

# SEO for Jobs: The missing Interface for Google for Jobs

Anyone who has ever dealt with Google for Jobs and tried to publish a job ad there knows how time-consuming this can be. For the layman without IT background, this quickly becomes an unsolvable task. The basic requirement for a publication is that the website meets the requirements of Google. Usually this is not the case, but can be checked by [test tools](#).

But it could be so simple: Via an online form, the necessary information such as logo, job title and description are deposited. After submitting, the job offer is published directly on Google for Jobs - exactly what the software solution SEO for Jobs promises.

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## Background

In Google search, there are very few ways to send information directly to Google. [Google my Business](#) is one of the exceptions. There you can enter information about your local business and send it to Google. However, this is not possible with Google for Jobs - here the same mechanism is used as with regular websites: [Crawling and indexing](#). Google continuously scans the internet for innovations and includes them in the index. Only what is in the

Google index can be displayed in the search results. This also applies to results on Google for Jobs - unlike normal websites, however, additional conditions must be met for job ads. For example, in order to tell Google that it is a job ad, correct schema data - invisible to the normal visitor - must be stored.

It quickly becomes clear that the use of a programmer is necessary here or that specialized solutions should be used.

## **The input mask for Google for Jobs**

One such solution, developed specifically for Google for Jobs, is SEO for Jobs:

"New technologies can be very powerful and turn entire industries upside down. At the same time, they are often complex and difficult for the general public to access. With SEO for Jobs, we make Google's job board easy to use for everyone, even without a big budget," says Patrick Schmidt, founder of SEO for Jobs.

The idea is very simple: As known from conventional online job boards, job ads are to be placed on Google for Jobs via an input mask. This is exactly what SEO for Jobs has brought to the market as the first German provider. Via an online access, companies can place job advertisements at Google for Jobs - without any adjustments to the website.

What looks simple for the user is complex under the hood. The provider submits the job ads to Google and ensures that they are indexed. The linking of the company logo and the forwarding of potential candidates to the company website is also taken care of.



Über einen Online Editor lassen sich Stellenanzeigen bei Google for Jobs veröffentlichen. Dies ist von Haus aus nicht möglich sondern bedarf normalerweise eine Anpassung der eigenen Webseite.

## One step further

Some job boards such as Xing or LinkedIn have also integrated interfaces to Google for Jobs. If a job ad is posted there, it is automatically published on Google for Jobs as well.

"But that's exactly a problem" says Schmidt, "most of the time the information for Google is generated automatically, which then becomes visible in incorrect formatting, for example."

He also says that optimizations specifically for Google to improve rankings are practically impossible. On the one hand, this has the very simple reason that no separate information can be stored for Google and, on the other hand, that information for optimization is simply missing.

The software solution from Hamburg offers for advanced users also functionalities for the analysis and optimization of the job advertisements with Google. Calls and keywords are clearly stored in the account and can be used for continuous improvement of the ranking - because as with normal web search, a good positioning must first be worked out.

## Conclusion

SEO for Jobs is an option that you will stumble upon sooner or later when it comes to Google for Jobs. Whether or not it is the right fit has to be decided on a case-by-case basis. Through a [free access](#), everyone can make himself an impression of the system.



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