



# jobbird

Onboarding Document  
[Jobbird.com](http://Jobbird.com)



Follow these 5 steps to get ready for posting your jobs on [Jobbird.com](https://www.jobbird.com). If you implement the following steps [you will receive the best quality traffic for your vacancies.](#)

## 1. Optimization Tips

- Use a clear job title without adding too much other information.
- Include as much data as possible regarding the job. Fields like category, industry, salary and location fields will increase its visibility on Jobbird.com
- The more information you provide, the better the results we will deliver.

## 2. Use Easy Apply

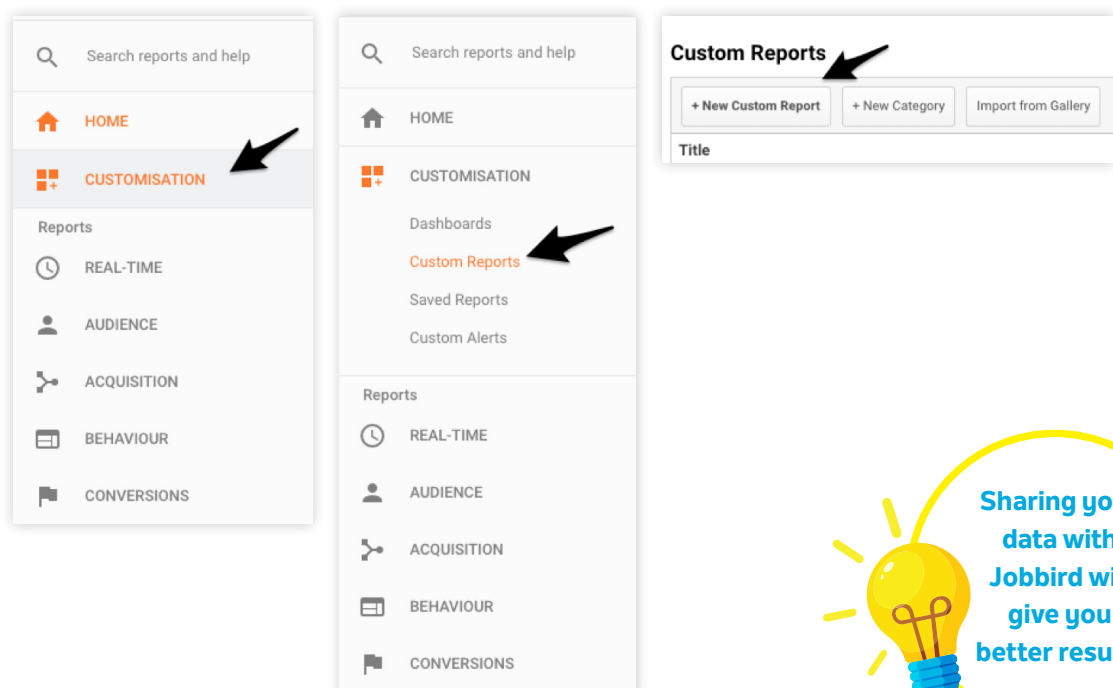
With Easy Apply we make it as easy as possible for candidates to complete a job application. The advantage of Easy Apply is that the conversion rate is higher than an external apply. This is due to the fact that a candidate prefers to stay within the (trusted) Jobbird platform and their journey is optimised. When a candidate is forced to go through an external website, this disrupts their flow and they will be more reluctant to finish the application process. If you choose not to use our Easy Apply service, we recommend that you follow the instructions on the following step and create a dashboard.

## 3. Jobbird connected to your Google Analytics Dashboard

When you provide us an insight into the traffic we deliver, we can optimise the feed if necessary. With the insights that Google Analytics provides us, Jobbird is able to optimise your campaigns and provide you with additional and more qualified candidates for your vacancies. This dashboard only concerns the traffic coming from Jobbird.com and will disclose no additional information. Complete the following steps in Google Analytics to build a custom dashboard.

1. Go to <https://analytics.google.com/analytics/web/> and log in

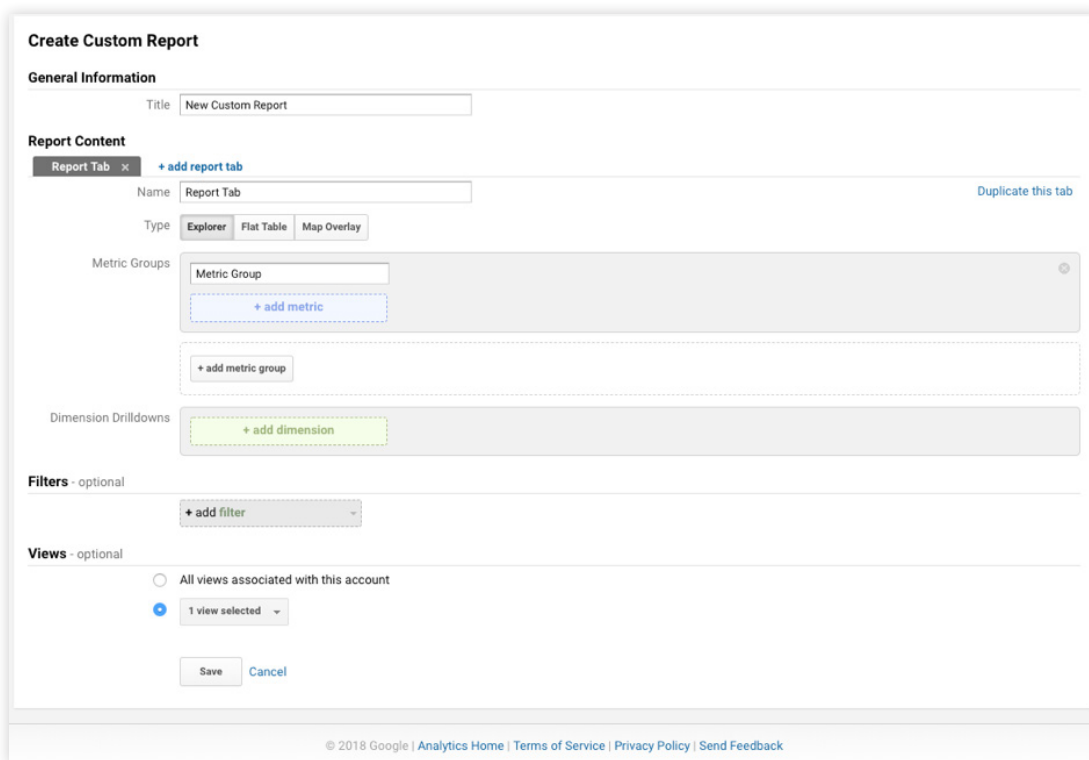
2. Click on the tab Customisation → Custom Reports → Create New Custom Report



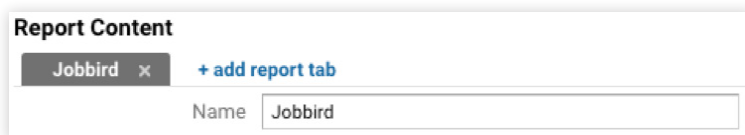
The image shows three screenshots of the Google Analytics interface. The first screenshot shows the 'CUSTOMISATION' menu item highlighted with a black arrow. The second screenshot shows the 'Custom Reports' menu item highlighted with a black arrow. The third screenshot shows the 'Custom Reports' page with the '+ New Custom Report' button highlighted by a black arrow.



3. The 'Create Custom report' screen will now appear. Here you will be able to create a new dashboard. Use a naming convention like [Company Name] - Traffic Jobbird for the title



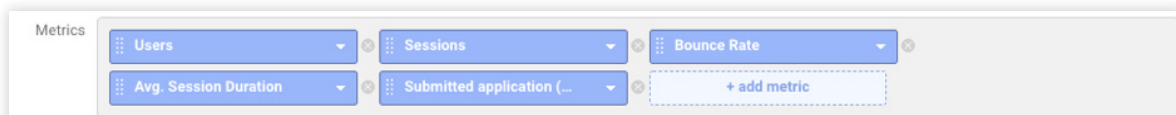
4. Fill in the name of the report: Jobbird



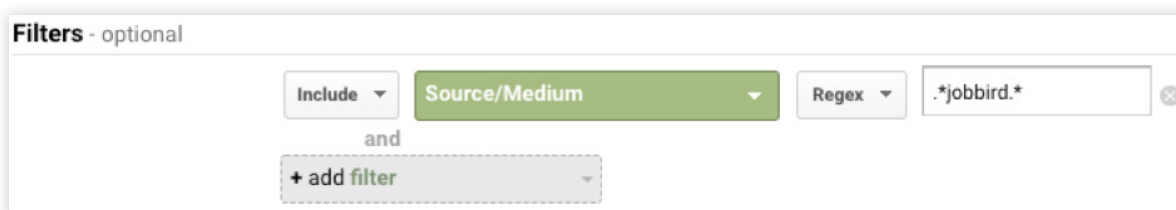
5. Select the type "Flat Table"



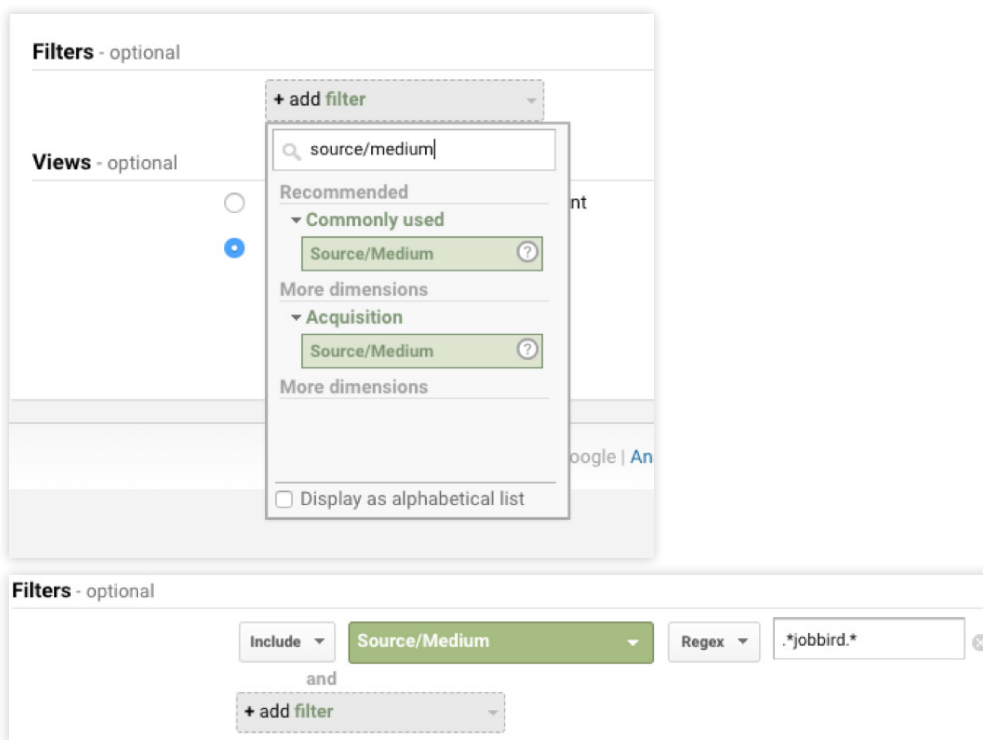
6. Add the following metrics: Users, Sessions, Bounce Rate, Avg. Session Duration and Number of Applications



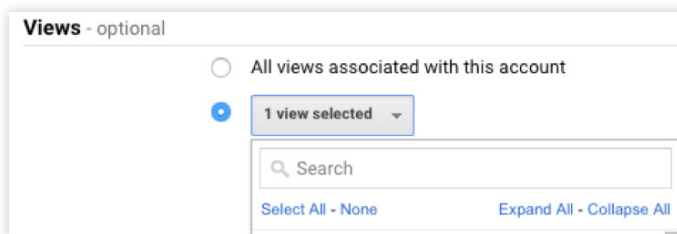
7. Add "Source/Medium" as the dimension



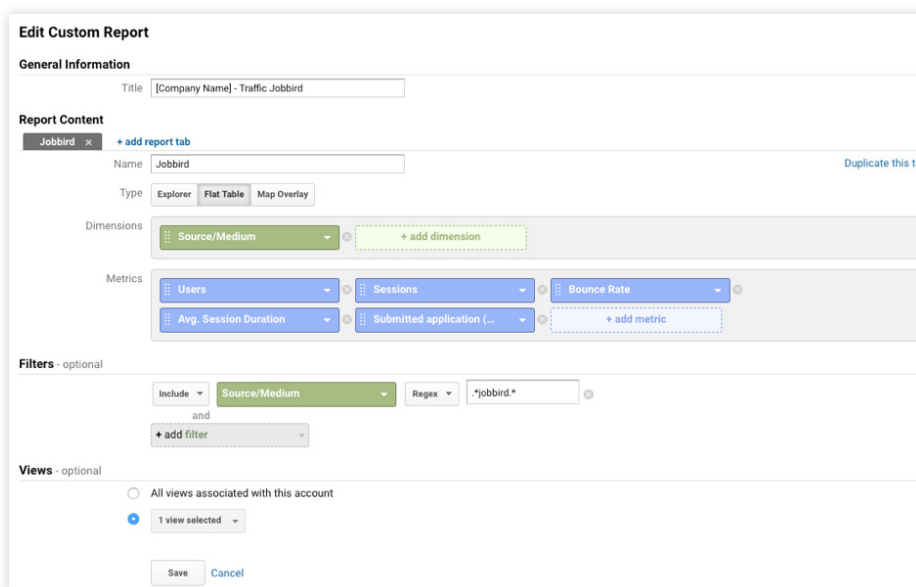
8. Filters → Add filter and select “source/medium”. Set up the filter with “regex” and use “.\*jobbird.\*” (This filter ensures that the dashboard will only include traffic from Jobbird). See the screenshot below for the right filter settings



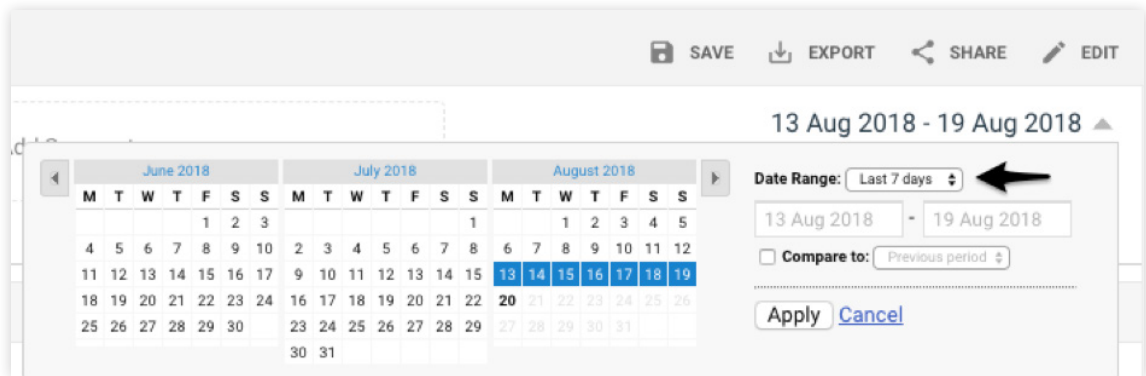
9. Views → select the view you will use for your analysis:



10. Click on save → now you will see the custom report you have created. Below you will find what the report should look like:

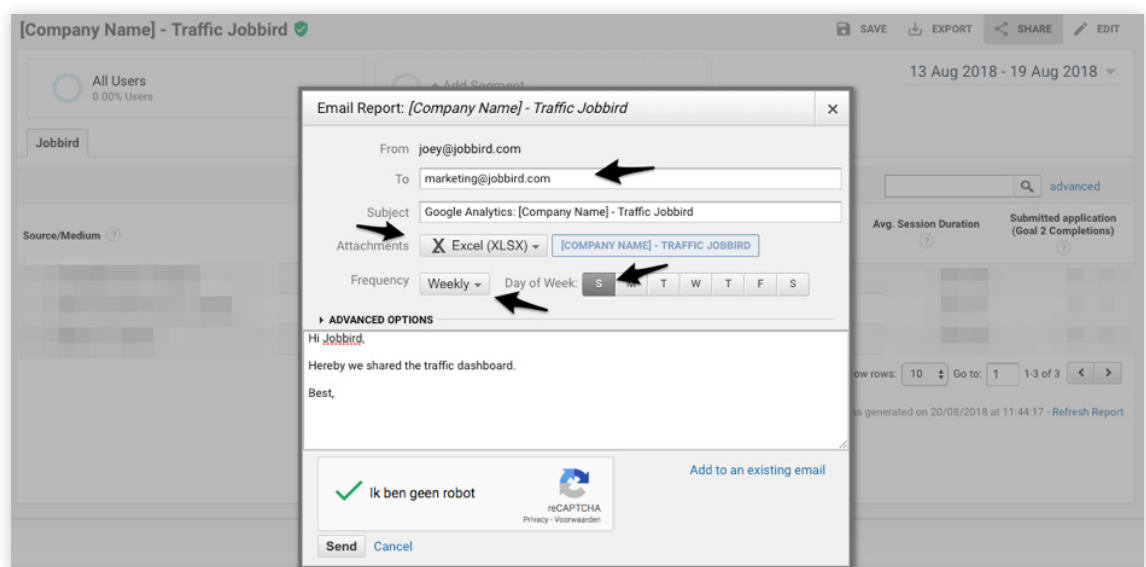


**11.** Adjust the date range to 'Last 7 days'



**12.** Share the dashboard with Jobbird automatically. You will only need to set it up once and the data will then be shared to Jobbird on a weekly basis. Please follow the steps below in order to complete the setup.

1. Please click 'share' on the top right of your screen.
2. Send it to [marketing@jobbird.com](mailto:marketing@jobbird.com)
3. Attachment: Excel (XLSX)
4. Frequency: Weekly
5. Day of the week: Sunday
6. Write a short text
7. Confirm the captcha
8. Send



**4. Provide your position groups and positions**

For the best mapping and visibility of your vacancies on Jobbird, we recommend that you provide a list with all the industries and job titles you use. It is our preference that you supply the list in XML.

## 5. How to add jobs in your XML Feed

The easiest way to place your vacancies on Jobbird is via an XML feed. The more information you provide the better results you will receive.

### An XML feed example

The fields in **red** are required, other fields are optional but strongly recommended:

```
<?xml version="1.0" encoding="utf-8"?>
<source>
<publisher>Example Job Site</publisher>
<publisherurl>http://www.examplejobsite.com</publisherurl>
<lastBuildDate>Fri, 10 Dec 2008 22:49:39 GMT</lastBuildDate>
<job>
<title><![CDATA[Sales Executive]]></title>
<startDate><![CDATA[2019-12-30]]></startDate> //The date the vacancy was published
<endDate><![CDATA[2019-12-30]]></endDate> //The date the vacancy will go offline
<referencenumber><![CDATA[unique123131]]></referencenumber>
<ApplyUrl><![CDATA[http://www.examplejobsite.com/viewjob.cfm?jobid=unique123131]]></ApplyUrl>
//The url to the application form
<VacancyUrl><![CDATA[http://www.examplejobsite.com/viewjob.cfm?jobid=unique123131]]></
VacancyUrl> //The url to the job detail page
<company><![CDATA[Big ABC Corporation]]></company>
<city><![CDATA[Phoenix]]></city>
<state><![CDATA[AZ]]></state>
<country><![CDATA[US]]></country>
<postalcode><![CDATA[85003]]></postalcode>
<description><![CDATA[Do you have 1-3 years of sales experience? Are you relentless at closing the
deal? Are you ready for an exciting and high-speed career in sales? If so, we want to hear from you!
[...]]></description>
<salary><![CDATA[$50K per year]]></salary>
<education><![CDATA[Bachelors]]></education>
<jobtype><![CDATA[fulltime, parttime]]></jobtype>
<positionGroup><![CDATA[Category1, Category2, CategoryN]]></positionGroup>
<experience><![CDATA[5+ years]]></experience>
<position><![CDATA[Engineer]]></position>
</job>
[...]
```

We offer an attractive package deal, including a competitive salary, stock options and an attractive benefits package. As a fast-growing business, we offer excellent opportunities for exciting and challenging work. As our company continues to grow, you can expect unlimited career advancement!

## Requirements

- All information about the jobs must be placed within the CDATA sections to prevent issues with the processing of your XML feed.
- The feed **MUST** contain all open vacancies, not just jobs that have been added since the last request for a feed. Jobs that are not included in your feed will be removed from our search results.
- The reference number given for each vacancy must be unique.

## Encoding of characters

- Use UTF-8 encoding in all cases. Your system administrator could assist you in setting this up.
- If you do not specify the correct encoding, it is possible that your vacancies will be posted with strange characters in either title or summary.

## Jobbird general use policy

- If you do not meet the following requirements, your feed will be cancelled without notice and the job ads will be removed from our search results:
- All vacancies that are included in your XML feed should only appear on your website. You are **not** allowed to include vacancies from other job boards in your XML feed.
- No vacancies should be included in your XML feed that are already closed or otherwise outdated.
- Jobbird reserves the right, without prior notice, to reject or remove job placements in any way it sees fit.

## Feed updates & delivery

- The feed should be available on a HTTP location and available 24/7, updated multiple times per day.
- We recommend that you use zip or gzip for your feed.
- If necessary, use HTTP authentication to keep feeds private instead of limiting access by IP address (which are subject to change).

