

# 5 THINGS

YOU NEED TO KNOW ABOUT

# Google for Jobs



**1** It's a **FREE** way to have your job postings seen by **greater numbers** of job seekers.

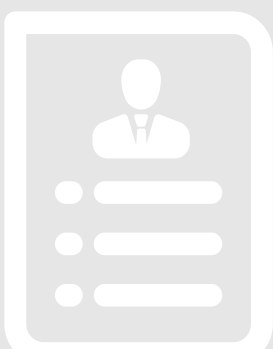


**2** It provides *additional brand exposure* because your **company logo** is included with your listing and it links back to your careers page.

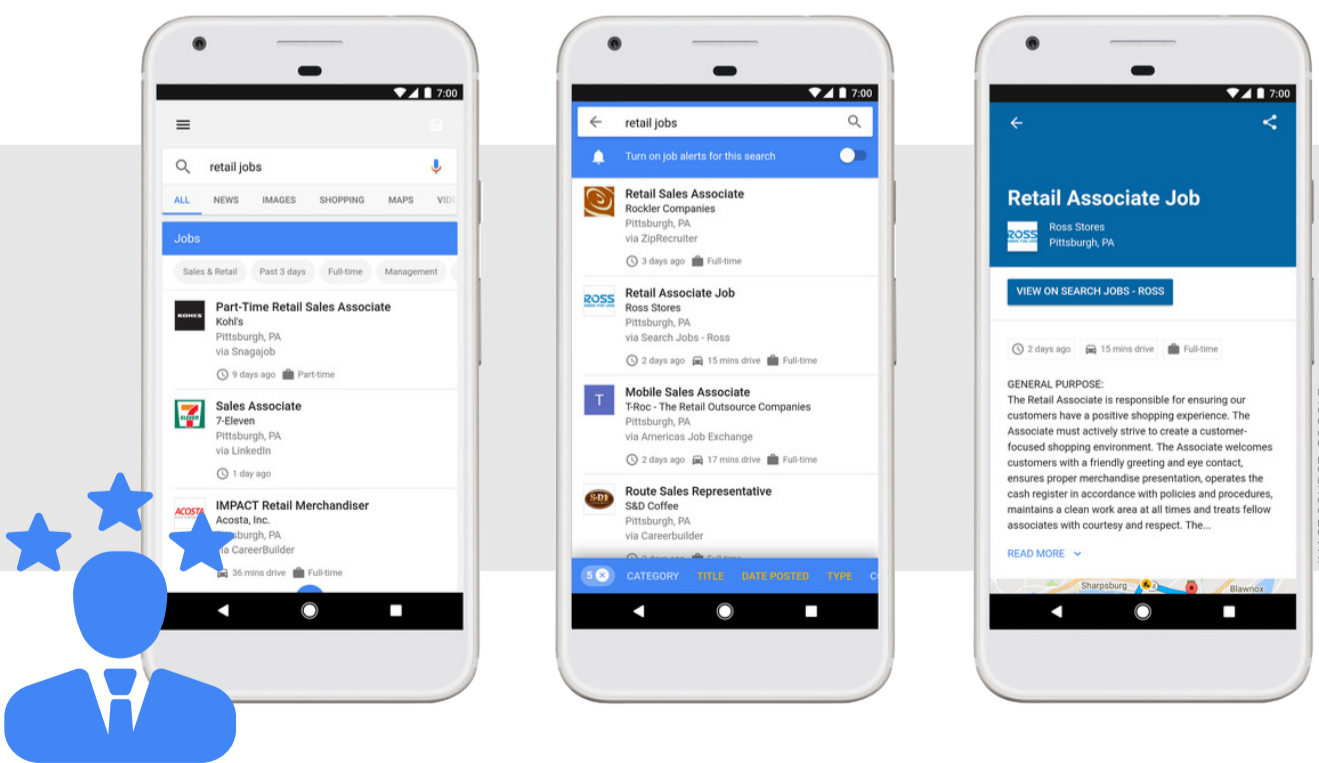
**3** There are **TWO** ways to get your job postings found by Google for Jobs.

- *Integrate* your careers page with Google.
- Post your jobs on a career site that has integrated with Google.

**4** **GOOGLE** wants job postings that are very thorough. The **more information** you provide about the job, the **better the chances** are that it will show up in a Google job search.



**5** It may **eliminate** or **greatly REDUCE** the need to pay to post jobs on job sites, but you may want to prepare your 2018 recruiting budget for the cost-per-click advertising model Google is so famous for.



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