SEO for Jobs

Now You Can Use Google for Jobs Even Without Your Own Website

For some time now, Google has been displaying job listings directly on the first results page if they match the search query. This feature is called “Google for Jobs.”

For your company’s job listing to appear on Google for Jobs, having your own website is usually a prerequisite. To make matters more difficult, the website must also meet specific requirements.

As a result, small businesses in particular are often unable to benefit from Google for Jobs—even though apprenticeships and temporary jobs are among the most common search queries.

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How do job postings end up on Google?

The search engine giant constantly scans the internet for new information and websites. If it comes across a website that contains a job listing, that listing is added to the index and can later be displayed as a search result.

Job listings from major job boards are also found this way. Of course, this requires that a job listing has been posted there, which can quickly cost several hundred euros.

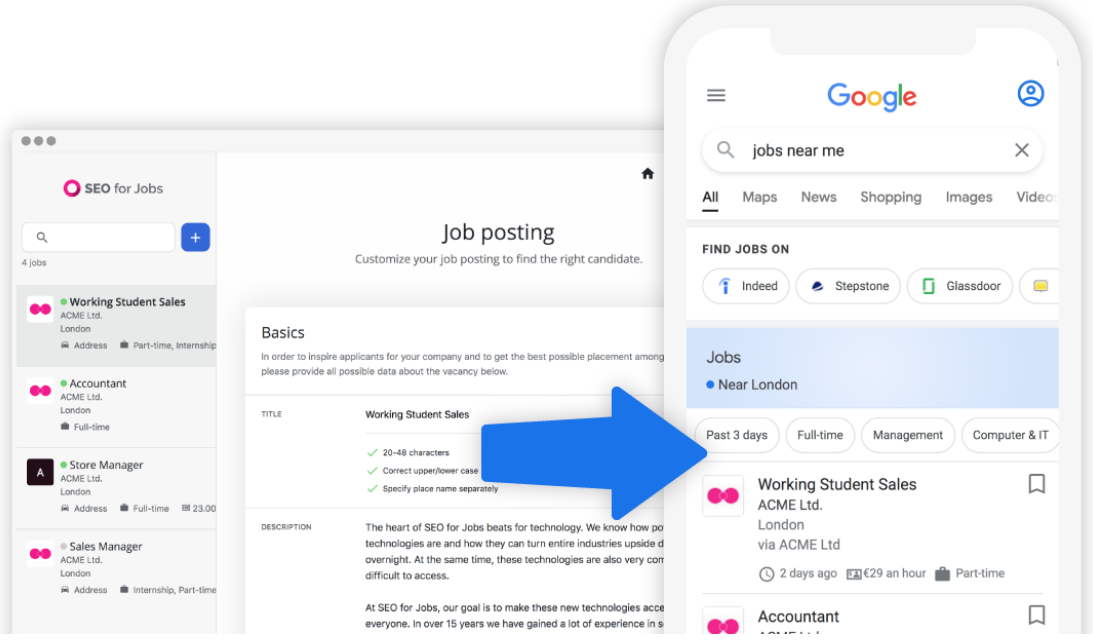
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Here’s how job postings end up on Google even without your own website

SEO for Jobs—a software company based in Hamburg—specializes in Google’s job search. Job postings can be created from your own computer using an online form. No software installation is required, as everything is managed through your web browser.

Once all the key information—such as the job title and job description—has been entered, the job posting is published on Google for Jobs with the click of a button.

If candidates are interested in the advertised position, they are typically redirected to the company’s website. If the company doesn’t have its own website, SEO for Jobs offers additional options. In addition to a link to a website, users can alternatively upload a PDF or provide an email address that potential applicants can contact.



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Who is this for?

Many small businesses, doctors, or even institutions such as daycare centers or nursing homes often do not have their own website. But even there, employers are desperately seeking workers. “Paradoxically, it’s precisely mini-jobs, apprenticeships, and temporary and part-time positions that are the top search terms on Google for Jobs,” says Patrick Schmidt, founder of SEO for Jobs, “and smaller companies in particular often offer exactly these kinds of positions.”

Perhaps SEO for Jobs can help ease this tension and bring supply and demand together.



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