Vendor Profile
Indeed
Website: www.indeed.com
Media Type: Job board
Targeted Positions: Academic and University Staff
Market Reach: National, Regional, State, Local
Contact: Andy Paar, 414-687-2406, andyp@indeed.com

Agreement
Indeed automatically aggregates jobs.wisc.edu daily at no cost. Indeed has a pay-per-click pricing model for all sponsored jobs. Refer to pages 2 and 3 for information on job sponsorship.

About Indeed
Indeed.com is a worldwide employment-related search engine for job listings. The site aggregates job listings from thousands of websites, including job boards, staffing firms, associations, and company career pages. In our case, Indeed.com aggregates all the positions that are actively posted on jobs.wisc.edu.

How Jobs Are Posted to Indeed.com
Organic Job Aggregation
Indeed.com captures all the jobs that are actively posted on jobs.wisc.edu through a process that is called organic job aggregation. Through this process Indeed.com mimics the jobs as they appear in our website, this ensures automatic updates if positions are edited at a later time in jobs.wisc.edu. This is an automatic process; no action is required from you or your unit to post your jobs on Indeed.

Generally, jobs are scraped daily and will remain on Indeed for as long as the jobs are posted on jobs.wisc.edu. Units don’t need to pay for positions that are posted through Indeed’s organic job aggregation process, unless the unit would like to sponsor the job to increase visibility.

Details on Sponsored Jobs can be found on page 3.

Illustration of organic job aggregation from jobs.wisc.edu to Indeed.com:
How Candidates Interact With Positions

Once positions are aggregated by Indeed, candidates are able to find the position when they search for specific keywords; for example, “Financial Specialist”. 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.

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

Information that a candidate can view on Indeed.com includes exactly what an applicant can see on jobs.wisc.edu. Indeed.com mimics the posting.

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

How Jobs are Sponsored on Indeed.com

When candidates visit Indeed.com to conduct their job search they begin by entering the type of job they are looking for and/or where they would like to work. 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.com 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.com provides the option of sponsoring a job, which ensures that jobs always remain highly visible within the search results.

What are Sponsored Jobs?

Sponsored Jobs are located at the top and bottom of every page. By sponsoring your jobs, they will receive more clicks, more 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 and receive greater visibility than free (aggregated) job listings.
Illustration of organic job aggregation and sponsored jobs in a search on Indeed:

How to Post a Sponsored Job

Jobs are sponsored via your Indeed Central account. You decide how much to spend. In this way, you can craft recruitment campaigns, track your return on investment and reach the widest audience of qualified job seekers. One position campaign with Indeed averages a budget of $250.00.

Please refer to the “Sponsoring a Job on Indeed Central” help doc on the TRE Toolkit for more information.