

Google Jobs Markup & Implementation

Purpose:

Adding rich text (code) to your job listing page allows Google and other search engines to index your page faster. Pages with rich text code are more likely to appear in AI search. Some job listing platforms, like Indeed, will also pick up listings with rich text code.

The easiest way to do any of this markup is to ask whoever built your website to help you do it (unless that person was you, in which case it's exactly the same). Explain that you want to add rich text markup to your job listing to make it easy for search engines to index. Use the explanations in this handout to be sure you have the right information ready to go.

Basics of the Code:

Technically, what we're discussing is structured data code. Very specifically, it is the Google Job Search schema using JSON-LD code. All you need to know is that this means the information is structured in a certain way that will be the same no matter who is posting it – making it easy for search engines or other platforms to find the information then present it in a way that matches their formatting.

Go to Google. Enter “LNA Jobs in Vermont”. You should see a search results section of job listings that is formatted differently from the other search results. This is an example of Google using rich text code to pull information into its own display.

For this system to work for your job postings, three things need to happen:

1. Writing the correct code
2. Putting that code where Google (and other search engines) will find it
3. Making sure Google looks for it

Write the Code:

The code you are going to write is a computer language version of the kind of basic forms we fill out all the time. There's a field for the title of your job, the name of your organization, the location, and so on. The trick is that it needs to look exactly the same no matter who writes it. For example, you can't have one person creating a field for “organization”, another calling that a “business”, and a third labeling it “employer”.

The required information for Google Jobs Listings includes:

- “hiringOrganization” with employer name
- “identifier” for an internal job ID
- “validThrough” so Google knows when the posting expires
- “employmentType” such as FULL_TIME or PART_TIME
- “baseSalary” with currency, value, and unit
- “jobLocation” containing full address details
- experience and education requirements when relevant

This information then gets converted into language the computer can read, which looks something like this. [The full example here](#) and this handout will make more sense if you have the document open to refer to while you read.

```
"title": "Licensed Nursing Assistant (LNA)
Trainee",
"description": "<p>Full job description
here...</p>",
"datePosted": "2026-04-14",
"validThrough": "2026-05-14T23:59",
"employmentType": "FULL_TIME",
"identifier": {
"@type": "PropertyValue",
"name": "Example Facility",
"value": "LNA-TRAINEE-2026-01"
},
```

You can create this code without learning what every last bit of punctuation means. One way is to take the sample code from the link above and fill in the blanks. The handout includes prompts on what each section is looking for.

A potentially simpler way is to use AI. Enter this prompt:

“Act as a hiring manager for a skilled nursing facility. I need the complete Google Jobs schema code in valid JSON-LD for a job posting page. Include all required and recommended fields available from the posting, including title, description, identifier, datePosted, validThrough, employmentType, hiringOrganization, jobLocation, directApply, and url. If applicable, include logo and website information. **Ask me one question at a time until all required details are collected.** Once complete, output only the final code block, ready to paste into the website.”

Add the Code to Your Website:

Before adding the code that you created in the last section to your website, you need to ensure that the site, and the visible page with the relevant job listing, are set up in a way that makes it easy for search engines to navigate:

- Create one dedicated webpage per open job. You will put JobPosting markup on the single-job page, not on a search-results or general “Careers” listing page.
- Keep the application path visible and accessible without forcing candidates to log in just to read the job details.
- Remove or update expired jobs quickly. The expiration will be reflected in the `validThrough` value.
- Make sure the visible page matches the markup **exactly** — especially title, pay range, location, and whether the job is still open.

The code you developed in the previous section *will not* be visible to regular visitors to your site. This code is for browsers / search engines to read. It usually lives (invisibly) in the header of a webpage, or `<head>`. If you refer to [the handout](#), the code at the top is explaining this to the search engine. A rough translation of the relevant directions:

```
<script type="application/ld+json">
```

This code signals to the search engine that it is about to find structured data designed to be read but not displayed on the page.

```
“@context”: https://schema.org/,  
“@type”: “JobPosting”,
```

This code is further informing the search engine that the data it will find is using a specific vocabulary for a Job Posting.

The steps to enter this code block will depend on what website platform you are using. Search for how to enter JSON-LD header code on specific pages on your site. You want the answer you find to contain the following characteristics:

- Instructions are specific to the system you’re using – e.g. Squarespace, WordPress, Wix, etc. If you have a platform that uses plugins, check which are installed
- The example code has a `<script> </script>` format

- The instructions may also refer to this as entering an html script tag
- The code is entered onto individual page headers, not a master field that applies to the entire site

Once you have added the code, you can check if you've done it correctly by going to search.google.com/test/rich-results and entering the URL for the page you want to check. Look for 'Job Postings' under 'Detected Structured Data'.

Tell Google to Look for Your Code

Search engines will eventually find your code, but it could take some time. You want the Google job listings function to display any open job opportunities as soon as they are posted. Google offers a free tool for this called Search Console and it is found here: search.google.com/search-console

Google Search Console requires verification that you own a domain. You may already have Search Console set up for your site. If you do not, start the process before you need to use it (aka, now) so that you don't run into delays.