.

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