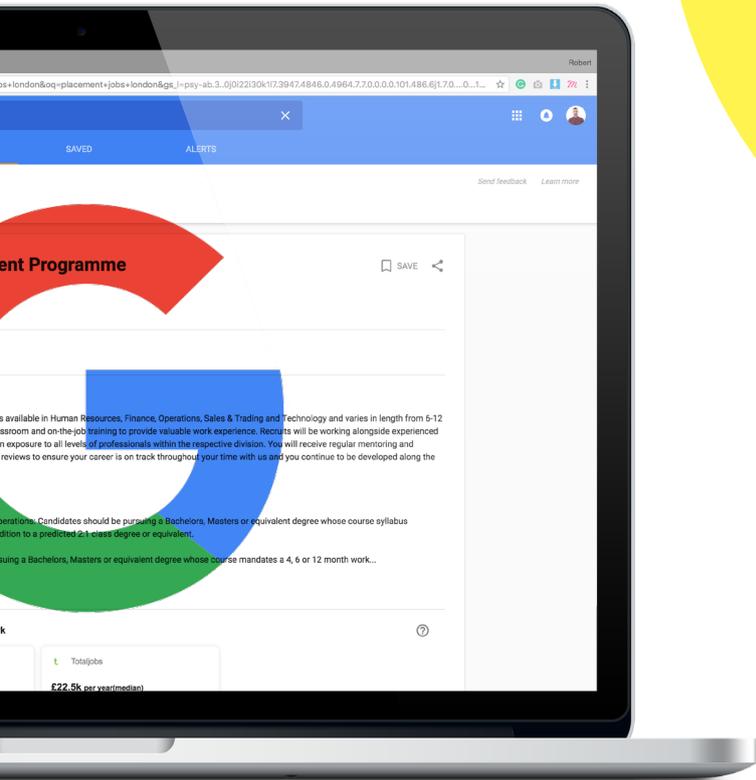


**RMP**ENTERPRISE

A GUIDE TO

**MAXIMISING YOUR JOB  
ADVERT'S SUCCESS  
ON GOOGLE FOR JOBS**

*Jobs added to  
**RateMyPlacement.co.uk** &  
**RateMyApprenticeship.co.uk**  
will also feature on  
Google for Jobs.*



## WHAT IS GOOGLE FOR JOBS?

Google for Jobs is a new dimension of the job search experience. The world's biggest search engine now incorporates job adverts on its search results pages. Searching for any type of job title will bring up the Google for Jobs box at the top of the search results page, allowing users to directly access job listings without leaving the first page of Google. Users can also filter their job search down by location, salary, employer or type of role before being taken directly to the job description on external websites, where they can go on to apply.

## WHY DO I NEED TO KNOW THIS?

With Google the latest to create an aggregate, mass-market jobs board, it's important for you to know that jobs added to RateMyPlacement.co.uk and RateMyApprenticeship.co.uk will also feature on Google for Jobs. We think it's important that young people have the opportunity to access work experience schemes through this new avenue, especially as search behaviours evolve.

## How can you best utilise Google for Jobs through your exposure on **RateMyPlacement.co.uk** & **RateMyApprenticeship.co.uk**?

We've created this mini guide to share you in our top tips for ensuring your job advertisement on RateMyPlacement.co.uk & RateMyApprenticeship.co.uk is being seen favourably on Google for Jobs.



### **SALARY:**

Google for Jobs looks favourably upon jobs which have a salary. It's important to add salary data to your jobs - either an exact figure or using

salary bands - as much as possible so that your job ranks higher.

**Avoid** putting 'competitive' salary, it's something that Google for Jobs does not recognise, and will either show the job role without salary data, or as paying '£0 a year', which won't appeal to students and school leavers! If you leave salary data as 'Competitive', Google will also try and pull in salary data from other sources which are out of our control and may well be incorrect.



### **JOB TITLES:**

Use simple, recognisable job titles that relate directly to the role you are advertising. Each job title should look to include either 'placement',

'internship', 'insight' or 'vacation scheme' on RateMyPlacement.co.uk, or 'Level X apprenticeship', 'school leaver programme' etc on RateMyApprenticeship.co.uk.

**Avoid** generic terms such as 'Marketing Assistant' as this will appear on mass searches and attract less-relevant candidates for your specific undergraduate or school leaver programmes.



### **INDIVIDUAL JOB LISTINGS:**

Each job listing needs to relate to individual jobs. If a company has 20 different roles, there should now be 20 different

job listings differentiating them.

**Avoid** one generic job listing stating 'apply to 20 different roles' as it's unlikely that Google for Jobs will rank this as it does not mimic natural job search behaviour.



### **JOB DESCRIPTION:**

Use words in your job descriptions that Google expects to see, so a 'Software Developer Internship' role would

include software and computing related terms within it.

A good job description would also include a breakdown of job responsibilities, a list of benefits, what the employer is looking for in a candidate and a small description about the company.

**Avoid** generic content across all roles! You should be specific to ensure your role is recognised by Google by as many relevant search terms as possible. You should also look to add the description of your company below the rest of the job description.



### **LOCATION:**

Google for Jobs relies on local search, therefore being specific about the locations of your roles is important. Having multiple locations per role is OK

as Google will choose the relevant area that's closest to the user who is searching.

**Avoid** 'Offices Nationwide' as it means nothing to Google and therefore won't be picked up on their platform.

## If I can advertise on Google for Jobs does that mean I don't need to advertise on RateMyPlacement.co.uk & RateMyApprenticeship.co.uk?

**No! Incorrect.** Google for Jobs pulls through job listings directly from websites, therefore you'll need to host your roles somewhere for Google to find them. RateMyPlacement.co.uk & RateMyApprenticeship.co.uk are also both niche websites which target highly specific audiences.

Here's three reasons why it's even more important to advertise your roles with us:

### **NICHE AUDIENCE:**

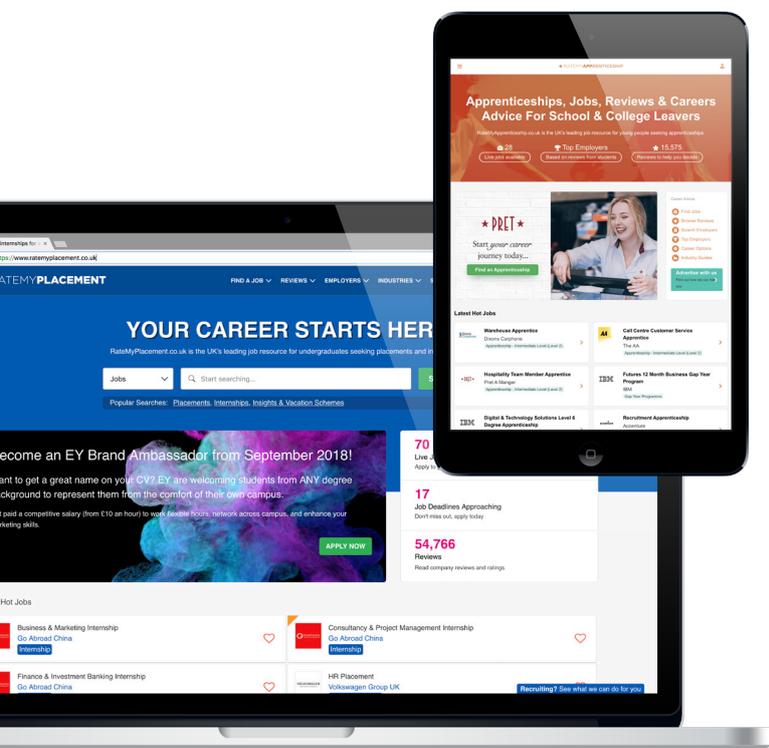
Google has a mass audience, which presents a challenge when trying to fill student and school leaver programmes designed for specific demographics. RateMyPlacement.co.uk and RateMyApprenticeship.co.uk are both niche jobs boards, targeting 100% relevant candidates for your specific roles. This means you save time and effort from sifting through applications from the wrong audience, as well as ensuring quality.

### **USER EXPERIENCE:**

Google adds any jobs it can find into the tool and this can be confusing to the user. Searching for 'internships' returns many jobs, some which are £8 per hour, some five month internships and some unpaid. The open, mass market nature of Google makes it clunkier for users compared to RateMyPlacement for example, which has summer internships for 4-12 weeks which align with term time and are specially designed for first and second year undergraduates.

### **PLACEMENT ROLES:**

The term 'placement' is not known to Google so it won't always bring up jobs unless the keyword 'jobs' is used in the search too. All placements on RateMyPlacement are year-long or sandwich placements for university students, which have a minimum 48-week duration to ensure students get accredited for their placement as part of their degree course. Google doesn't recognise this and therefore may present roles which wouldn't qualify for accreditation.



# RMPENTERPRISE

**We offer digital and face-to-face solutions to ensure employers attract the best early talent.**

Over the past ten years, we have helped employers engage with millions of 14-24 year olds across a range of products and services.

## ★ RATEMYPLACEMENT

RateMyPlacement is the UK's leading jobs board and resource hub for university students searching for undergraduate work experience, including placements, internships and insight days.

**3 million visitors a year**  
**50,000 student-written reviews**  
**100,000+ student database**

## ★ ON-CAMPUSPROMOTIONS

On-Campus Promotions helps employers promote their opportunities using a multi-channel approach, including Brand Ambassadors, Campus Events and digital campaigns to engage the best talent from target universities.

**Over 900 Brand Ambassadors**  
**45 Campus and Digital campaigns**

## ★ RATEMYAPPRENTICESHIP

Aimed at 14-18 year olds, RateMyApprenticeship.co.uk is the UK's fastest growing website for young people considering apprenticeship and school leaver opportunities.

**100,000 visitors each month**  
**15,000 reviews from apprentices**  
**70,000+ student database**

## ∞ RMPCONNECT

RMP Connect's innovative software enables early talent recruiters to engage and convert interested students into hires and measure the effectiveness of their attraction activities.

**Create targeted communications**  
**Make data-driven decisions**  
**Improve ROI**

[www.rmpenterprise.co.uk](http://www.rmpenterprise.co.uk)