d.vinci

Checklist: Google for Jobs

In your d.vinci applicant tracking system
Settings

The Internet giant is getting serious and has now fully activated its job search function in Google Search (previously better known as „Google for Jobs") in Germany after a short test phase. When searching for jobs via Google, all users will now be shown a preview of suitable job advertisements from a wide range of sources in the search results.

As a user of our d.vinci applicant tracking system, your job publications are already automatically prepared so that they can be found via Google's new job search. For this, you only need to make a few basic settings, which we have summarized for you in a clear checklist.

Homepage application portal *Activation*

To increase the chance that the content of your own „original" job advertisements will be shown on Google for Jobs, the job publications of your homepage application portal should be submitted to Google. To do this, set the value for the **„Job advertisement activated" and „Activate Google for Jobs" settings in the application portal to „Yes".**

As soon as you have set this setting, two further fields appear: **Company or organization name** and **Company or organization URL**. Here you enter your complete company name and the URL of your homepage. Thus, the content of all job advertisements published via this portal is additionally provided in the source code in the form required by Google for Jobs.
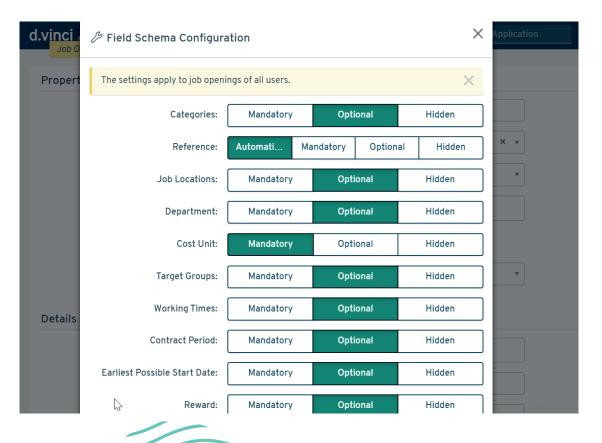
Maintain addresses *Locations*

An important component of Google's job search and the display of jobs is the location. This means that jobs appear in the proximity search and the job advertisement also shows the duration of the journey in addition to the display of the job location on a Google Maps map. The basis for this is the maintenance of the **exact address of the job location**. Therefore, maintain the street, house number, postal code and country for all job locations in your system in the *location management of the master data.*
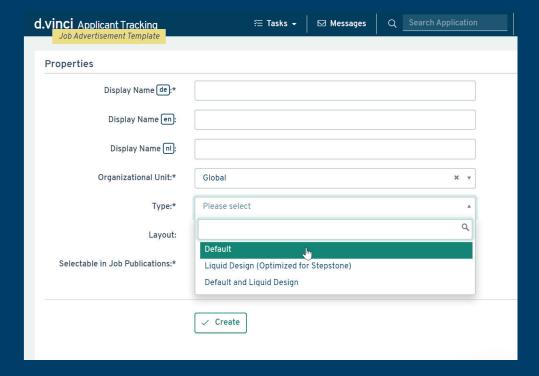
Fill job openings   *Location & working hours*

In order for Google to be able to categorize the job postings and also display these categories in the advertisement, you use the **field schema configuration** (small wrench in *Create job posting*) to ensure that the relevant information in your system is mandatory. The **fields „Locations" and „Working hours" should therefore be set to „Mandatory"**. If these fields were not previously mandatory in your system, then check whether these values are missing in existing calls for entries and add them if necessary.
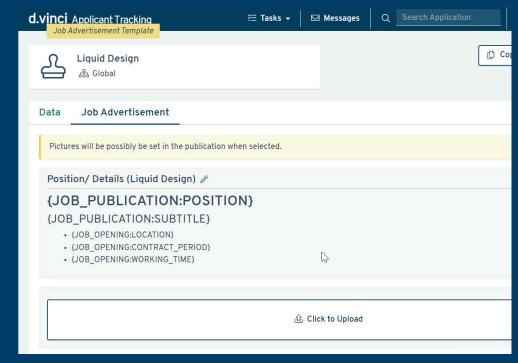
Activate Liquid Design

The job description is submitted to Google for Jobs exclusively from a **Liquid Design** job advertisement template. Therefore, make sure that this template exists for each of your homepage postings. If your job advertisement templates are currently set to the type „Standard", you can additionally activate the Liquid Design. Just change the value to **Standard and Liquid Design**.

Set up Liquid Design *Job advertisement*

A When designing text in **Liquid Design**, be aware that Google for Jobs **does not offer any text design options** except for line breaks and a special character for list items (•). Therefore, you can only achieve a meaningful structure by using paragraphs (empty lines), which you can achieve by using appropriate HTML markup, such as double line breaks (

) or headings (<h1>...</h1>). Thereby Google displays a maximum of one empty line between the paragraphs. For fine-tuning your text design, you should **definitely take a look at the Google for Jobs result** as soon as it is listed there and readjust the HTML markup if necessary.

And off we go! *Ready for Google*

Now your job advertisements are ready for the best possible indexing and display on Google for Jobs. d.vinci transmits changes you make to your job advertisements every four hours. Unfortunately, we do not know the exact update interval of Google for Jobs, which is why it may take significantly longer until changes become visible there.

Any questions?
We are happy to help!

We look forward to getting in touch with you!

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