

GOOGLE FOR JOBS

STEP BY STEP GUIDE

Google for Jobs is Google's own job search platform, allowing candidates to find roles directly on Google by combining their own powerful search engine algorithms and artificial intelligence (AI).

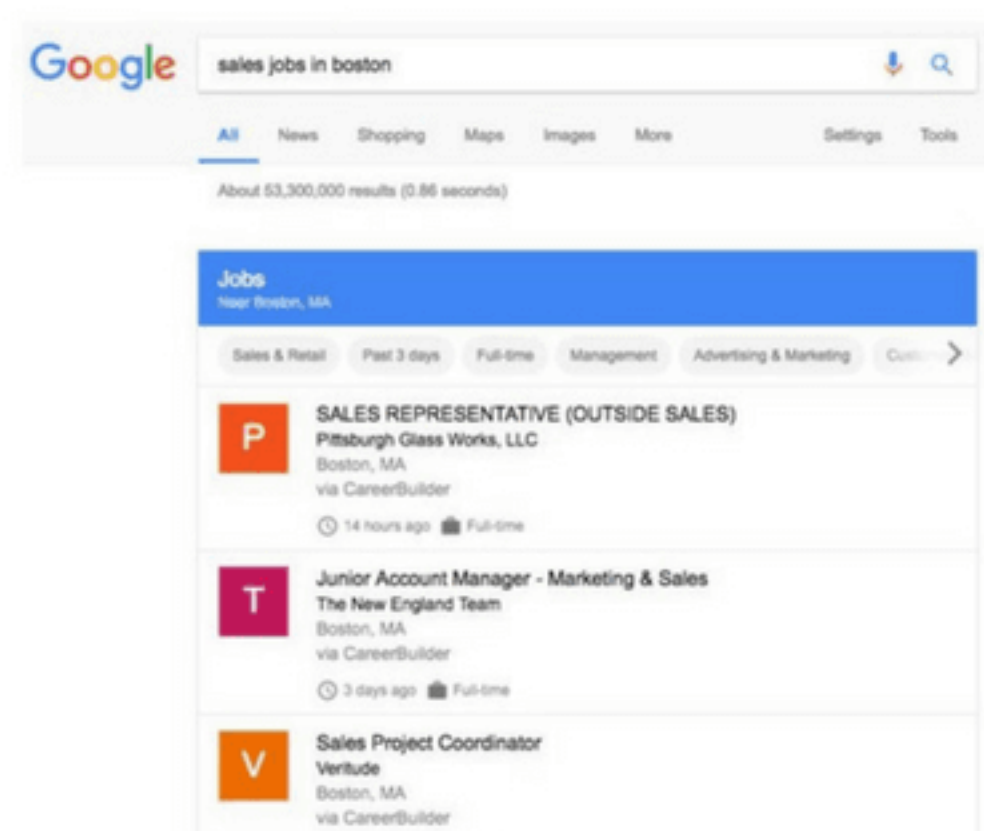
This means that rather than checking multiple sites such as Indeed or Total Jobs, job seekers just have to 'google' the role they want, in the location they want and a list tailored to them will show without having to click onto a third-party website.

Job searchers will also have more filters with Google for Jobs, allowing them to find a much better job fit, as efficiently as possible. Reviews will also appear in the results beneath each listing; pulling through from websites such as Glassdoor.

This means online reviews are more important than ever.

How to get your job ads seen

To ensure your ads are featured on Google for Jobs in the highest position possible, you will need to use Google's process to best format and optimise job ads. The key points are summarised below.



Salary + Date

Include the date the ad was posted and don't use salary estimates:

- **USE £22,000**
- **NOT £22-24,000**

Employment Type

Use these specific terms, without hyphens or other additions:

- **Full Time**
- **Part Time**
- **Contractor**
- **Temporary**
- **Intern**
- **Volunteer**
- **Other**

Job Description

You must include these aspects in different sections, under different headers

- **Job responsibilities**
- **Education requirements**
- **Experience requirements**
- **Working hours**
- **Qualifications**
- **Skills**

Location

This is where the employee primarily works. Include as many fields as possible:

- **USE 123 Main Street, Paddington, London, UK'**
- **NOT 'London'**

Whatever you do, don't!

- Represent the company in a way that is not accurate, realistic, or truthful
- List fake or non-existent jobs
- Include job codes, dates, salaries, or company names in the job title field
- Don't use!, or * in job titles. Only use is / and -