Indeed User Guide



Vendor Profile

Indeed

Website: www.indeed.com
Media Type: Job board

Targeted Positions: Academic and University Staff Market Reach: National, Regional, State, Local

Agreement

Indeed automatically scrapes jobs.wisc.edu daily at no cost.

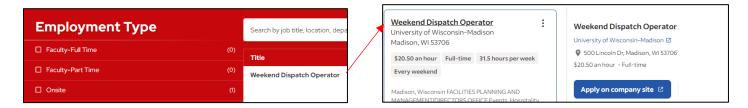
How Jobs Are Posted to Indeed

Organic Job Aggregation

Indeed.com scrapes all jobs that are posted to jobs.wisc.edu through a process that is called organic job aggregation. Through this process, Indeed mimics the jobs as they appear on our website. This ensures automatic updates if positions are edited at a later time in jobs.wisc.edu.

Generally, jobs are scraped daily and will remain on Indeed for as long as the jobs are posted on jobs.wisc.edu. Schools, colleges, and divisions don't need to pay for positions that are posted through Indeed's organic job aggregation process unless there is a need to sponsor the job on Indeed Central to increase visibility.

Illustration of organic job aggregation from jobs.wisc.edu to Indeed.com:

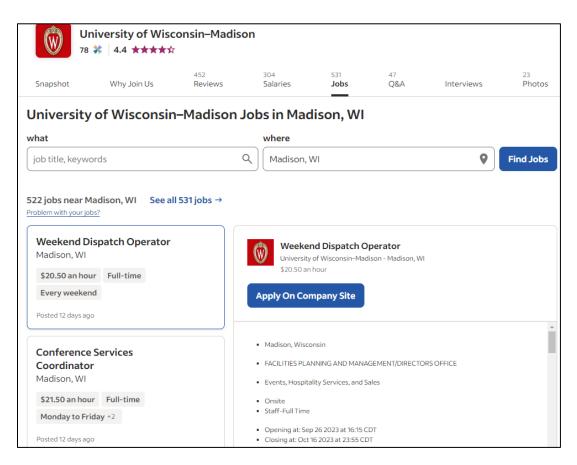


How Candidates Interact with Positions

Once positions are aggregated or scraped by Indeed, candidates can find the position when they search for specific keywords; for example, "Research". Returned search results are matched to the search terms candidates entered and are sorted by relevance as well as the date the job was posted.

When an applicant clicks on a UW-Madison posting and wants to apply, they must click on the "Apply on Company Site" button. The applicant will then be redirected to the jobs.wisc.edu posting for application completion.





Candidates can also find positions by browsing the University of Wisconsin-Madison's company page on Indeed: www.indeed.com/cmp/University-of-Wisconsin-madison

How Jobs are Sponsored on Indeed

When candidates visit Indeed to conduct their job search, they enter the type of job, a keyword, and/or a location. The search results they see are a combination of organic job listings (jobs that are aggregated by Indeed's search engine) and sponsored jobs (jobs that are promoted by the employer).

Since Indeed indexes jobs by date and relevance, units can expect that after a few days, the job postings will move to secondary pages in the search results for candidates. Indeed provides the option of sponsoring a job, which ensures that jobs always remain highly visible within the search results.

Details on how to sponsor a job can be found on the Recruitment Toolkit document titled, "Sponsoring a Job on Indeed."

What are Sponsored Jobs?

Sponsored Jobs are located at the top and bottom of every page. By sponsoring your job in Indeed Central, they will receive more clicks and visibility and remain higher in the page order than other non-sponsored jobs. When someone searches for a job on Indeed, Sponsored Jobs are highlighted in search results.

