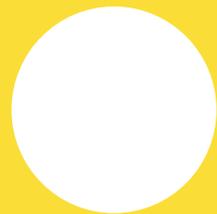


A beginner's guide to

# Google for Jobs



# Hi there, and welcome to Ph. Creative's Beginner's Guide to Google for Jobs.

If you're looking to...



significantly reduce your dependency on job board spend



increase your job listings' visibility in Google



reduce your reliance on paid campaigns



markup your jobs correctly with schema



ensure Google is crawling your jobs and displaying them in Google for Jobs



increase the number of visits to your job pages

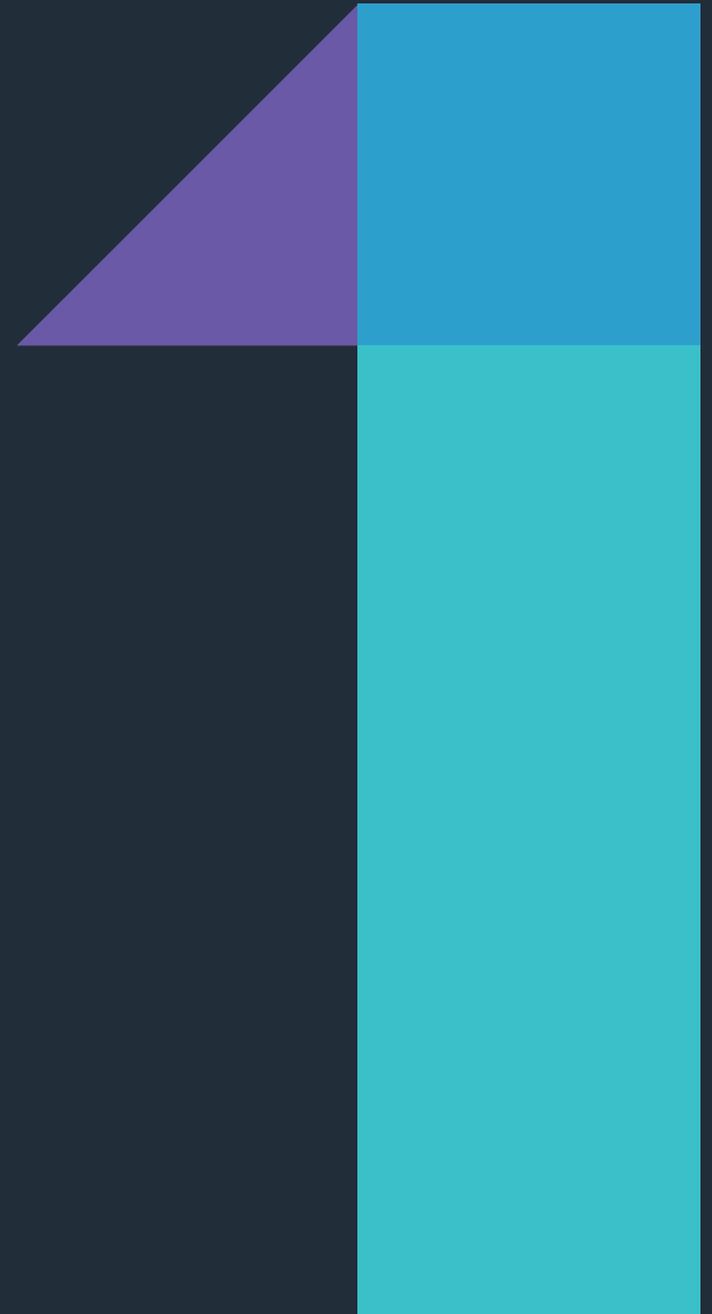
... then this guide to Google for Jobs is for you!

## Table of contents

Through 6 chapters, we'll cover all you need to become a Google for Jobs pro - from an introduction to Google for Jobs, right through to marking-up a role and optimizing it so it shows prominently in Google's search results pages.

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- 08** Why does Google for Jobs matter?
- 12** How to markup a job posting in Google for Jobs
- 20** Google for Jobs potential pitfalls
- 24** Optimizing your Google for Jobs listings
- 33** Monitoring performance of your job postings

# What is Google for Jobs?



## 1: What is Google for Jobs?

Let's start with a trip back to 2016. In the recruitment space, careers websites all over the world are wondering how they can possibly compete with the might of the job boards when it comes to having their roles appear at the top of search engine results pages. Many organizations resort to spending vast amounts of marketing budget on paid campaigns through job boards, who have almost monopolized search and have ultimate control over candidates...

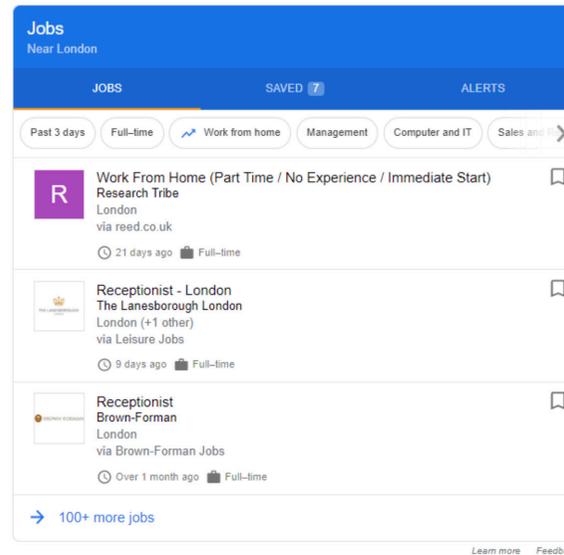
Fast-forward four years, and, on the surface, not much has changed. Except for one thing. The introduction of Google for Jobs.



## 1: What is Google for Jobs?

Google for Jobs was introduced in 2017, to provide an easy way for candidates to search for jobs by title or location. It's kind of like a search engine within a search engine, and has given organizations everywhere a glimmer of hope that they don't have to pay thousands of dollars every year to have their jobs appear in a prominent position in candidate searches.

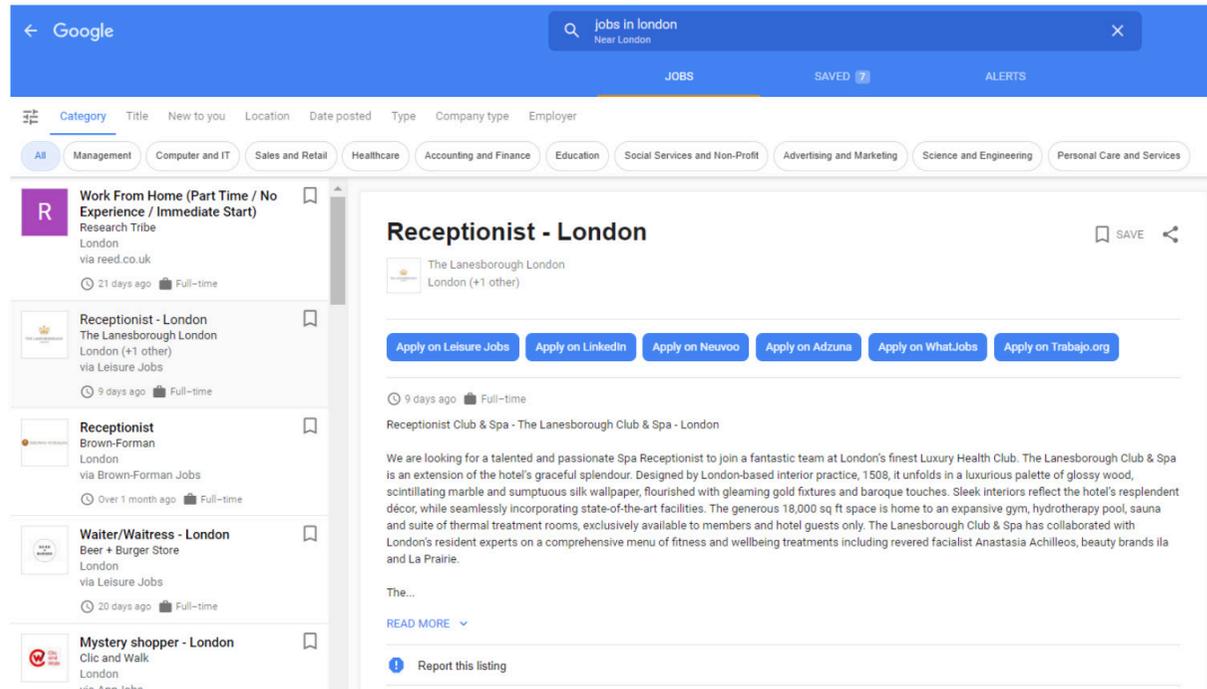
A typical results page when you enter a search into Google looks like this:



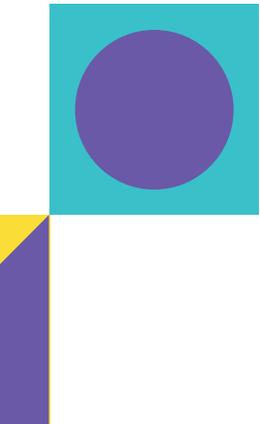
## 1: What is Google for Jobs?

The results are all powered by Google's intelligent machine learning algorithms, which categorize and display results accordingly. So that they don't clutter the entire page, Google will normally display 3-5 results, and provide a link to other jobs that match the search criteria.

Once you select a job and click on it, Google will normally then direct you through to the job site to start your application.



The screenshot shows a Google Jobs search interface. At the top, there's a search bar with 'jobs in london' and 'Near London'. Below the search bar, there are filters for 'Category', 'Title', 'New to you', 'Location', 'Date posted', 'Type', 'Company type', and 'Employer'. A list of job results is displayed on the left, including 'Work From Home (Part Time / No Experience / Immediate Start)', 'Receptionist - London', 'Receptionist Brown-Forman', 'Waiter/Waitress - London', and 'Mystery shopper - London'. The 'Receptionist - London' job is selected, and its details are shown on the right. The details include the employer 'The Lanesborough London', location 'London (+1 other)', and a description: 'We are looking for a talented and passionate Spa Receptionist to join a fantastic team at London's finest Luxury Health Club. The Lanesborough Club & Spa is an extension of the hotel's graceful splendour. Designed by London-based interior practice, 1508, it unfolds in a luxurious palette of glossy wood, scintillating marble and sumptuous silk wallpaper, flourished with gleaming gold fixtures and baroque touches. Sleek interiors reflect the hotel's resplendent décor, while seamlessly incorporating state-of-the-art facilities. The generous 18,000 sq ft space is home to an expansive gym, hydrotherapy pool, sauna and suite of thermal treatment rooms, exclusively available to members and hotel guests only. The Lanesborough Club & Spa has collaborated with London's resident experts on a comprehensive menu of fitness and wellbeing treatments including revered facialist Anastasia Achilleos, beauty brands ila and La Prairie.' There are also buttons for 'Apply on Leisure Jobs', 'Apply on LinkedIn', 'Apply on Neuvoo', 'Apply on Adzuna', 'Apply on WhatJobs', and 'Apply on Trabajo.org'.





## 1: What is Google for Jobs?

If a particular job is advertised on a number of websites, Google will collate these and add them to the job advert, giving candidates the choice of where to apply.

[Apply on Leisure Jobs](#)

[Apply on LinkedIn](#)

[Apply on Neuvoo](#)

[Apply on Adzuna](#)

[Apply on WhatJobs](#)

[Apply on Trabajo.org](#)

Google for Jobs works by marking-up jobs on a website with something called “schema code.” This code is placed in the HTML of your job adverts pages to help Google provide reliable and accurate details of the job to users - similarly to how “featured snippets” and “how-to pages” work in Google’s search results pages.





**Why does  
Google for  
Jobs matter?**

## 2: Why does Google for Jobs matter?

It's believed that the US recruitment market is worth \$200billion, and with up to 24% of Americans changing jobs annually, that means over 41 million people in the US alone are searching for and being recruited into jobs every year. These are staggering statistics, especially when you consider that up to \$5billion is being spent every year on advertising in the recruitment sector.

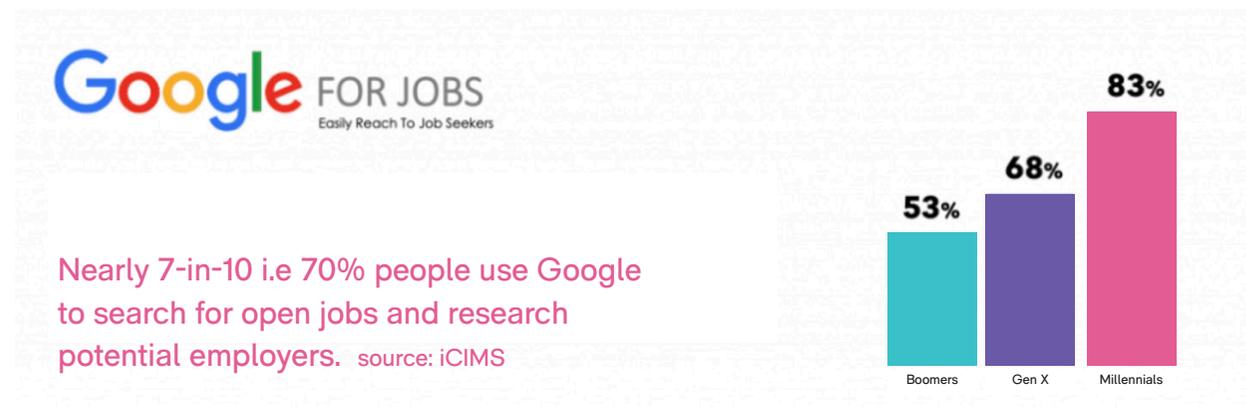
A lot of this marketing budget is being spent on job boards, trying to bring candidates to the doors of careers websites. In a market absolutely saturated with companies vying for the same roles and business, it's never been more important to take back control of your marketing spend and how candidates see your business before applying for a role.

It's also reported that on any given day, between

**175,000 and 200,000 jobs**

are being added to the Google for Jobs platform. Some quick math tells you that's over 5m per month, and these figures are in the US alone.

So... why blow all your budget on job boards and networks? There's simply no need to! Isn't it time you took back control of your candidate attraction funnel and provided a holistic view of your company culture and employer brand through a devoted careers website? After all - Google for Jobs will bring people to your site for free.





# How to markup a job in Google for Jobs

### 3: How to markup a job in Google for Jobs

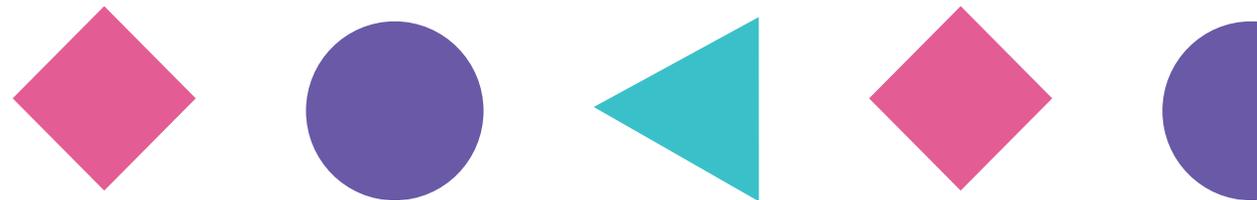
This is the part that normally scares people and prevents companies from marking up their own jobs themselves.

**But,**

when you break it down, marking-up a job is relatively straightforward - provided you carefully follow a few simple steps.



It's best to use this section in conjunction with a live job on your website where you can apply each step as we go along.



## Step 1: Access the “markup helper.”

Google has a very useful structured markup tool, which goes through some simple processes to provide the markup ready to paste into your job ad page HTML. You can find it here:

<https://www.google.com/webmasters/markup-helper/u/0/>

Below is the page you first come to when entering the markup helper.

### Structured Data Markup Helper

The screenshot shows the Google Structured Data Markup Helper interface. At the top, there are two tabs: "Website" (selected) and "Email". Below the tabs, a horizontal line separates the header from the main content. The main content area contains the following elements:

- A line of text: "This tool will help you add structured-data markup to a sample web page. [Learn more](#)"
- A line of text: "To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:"
- A grid of radio button options for data types:
  - Articles
  - Events
  - Movies
  - Restaurants
  - Book Reviews
  - Job Postings
  - Products
  - Software Applications
  - Datasets
  - Local Businesses
  - Question & Answer Page
  - TV Episodes
- At the bottom, there are two tabs: "URL" (selected) and "HTML".
- Below the "URL" tab is a text input field containing the text "url".
- To the right of the input field is a blue button labeled "Start Tagging".

## Step 2: Paste in your URL.

Simply paste the URL of your live job ad page into the box at the bottom of the page, select the checkbox “job postings,” and hit the “start tagging” button.

This prompts the helper to get to work!

### Structured Data Markup Helper

Website | Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

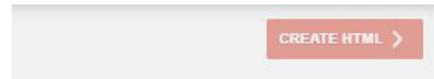
- Articles
- Book Reviews
- Datasets
- Events
- Job Postings
- Local Businesses
- Movies
- Products
- Question & Answer Page
- Restaurants
- Software Applications
- TV Episodes

URL | HTML

## Step 3: Check out the metrics.

Google loads a version of your job ad page with some important data on the right-hand side. This lets us know what details need to be marked-up.

These details include the following metrics:



### My Data Items

Job Posting	
Title:	required
Hiring organization:	required
Job location	required
Address:	
Date posted:	required
Base salary	
Currency:	
Value:	
Description:	required
Employment type:	
Valid through:	

Add missing tags

Click on the "Add missing tags" button to continue.

## Step 4: Fill in the fields.

You'll now see a number of fields that need to be marked up on the page. Go ahead and input the details manually.

Google will continue to give you the option to include any missing tags until all the required fields are complete. When you're done, hit "Save."

Add missing tags for this page  
Manually enter tags that can't be highlighted on the page

Title ▾	Senior Designer	X
Hiring organization ▾	Ph.Creative	X
Job location → Address ▾	24 Queens Insurance Build	X
Date posted → Date/time ▾	22nd June 2020	X
Description ▾	Ph. Creative specialises in	X
Valid through → Date/time ▾	22nd june 2020	X

[Add another](#)

Input the details manually.

[Save](#) [Cancel](#) [Learn more](#)

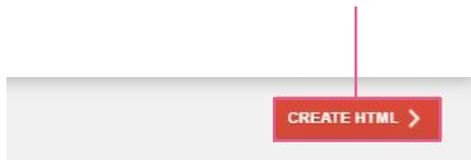
When done, hit "Save."



### 3: How to markup a job in Google for Jobs

## Step 5: Paste in the code.

Select the "Create HTML" button in the top right-hand corner of the page.



#### My Data Items (2)

Job Posting	
<b>Title:</b>	Continue
<b>Hiring organization:</b>	Ph.Creative
<b>Job location</b>	
Address:	24 Queens Insurance Building, Dale St, Liverpool L2 4TZ
<b>Date posted:</b>	22.06.20
<b>Base salary</b>	
Currency:	
Value:	
<b>Description:</b>	Ph. Creative specialises in employer brand, talent attraction and candidate expe...
<b>Employment type:</b>	
<b>Valid through:</b>	

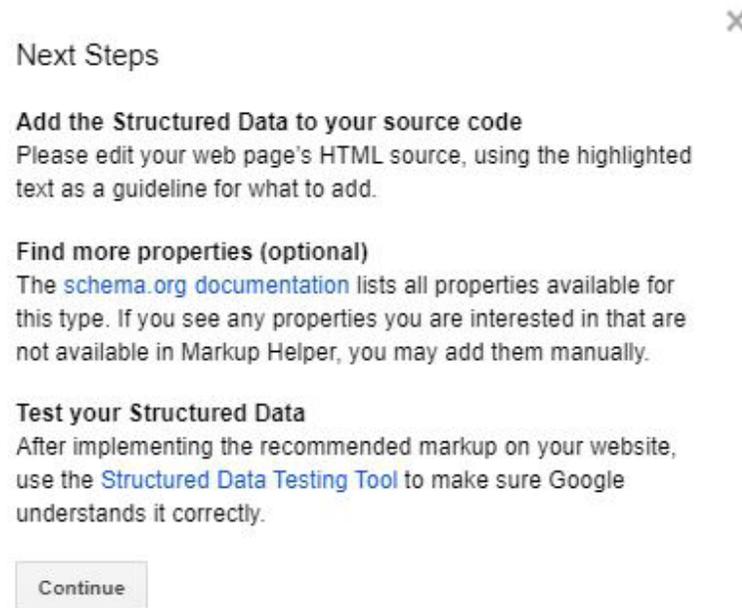
The helper kindly gives you the code you need to drop into your job page - Google lets you know where the code needs to be placed, so you simply need access to your CMS or the backend of your website, and paste in the code!

Structured data as JSON-LD Markup [Job Postings](#) ⓘ  
Add the script block below to the head section of your html:

```
<!-- JSON-LD markup generated by Google Structured Data Markup Helper. -->
<script type="application/ld+json">
[ {
  "@context" : "http://schema.org",
  "@type" : "JobPosting",
  "title" : "Continue",
  "hiringOrganization" : "Ph.Creative",
  "jobLocation" : {
    "@type" : "Place",
    "address" : "24 Queens Insurance Building, Dale St, Liverpool L2 4TZ"
  },
  "datePosted" : "2020-06-22",
  "description" : "Ph. Creative specialises in employer brand, talent attraction and candidate experience. With offices in Liverpool, London and San Diego, we have a reputation as one of the most creative and disruptive agencies in this space. Our growing client list includes the likes of Blizzard, Continental, Sage Therapeutics, Wehkamp - to name just a few. The Role The Senior Designer will drive the execution of US projects, collaborating on concepts, working with the team on delivery and quality control, and supporting the Creative Director in building trust with clients. Key strengths are flexibility and ability to deliver great design across a variety of outputs, such as Branding, Web & App design, Campaigns, print, motion and events."
}, {
  "@context" : "http://schema.org",
  "@type" : "JobPosting",
  "title" : "Senior Designer",
  "hiringOrganization" : "Ph.Creative",
  "jobLocation" : {
    "@type" : "Place",
    "address" : "Location: San Diego"
  },
  "datePosted" : "2020-06-22",
  "description" : "Ph. Creative specialises in employer brand, talent attraction and candidate experience. With offices in Liverpool, London and San Diego, we have a reputation as one of the most creative and disruptive agencies in this space.</P>\n<P>Our growing client list includes the likes of Blizzard, Continental, Sage Therapeutics, Wehkamp - to name"
} ]
</script>
```

## Step 7: And you're done!

Once you select "finish" in the top right-hand corner of the page, a useful little message is displayed with some great tips.



Next Steps

**Add the Structured Data to your source code**  
Please edit your web page's HTML source, using the highlighted text as a guideline for what to add.

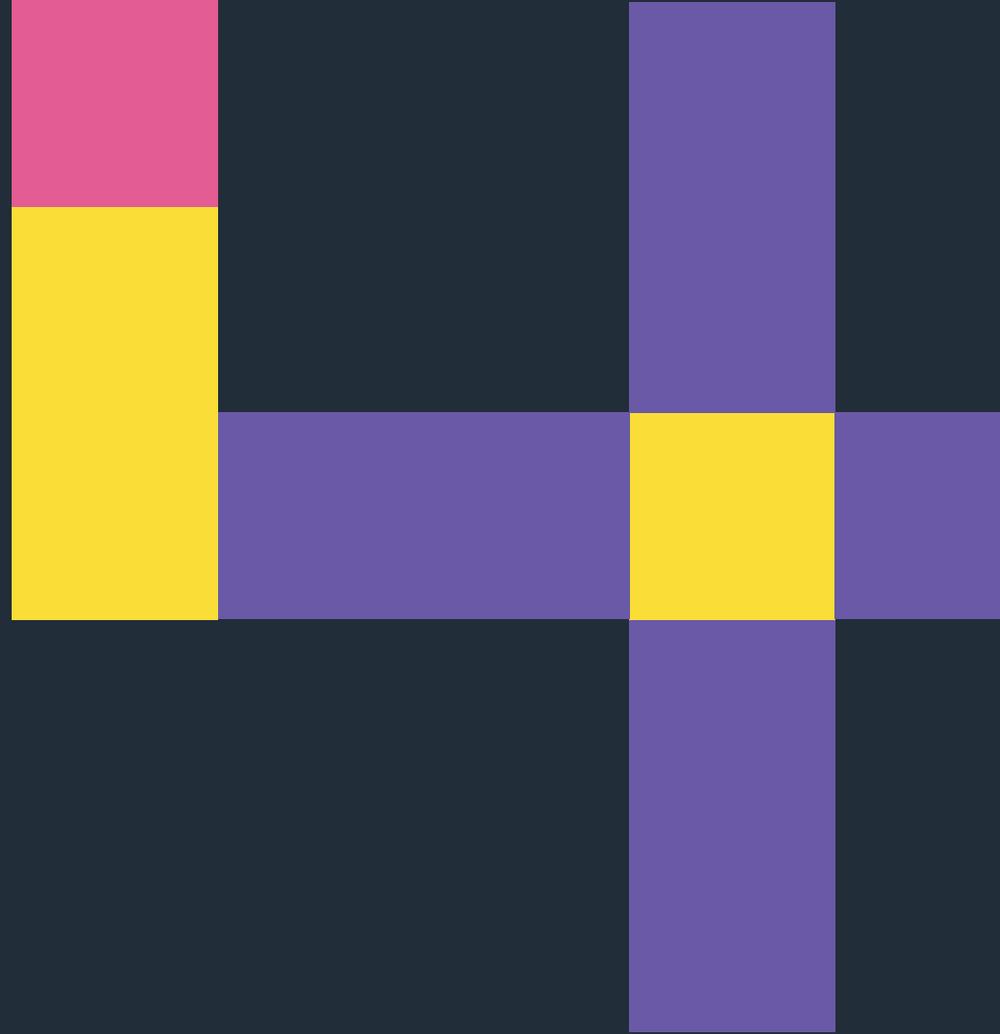
**Find more properties (optional)**  
The [schema.org documentation](#) lists all properties available for this type. If you see any properties you are interested in that are not available in Markup Helper, you may add them manually.

**Test your Structured Data**  
After implementing the recommended markup on your website, use the [Structured Data Testing Tool](#) to make sure Google understands it correctly.

Continue

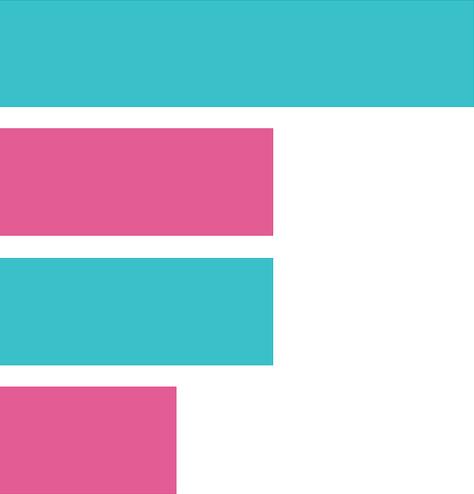
And that's it, folks. You've marked-up your first job posting!

Well, we did warn you it was easy.



# Google for Jobs potential pitfalls

#### 4: Google for Jobs potential pitfalls



Now that you've seen how easy it is to markup a job, let's look at some of the potential issues when trying to get jobs displayed and ranking well in Google for Jobs.

One of the main issues that prevent jobs from placing in the top spot is the fact that some important aspects of the schema code have been left out. As a rule of thumb, there are four key areas that need to be marked-up with schema - or you may find your listing in no man's land and not showing as often as you'd like:

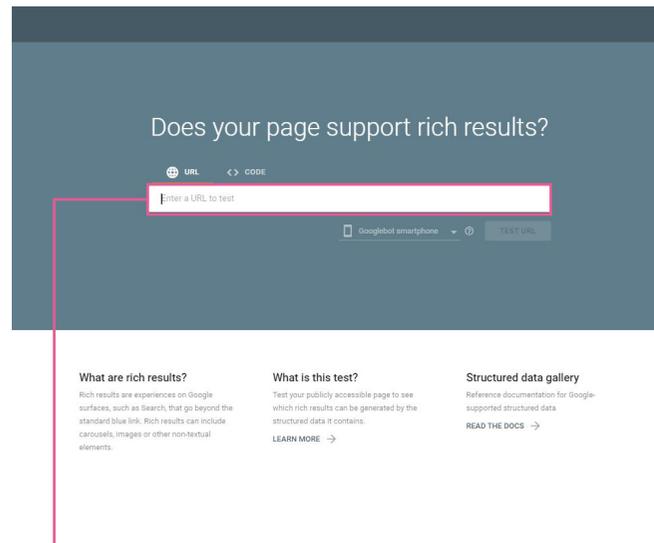
- 1 A well-written title based on what candidates are searching for.
- 2 A well-written description of the role.
- 3 A job location - these are often omitted, and this results in Google decreasing the amount your listing shows in the desired location.
- 4 The salary.

#### 4: Google for Jobs potential pitfalls

Once you have marked-up a job, you can ensure your listing is Google-ready and avoid these pitfalls. Simply use Google's "rich results tool checker." You can find it here:

<https://search.google.com/test/rich-results>

This handy little tool simply lets you know that you've marked up your role correctly.

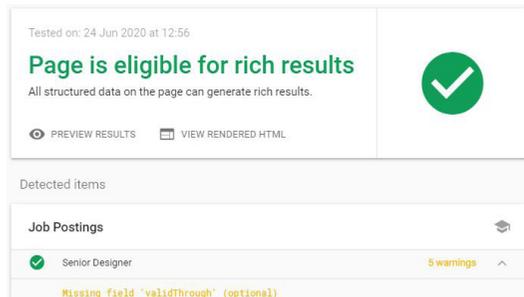


Simply enter your job page URL into the box and select "test URL" to see how Google is seeing your job ad page.



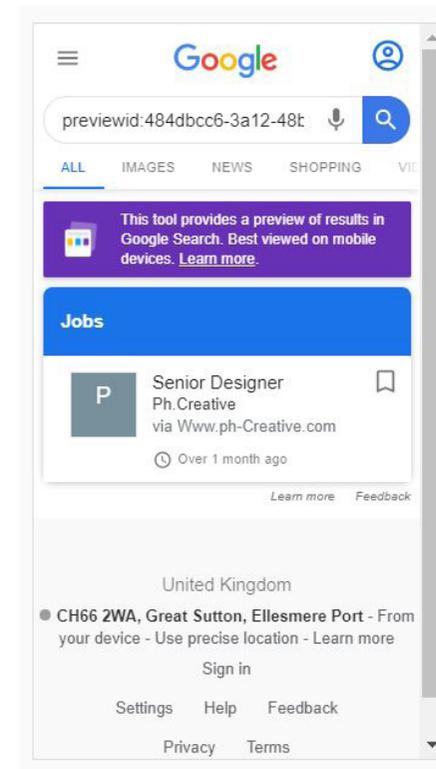
#### 4: Google for Jobs potential pitfalls

We've taken an example role from our own website (Senior Designer at Ph.Creative) to let Google assess it. Google recognizes the page is eligible for rich results (i.e Google for Jobs) but there is one warning message for us:



The warning text in yellow tells us we haven't marked up the schema with a field for "valid-through" which it states as optional. This was a conscious decision by us to leave out during this process. You can find more information on "valid-through" on page 23.

Based on the above message, then, we know our role should be showing up in Google for Jobs sometime soon in the location we specified in the markup. Just to make sure, we can hit "Preview results" to see how it will look in the search results page!



#### 4: Google for Jobs potential pitfalls

Aside from the 4 points mentioned earlier, there are a few other issues that can go wrong at page or domain level which can also impact your job's visibility.

##### Googlebot block.

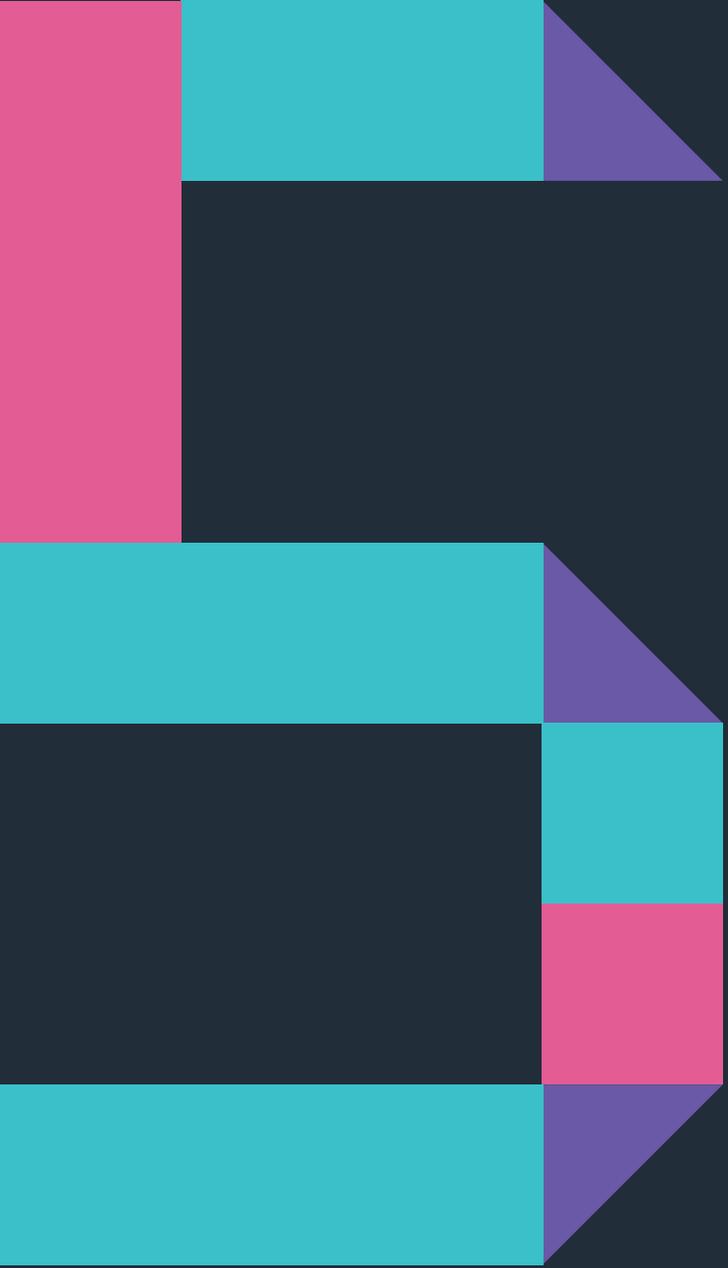
One of the most common issues is that the page has blocked Googlebot from crawling it in their robots.txt file. A robots.txt file is a file that lives at the root of your website/domain, and you can amend the instructions in the file to allow or disallow access to crawling certain parts of your website. If the job page you have marked-up is currently disallowed in your robots.txt file, then this may explain why the search engine can't access and display your page.

##### Valid-through.

Another common issue is careers websites still receiving applications long after the role has been filled - because the webmaster hasn't done anything with the page. There are a few options available to you, but one of them isn't to ignore the page and leave it live. This can create a bad experience for the user, and it can also land you in hot water with a manual penalty from Google too.

Here are some options that are available to you:

- Try to ensure that the "valid-through" property is populated, and that the date falls in the past.
- Remove the page entirely (so that requesting it returns a 404 or 410 status code).
- Remove job posting structured data from the page.



# Optimizing Google for Jobs

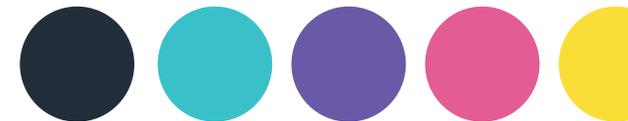
## 5: Optimizing Google for Jobs

Let's take a look at how to get the most from your job ads when you mark them up with schema code.

Once a page is marked-up correctly for Google for Jobs, most people would simply let nature take its course and hope that they start ranking prominently in the results page to attract candidates into the recruitment funnel. However, jobs may appear for a short while but then fade into obscurity as new jobs appear, or one of the big job boards starts publishing job listings for the same role.

So what can you do to get your job listings more visible, more often?

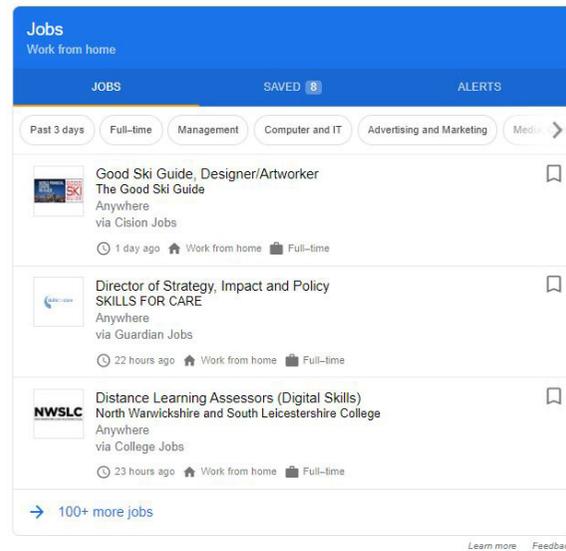
Let's start with some basics. Ensure that you fill in the job location section of the schema code. This seems fairly obvious - but you'd be amazed at how many websites fail to include this data.



## Location: remote working

Since March 2020, the COVID-19 pandemic has permanently affected how candidates search for jobs that can be done from home. So Google has made it easier for job seekers to find them, and it's a good idea to markup your schema code to capitalize on this.

Here's what you can currently expect to see when you type "work from home" or "remote working jobs" into Google for Jobs.



## 5: Optimizing Google for Jobs

There are three properties for you to input that ensure Google understands which positions can be performed remotely:

- **Job Location Type:** Use this property to specify that the role is a work from home job.
- **Applicant Location Requirements:** Use this property to specify geographic location(s) in which employees may be located for work from home jobs. At least one country is required.
- **Job Location:** Use this property to specify where the job can be physically performed. You don't need to use this property if there isn't a physical location where a job can be performed (for example, an office or construction site).

If any of your jobs fall into one of these three categories then it's worth marking them up and ensuring they'll be searchable to the relevant audience. These fields can be included when you're adding structured data into your job listing (see section three of this guide).

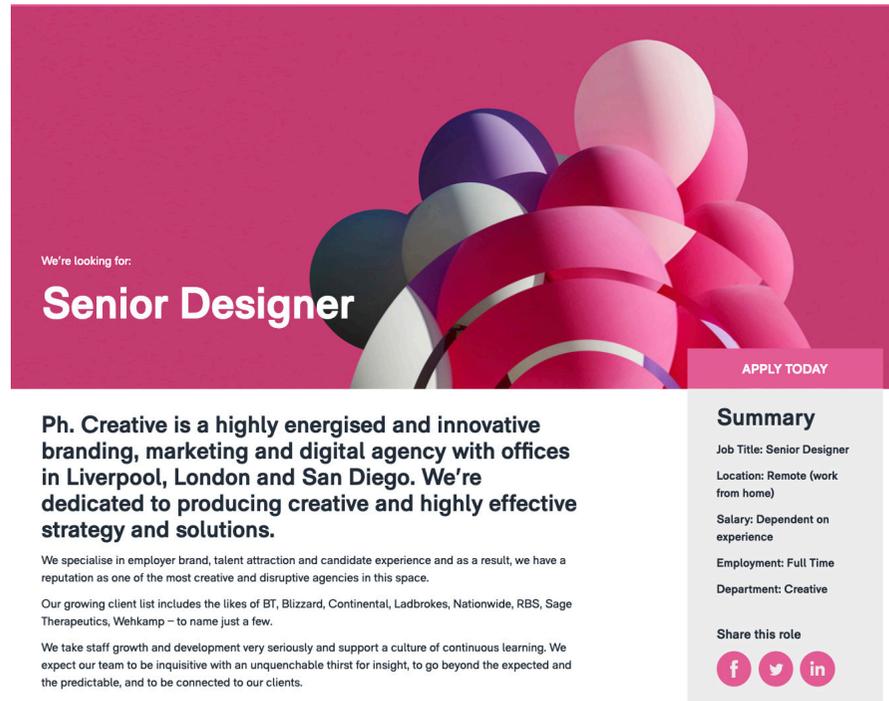
If you're happy for successful applicants to work remotely full time, then simply marking up your schema code with **joblocationtype**: "telecommute" will ensure your jobs appear to the right candidates.

```
{  
  "datePosted" : "2017-01-18",  
  "validThrough" : "2017-03-18T00:00",  
  "applicantLocationRequirements": {  
    "@type": "Country",  
    "name": "USA"  
  },  
  "jobLocationType": "TELECOMMUTE",  
  "employmentType": "FULL_TIME",  
  "hiringOrganization": {  
    "@type": "Organization",  
    "name": "Google",  
    "sameAs": "http://www.google.com",  
    "logo": "http://www.example.com/images/logo.png"  
  }  
}
```

## Job description

If you manage to get through all the hard work and then fall at this hurdle, you'll never forgive yourself! The job description is your big opportunity to not just sell the job to the visitor, but also to get across who you are as an organization. So it's absolutely vital that the content is concise, welcoming, speaks in a language your visitor can easily understand, and most importantly, helps them decide whether they want to apply or not.

We often see job descriptions written poorly, using internal language only the current employees of the organization would understand. Your best option when writing a job description is to keep it simple, like in our example.



We're looking for:

# Senior Designer

**APPLY TODAY**

### Summary

Job Title: Senior Designer  
Location: Remote (work from home)  
Salary: Dependent on experience  
Employment: Full Time  
Department: Creative

Share this role

f t in

**Ph. Creative is a highly energised and innovative branding, marketing and digital agency with offices in Liverpool, London and San Diego. We're dedicated to producing creative and highly effective strategy and solutions.**

We specialise in employer brand, talent attraction and candidate experience and as a result, we have a reputation as one of the most creative and disruptive agencies in this space.

Our growing client list includes the likes of BT, Blizzard, Continental, Ladbrokes, Nationwide, RBS, Sage Therapeutics, Wehkamp – to name just a few.

We take staff growth and development very seriously and support a culture of continuous learning. We expect our team to be inquisitive with an unquenchable thirst for insight, to go beyond the expected and the predictable, and to be connected to our clients.

### The Role

Ph. Creative has earned a reputation for its commitment to the very best design and creative work. Reporting into the Creative Director, the Senior Designer will drive the execution of our US client projects, collaborating on concepts, working with the broader team on execution and quality control, whilst also supporting the Creative Director in building a relationship of trust with the clients themselves.

Reporting to the Creative Director, the Senior Designer will support the project needs of the Creative Team; this could range from collaborating with the Creative Lead's on legacy projects they've started or leading the design on pieces of work themselves. Key strengths are flexibility and an ability to deliver great design across a wide variety of outputs including (but not limited to): Branding, Web & App design, Campaigns (with a big emphasis on digital), print, motion and experiential/events.

The Senior Designer will also act as brand guardian for the clients they are aligned with. Through everything they do they will promote our culture of creativity and innovation whilst meeting the client brief whatever the media format or output. This is very much a hands-on position however at times the Senior Designer will be expected to direct others.

Creativity is key; we want our Designers to come up with content/concept/storytelling/UX suggestions. Through brainstorming and an open approach to collaboration, new ideas will always be welcome and encouraged.

### Skills

- + Preferably Educated to degree level – or equivalent
- + Experience working with an Apple Mac
- + Experience working with Adobe Photoshop and Illustrator and sometimes even a pencil.

### Responsibilities

- + Work with the Creative Director on new briefs that come into the agency working towards rounded ideas that you will in turn run with, liaising with the Creative Director on progress.
- + Deliver exceptional executional quality in the designs and content you produce

## Job title

Before you write your title, it's vital to make sure it's a title people will actually search for. We've some, uhh, interesting variations on job titles (our favorite so far is "Digital Ninja"...) and they can be a little cringeworthy. Being clever is fantastic, but if nobody sees the job title, it's not much use to you.

Keep the job title as concise and simple as possible. Don't include location or details like salary in the title. They'll reduce your reach and limit the number of times you're shown in Google for Jobs.

Keyword research is key to getting the title right, and the easiest way to do this is by using Google's search engine itself. By simply starting to type your job title into a Google search, you'll be shown examples of other popular searches that contain those words.



Once you've digested these keywords, you can always check out related searches at the bottom of the results page for further insights.

### Searches related to senior designer

- senior designer salary
- senior designer job
- senior designer architecture
- senior graphic designer jobs
- senior designer jobs london
- senior designer jobs manchester
- senior designer resume
- what is a senior visual designer



## Valid-through

There's a definite advantage to having a valid-through data marked up in your job description - unless you want the job ad running indefinitely.

Freshness seems to be a ranking factor for Google, which wants listings to be as relevant as possible. By having a valid-through date set to 30 days, you're telling Google that your job ad is going to be live from today for a period of 30 days.

Once valid-through is inputted, it should look something like this within the code:

```
"datePosted" : "2017-01-18",  
"validThrough" : "2017-03-18T00:00",  
"applicantLocationRequirements": {
```

Once the role has passed the valid-through date, don't forget to either remove or 404 the page, or remove the structured markup. Google has indicated that websites with expired valid-through dates could experience a manual penalty.

## Salary.

Salary. The elephant in the room. And one of the biggest reasons that careers websites lose out to job boards and other companies when it comes to Google for Jobs listings.

Whether you're for or against detailing a salary upfront, the facts in this instance speak for themselves. If a job board or recruitment agency discovers you're recruiting for a role and you haven't marked up salary in the schema code, you can bet your bottom dollar they will take that vacancy and markup the salary based on an industry average figure - sneakily outranking you in Google for Jobs... with your own job.

Well, that sucks! Does this mean that you have to add a salary? It is recommended, but, if your organization is definitively against sharing those details, there is a middle ground.

Use a "from and to" amount to markup a salary range in your job ad. This way, the potential candidate gets a good idea of remuneration, and the search engine gets to display your job ad more often.

### Typical Pay for this Type of Work

 PayScale <b>£14k–28k</b> per year Graphic Designer Based on local employers	 LinkedIn <b>£16k–28k</b> per year Graphic Designer Based on local employers	 Adzuna <b>£12k–53k</b> per year Graphic Designer Based on local employers
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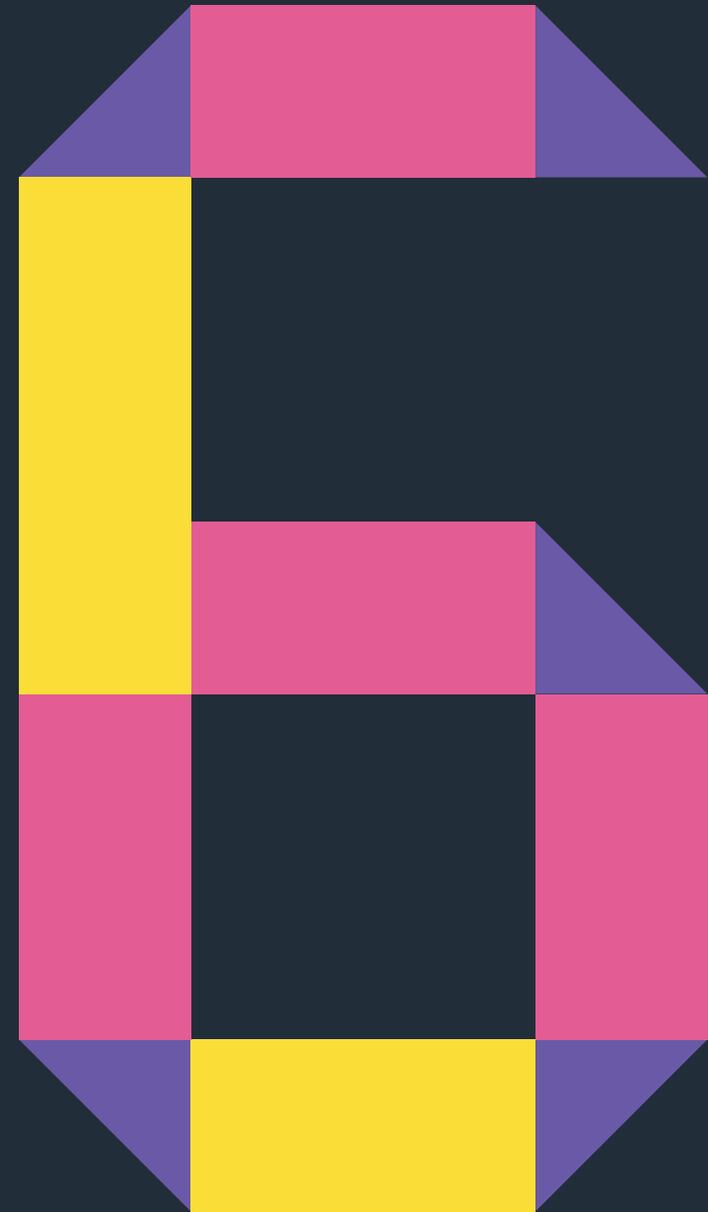
## Expired jobs

There are a few things you should do when a job listing has expired, but taking no action whatsoever is out of the question.

- 1 Remove the page entirely, or 404 the page to ensure the search engine and users know the role isn't live.
- 2 Remove the structured markup data from the job listing so Google knows not to show it anymore in Google for Jobs.
- 3 Ensure the valid-through property is populated with a date in the past, so Google knows not to show the listing anymore.

These options are fairly straightforward, and ensure your job ads are only being served when you have a live vacancy. Failure to carry out one of the above can result in a manual penalty to your site, for cluttering the search engine with irrelevant and out-of-date information.

# Monitoring performance of your job postings

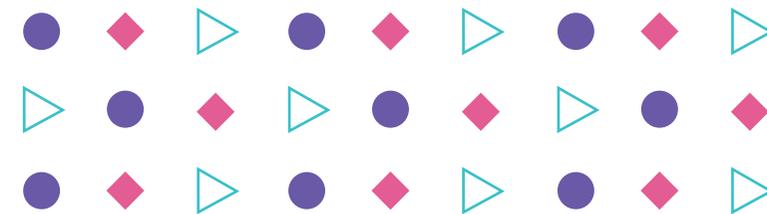
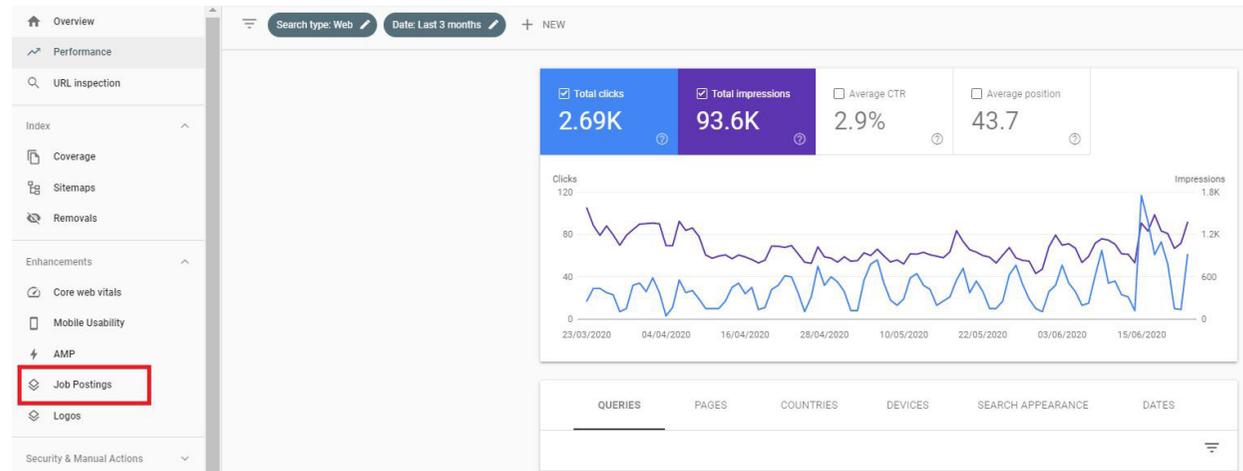


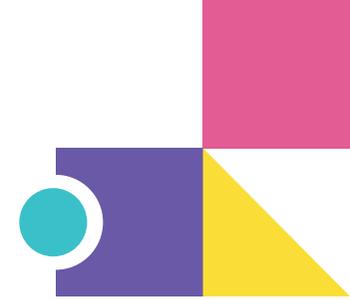
## 6: Monitoring performance of your job postings

Now we've covered off some of the fundamentals about how to get the most out of your job ads on Google for Jobs, it's time to learn how to monitor and report on the performance of these roles.

Google's search console and Google Analytics are the two key platforms you'll need to see the fruits of your labor.

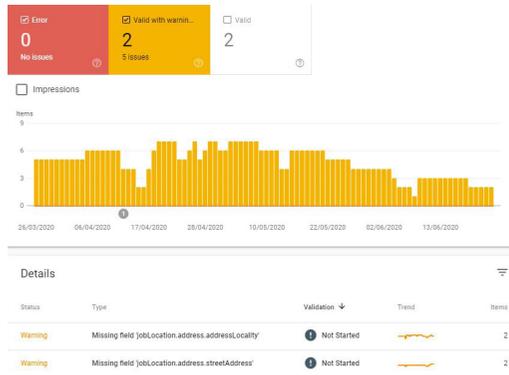
Let's start with the search console. When you login, select "Job Postings."





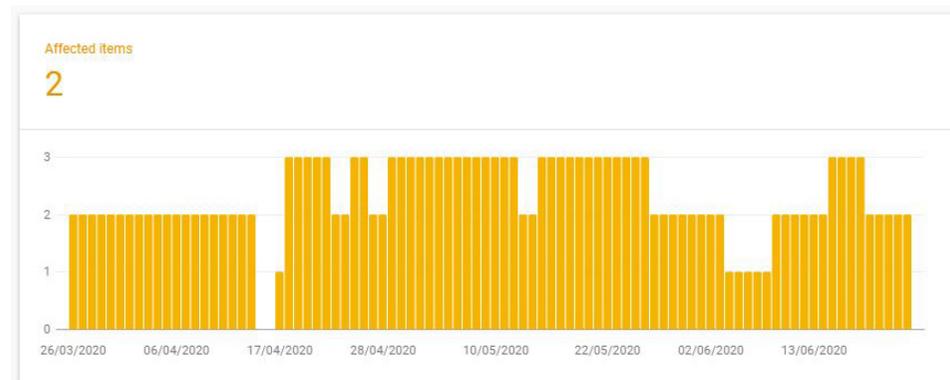
## 6: Monitoring performance of your job postings

You'll see a screen like this:



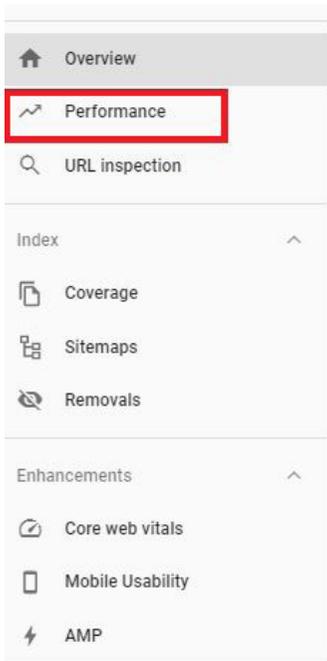
This report shows you jobs that are live with no errors, and jobs that are live but missing some schema markup. Here you can see there are three jobs live with no valid-through date, and one missing the address and location. This report allows you to take swift action to ensure you are maximizing the visibility of your job.

By clicking onto the warning, you can see the exact URL that Google is referring to.

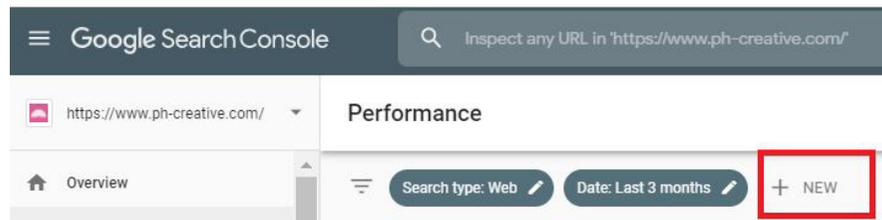


## 6: Monitoring performance of your job postings

If you now select “Performance” from the menu of the search console, you can start to take a look at the job listing’s performance in Google for Jobs.

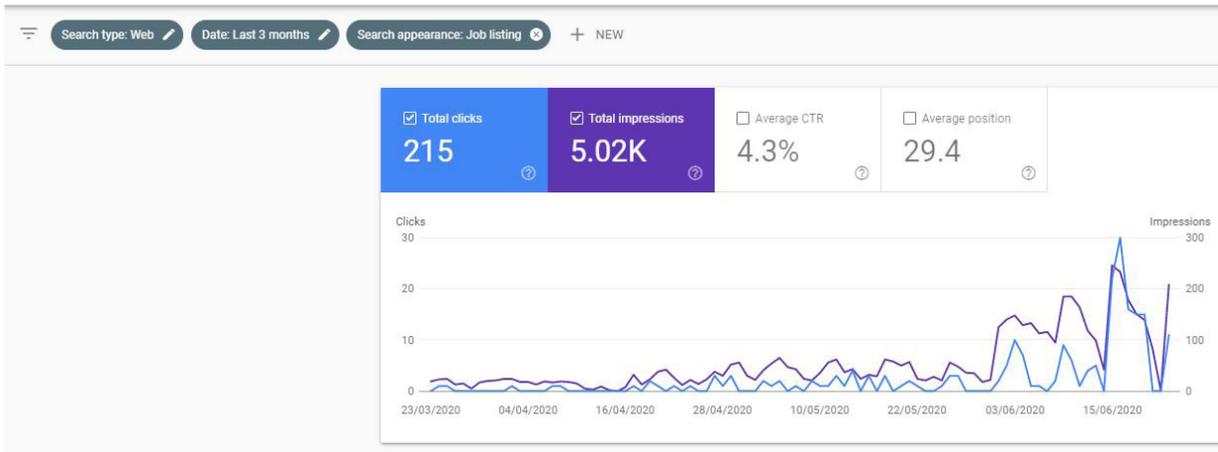


You’ll immediately see some great data on how your website is performing overall in Google from a click, impression, and click-through rate perspective.

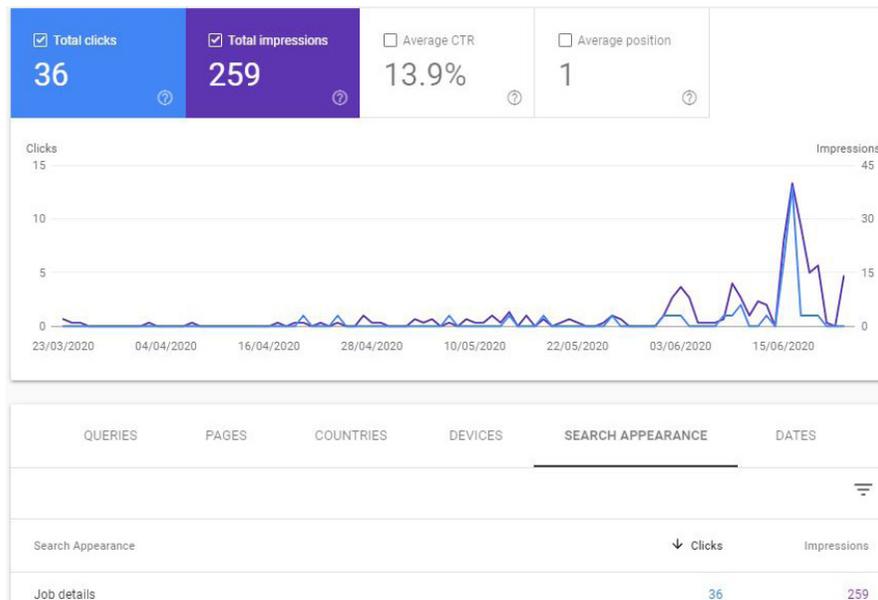


## 6: Monitoring performance of your job postings

### Performance



You can now see the total clicks, impressions, click-through rate, and average position of all your job postings.

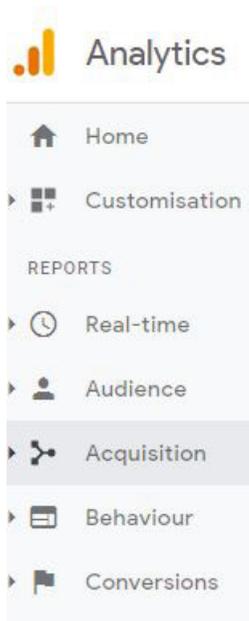


You can see how many times your job listings have been shown in Google; however, the “Job detail” section shows you how many times visitors have clicked through to the actual details of your job during the same time period.

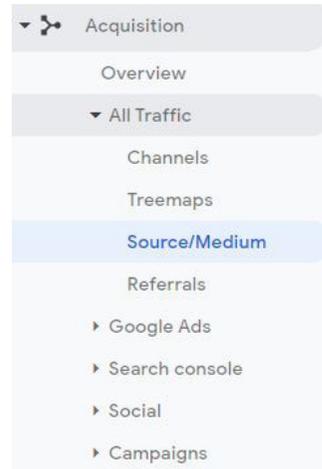
## 6: Monitoring performance of your job postings

Google's search console is fantastic for looking at the health and wellbeing of your job listings. But Google Analytics shows more detail about visitor behaviors, as well as how many visitors have converted into actual applications.

Login to your Google Analytics profile and you'll see a menu.



Select "Acquisition," and, in the dropdown that appears, select "All Traffic" and then "Source/Medium."



Now you'll see a graph detailing traffic, and a table with the different sources/media which have directed traffic through to your website.

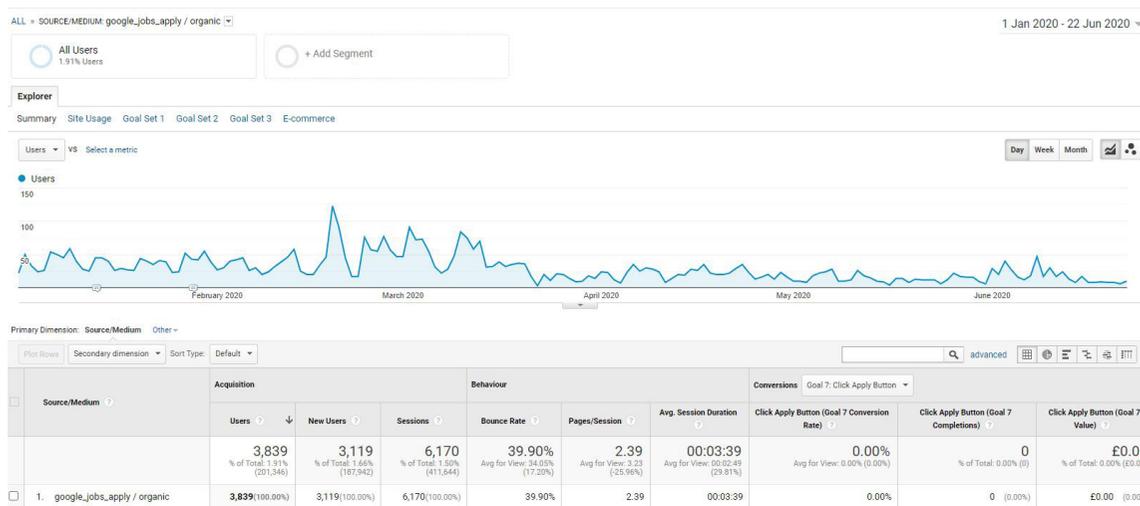
Source/Medium	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
	324,140 % of Total: 100.00% (324,140)	76.18% Avg for View: 76.18% (0.00%)	246,934 % of Total: 100.00% (246,934)	34.79% Avg for View: 34.79% (0.00%)	2.81 Avg for View: 2.81 (0.00%)	00:01:41 Avg for View: 00:01:41 (0.00%)	0.39% Avg for View: 0.39% (0.00%)	1,263 % of Total: 100.00% (1,263)	£0.00 % of Total: 0.00% (£0.00)
1. google / organic	253,488 (78.20%)	78.78%	199,690 (80.87%)	31.41%	2.86	00:01:40	0.41%	1,045 (82.74%)	£0.00 (0.00%)
2. (direct) / (none)	32,724 (10.10%)	70.36%	23,025 (9.32%)	52.26%	2.52	00:01:51	0.24%	78 (6.18%)	£0.00 (0.00%)

## 6: Monitoring performance of your job postings

You probably won't see Google for Jobs listed here (unless you have a huge amount of jobs marked up at any one time). So, to just pull out Google for Jobs traffic, type the word "Jobs" into the advanced search box.

Primary Dimension: Source/Medium Source Medium Keyword Other -										
Plot Rows Secondary dimension Sort Type: Default										
jobs										
Source/Medium	Acquisition			Behaviour			Conversions Goal 1: Contact Form			
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Contact Form (Goal 1 Conversion Rate)	Contact Form (Goal 1 Completions)	Contact Form (Goal 1 Value)	
	201,346 % of Total: 100.00% (201,346)	188,106 % of Total: 100.00% (187,942)	411,644 % of Total: 100.00% (411,644)	34.05% Avg for View: 34.05% (0.00%)	3.23 Avg for View: 3.23 (0.00%)	00:02:49 Avg for View: 00:02:49 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)	
1. google / organic	65,033 (30.64%)	57,852 (30.75%)	106,502 (25.87%)	27.85%	3.88	00:02:42	0.00%	0 (0.00%)	£0.00 (0.00%)	
2. (direct) / (none)	50,428 (23.76%)	48,421 (25.74%)	87,574 (21.27%)	46.14%	2.83	00:02:14	0.00%	0 (0.00%)	£0.00 (0.00%)	

Then simply select "Google for Jobs."



This data provides great insights into users who have visited your website via Google for Jobs, with metrics such as bounce rate, new users, pages viewed on average per session, time spent on the page, and also how many took the next step and applied for the job.

## Conclusion

If you've got a careers website and you aren't using Google for Jobs, then, chances are, you're being left behind by your competitors, plus being charged an extortionate amount by job boards for your own traffic.

Since its inception in 2017, Google for Jobs has become a powerhouse in the recruitment sector, and can't be ignored. 30% of searches in Google are job-related - that's over 5bn per month on average - so ignoring Google for Jobs as part of your recruitment campaigns means you're really missing a trick when it comes to attracting candidates.

If you'd like to learn more about anything you've read in this beginner's guide, then feel free to contact us at [hello@ph-creative.com](mailto:hello@ph-creative.com).

We'd be delighted to talk with you. In the meantime - good luck!

