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 button titled, “Apply on Company Site.” 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](http://www.indeed.com/cmp/University-of-Wisconsin--madison)

**How Jobs are Sponsored on Indeed**

When candidates visit Indeed to conduct their job search they begin by entering the type of job or a keyword and 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 Central](https://www.indeed.com/cmp/University-of-Wisconsin--madison) 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 Central.”

**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, 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.