



Learning Guide

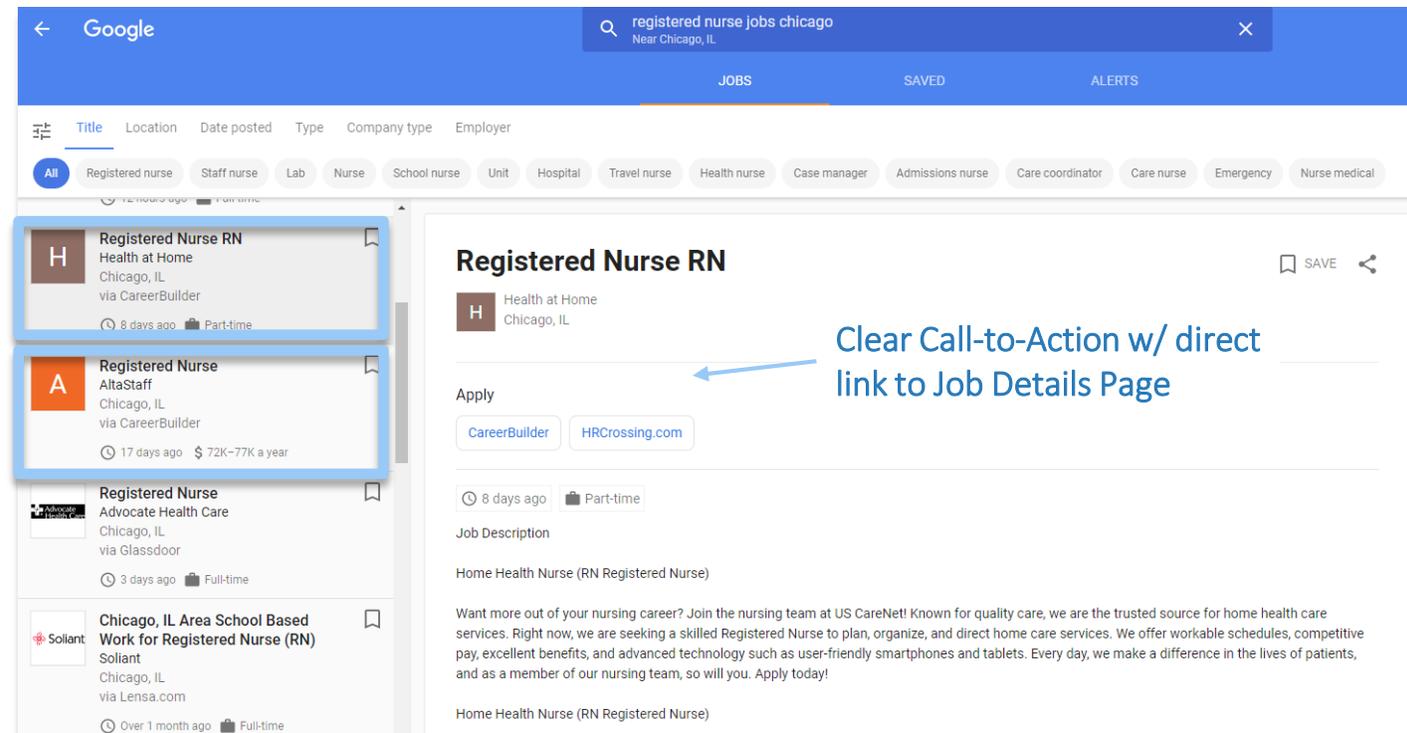
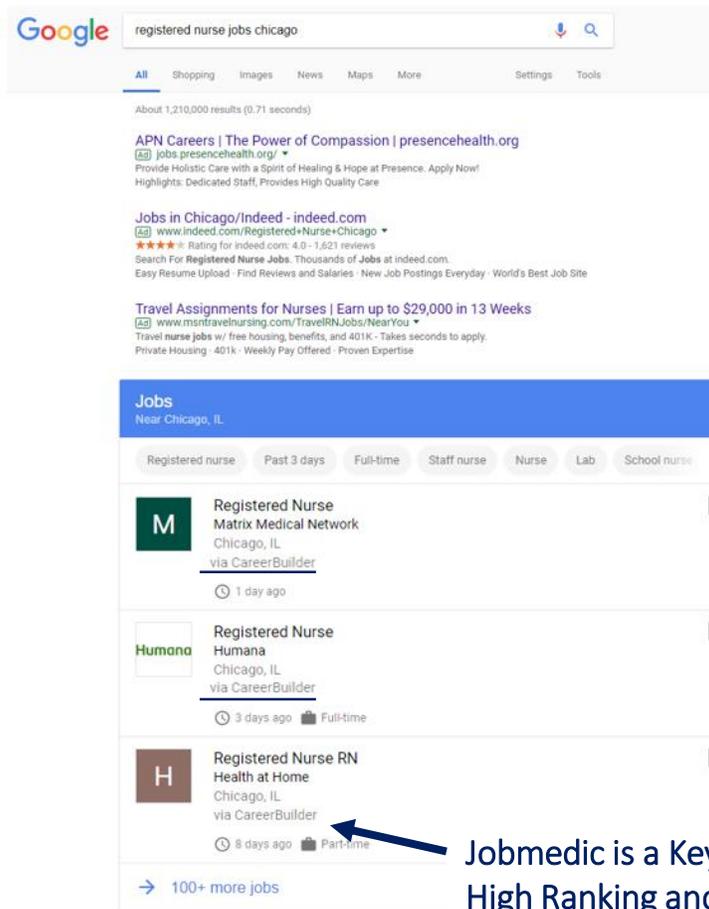
Google Enriched Search

What is Google Enriched Search?

- Google Enriched Job Search (sometimes generally referred to as ‘Google for Jobs’) is a new offering from Google that aggregates millions of jobs from job boards, career sites, social networks and other sources.
- Jobseekers can use Google to search for “jobs near me,” “teaching jobs,” or similar queries, and receive in-depth results on jobs from across the web. Users can also search for key criteria such as commute time, job specialties they have honed or the hours they are available to work.
- *Enriched Search does not replace standard Google search results.* Rather, it is a supplemental set of results displayed in a box situated above the standard results listings on Google.
- For the most part pure aggregators like Indeed are being excluded from Google for Jobs.

How does Google Enriched Search work?

- Below is an example of an enriched result popup that may appear if a user searched for “registered nurse jobs.”
- When the user clicks on a link they are taken to a Google page detailing the job. From there, they can click a “View on [Jobmedic]” button, which takes them to that job’s Jobmedic Job Detail page.



How is CareerBuilder and Jobmedic involved?

When clients post with us, we support them in optimizing and structuring their job postings to improve Google for Jobs exposure.

1

Provides high visibility on Google Search Results pages –above Ranking position #1

2

Easy, one-click solution for jobseekers to view job details

3

High profile call-to-action delivers jobseekers directly to a CareerBuilder or Talent Network Job Details page, improving the potential for more job applications

TOP 5 TIPS

1. USE JOB TITLES THAT ARE NORMAL FOR YOUR INDUSTRY.

"Java Developer" is a thousand times better than "Ninja IT Developer." Leave the gimmicky words out of your titles.

2. DON'T USE ABBREVIATIONS IN YOUR TITLES

"Senior Vice President of Finance" will be much more discoverable than "Sr. VP of Finance." Google's search algorithms rank non-abbreviations higher than abbreviations.

3. PUT SALARY IN THE JOB DESCRIPTION

Google for Jobs is designed for job seekers, not recruiters. Google believes candidates want to know the salary of the job before they apply. Therefore, those job postings with salary will show up higher in their results. Google does not care about your thoughts on this. The data show postings with salary information get more traffic than those without, even when the salary is below market rate.

4. PUT THE EXACT STREET LOCATION IN THE JOB DESCRIPTION

See the explanation above. Google for Jobs is for job seekers, and job seekers want to know where the job is. Jobs with exact locations will show up higher in results..

5. STOP "KEYWORD STUFFING"

Traditional SEO was about keyword stuffing. Put as many words as possible into the post about the job and it will more likely rank higher. Google figured out people were doing this, and they are now ranking those postings lower. You still need to write great job postings, but you don't need "Java Developer" in a posting 25 times. Five mentions will do just fine.

Thank you

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