Looking for a job has never been easier.

In June 2017, Google announced Google for Jobs which is a new enhanced jobs search engine utilizing Google’s deep knowledge in AI and machine learning.

And with this move, Google has officially entered the recruitment market.
By using machine learning and artificial intelligence, Google will deliver job seekers more refined searches.

Job seekers can now explore employment opportunities across industries, locations, categories, wage, and even by accessibility to public transportation to deliver highly personalized results.
What is Google for Jobs?

Google now has its own job search feature built right into their platform. Now, when job seekers go to Google a job, Google will supply results from a range of job listing sites including Web Scribble.
Once the job seeker select the job they’re interested in, they will be brought to the job board that provided the listing.
1. **Google launched Cloud Jobs API to make job searching more user friendly.**

From a more technical standpoint, Google has implemented applied machine learning to provide highly intelligent job matching. This solves a major language gap that exists between job seekers and employers.

By using previous user behavior, Google can prevent mismatched job results. And, the more a job seeker searches, the better the results become.

2. **The job search experience and how jobs appear on Google has changed dramatically.**

From a more technical standpoint, Google has released a specific way of marking up jobs. Structuring job postings in a certain way then makes them eligible to appear in the Google Jobs results.
What does this mean for employers?

More inbound organic traffic
A select few job boards previously dominated the organic Google search results, but the new job search tools built into Google search with targeted and relevant jobs helps to level the playing field across many additional job sites fed into a single job search experience.

More qualified candidates
With Google’s machine learning capabilities, job seekers will be able segment and refine their job search like never before. By specifying additional parameters like salary, location, and even access to public transportation, job seekers are better matched to jobs.

Higher conversion rates
As Google continues to learn about the job seeker, better matched jobs will be given to the job seeker. When candidates can connect to the opportunities they’re looking for, conversion rates go up.
Job boards and career centers powered by Web Scribble can now take advantage of the full integration with Google for Jobs and be listed within search immediately. With Web Scribble, you can drive highly targeted, qualified candidates to your job board and deliver more value to employers.

- 43% of job seekers search using at least one job board (Jobvite)
- 51% of employees are currently considering a new job (Gallup)
- 79% of job seekers use social media in their job search (Inc.com)
Want to have your jobs listed on Google? Set up a consultation and see how a career center powered by Web Scribble can help.

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