

Google for Jobs

Everything you need to know about
Google for Jobs

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- ▶ How it works
- ▶ Tips for enhancing your postings

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An overview

Google for Jobs aggregates job listings from multiple websites to help candidates maximize their search.

Google is working with, rather than against, career sites like eFinancialCareers. We actually benefit from the quality traffic – meaning more visibility of your roles.

Key dates

- ▶ Went live in the US
June 2017
- ▶ UK launch 17 July
2018

The screenshot shows a Google search for "jobs in investment banking". The search results include:

- Investment Banking Jobs | The Top London Banking Jobs | CityJobs.com
- Investment banking analysts screw up in their first weeks on the job

The "Jobs" section is highlighted, showing a list of job listings for "Near London Borough of Hackney, London":

- Investment Banking Associate**
Non-disclosed
London
via EFinancialCareers
3 days ago Full-time
- Trainee Investment Banking Headhunters**
Tribeca Recruitment
London
via reed.co.uk
2 days ago £30K-£80K a year Full-time
- CIB – Investment Banking – EMEA Investment Grade Finance DCM**
J.P.Morgan
London
via EFinancialCareers
2 days ago Full-time

At the bottom of the job listings, there is a link for "100+ more jobs".

How it works

Postings that are incomplete and non descriptive tend to perform poorly on Google

How can I post on Google for Jobs?

You can't directly post a job to Google for Jobs.

It requires continual development work and monitoring from your engineering team to optimise job listings so they have the chance to appear in Google's job widget.

How can I get my jobs to appear higher in the Google for Jobs search results?

Similar to organic search, Google won't reveal it's secret formula. But results are based on algorithms which likely take into account; relevancy or date posted, keyword, length, location etc.

> In contrast eFinancialCareers do the work for you, enhancing your jobs to help them get indexed more often and effectively on Google for Jobs.

> We recommend you provide as much information as possible, including clear job title, required skills, employment type, salary range, and completeness of job posting.

Google for Jobs Best Practice

Being specific is key

✓ Do's

- **Salary:** input numerical value e.g. £/\$/€70,000 or a range £\$60-70,000
- **Location:** Include postcode where possible
- **Title:** use recognised terms
- **Employment type:** include both permanent/contract/temp AND full-time/part-time
- **Description:** it can be long, but keep it relevant to the job

✗ Don'ts

- **Salary:** don't include words 'per annum, pa, competitive, depending on experience etc
- **Location:** for example, 'London' isn't specific enough, pick the closest area 'Liverpool street'
- **Title:** don't include acronyms or internal jargon

The more information you provide the better we can tag your jobs to appear in Google listings