

Use Google for Jobs now even without your own website

For some time now, Google has been displaying job ads directly on the first hit page if they match the search query. This function is called "Google for Jobs".

In order for the job advertisement of one's own company to appear on Google for Jobs, it is usually necessary to have one's own website. This is made more difficult by the fact that the website must also fulfil [special requirements](#).

This means that small businesses in particular are often unable to benefit from Google for Jobs - even though training positions and temporary jobs are among the most frequent search queries.

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How do the job ads get to Google?

The search engine giant is constantly searching the Internet for new information and websites. If a web page is found that contains a job ad, it is added to the index and can later be displayed as a search result.

The job advertisements of large job boards are also found in this way. The prerequisite for this is, of course, that a job advertisement has been booked there, which can quickly cost several hundred euros.

Thus the job advertisements come also without own web page to Google

SEO for Jobs - a software manufacturer from Hamburg - has specialized in the job search of Google. Over an on-line form job advertisements can be provided from the own computer. The installation of a software is not necessary, since everything can be served over the Internetbrowser.

After all important information such as job title and job description are deposited, the job advertisement is published by push of a button with Google for jobs.

If candidates are interested in the advertised position, they are usually directed to the company's website. If no own website is available, SEO for Jobs offers further options. In addition to a link to the website, a PDF can alternatively be deposited or an email address can be given to which the potential applicant can contact.



For whom is this interesting?

Many small businesses, doctors or even institutions such as kindergartens or nursing homes often do not have their own website. But even there, workers are desperately sought. "Paradoxically, just mini-jobs, apprenticeships and temporary and part-time jobs are the top search terms on Google for Jobs" says Patrick Schmidt, founder of SEO for Jobs "and just smaller companies often offer exactly these types of jobs."

Perhaps SEO for Jobs can ease the tension in this conflict and bring supply and demand together.



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