As a manufacturer, you’re already well aware that finding skilled labor is tough.

WE DON’T NEED to go into the reasons as you’ve heard them all. Instead, in this issue and the next, we’re covering how you can use marketing – and great messaging! – to attract prospective job searchers.

In this week’s issue (Part I), you’ll find the nuts and bolts of online job searches, including how Google for Jobs works, as well as the pros and cons of five marketing strategies you can use to promote your job listings.

In next week’s issue (Part II), you’ll learn about the benefits of developing intergenerational workforces – aka hiring and retaining older workers who work alongside and mentor younger workers and vice versa.

– Dianna Huff, Editor and Rachel Cunliffe, Designer

PS from Dianna – I’m attending IMTS and will be in town W - Th - F. If you’re attending or exhibiting, let me know. I’d love to meet up with you!

Weekly Sponsorship Opportunities Now Available

We’re pleased to announce weekly exclusive sponsorships of the magazine. Since the magazine is still very new and growing, we’re offering ground floor pricing from now until December.

Each sponsorship includes a brief text ad with your message and a link to your website – both in the email and the PDF. Back issues are archived online, so people will see your ad indefinitely.

Sponsorship is $50 per issue or $175 for 4 issues. Each issue will have one exclusive sponsor only.

Interested? Email dianna@huffindustrialmarketing.com
IN BRIEF

- He’s 96 years young. John Goodenough, lithium ion battery inventor, wants to solve battery life problems before retiring. Read his amazing story

- AI comes to job search. Google plans to improve online job search for 41 million Americans via machine learning. Read more

- Older workers wanted. 92% of people ages 25 – 34 state they’d rather have an older boss according to Randstad survey. Learn more

- Manufacturing Scholarship Fund. Leading2Lean announces scholarships to students on a manufacturing job track. Find out more

- Effects of opioid crisis on manufacturing jobs. Factory Man author Beth Macy talks about her new book, Dopesick. Listen to the podcast

Disruption: Google’s Foray into the Job Search Industry

Launched in June 2017, Google for Jobs is the search giant’s newest initiative within the $200 billion job recruitment market.

The suite of tools uses AI and machine learning to help “power smarter job search and recommendations within career sites, jobs boards, and other job-matching sites and apps,” according to Tonya Riley for CNBC.

Searchers, if they’re logged into their Google account, can use the suite of tools free of charge.

HOW IT WORKS

Google partners with job search boards, such as Monster, Snagajob, Glassdoor, LinkedIn, etc. and displays the listings in its job search box – which is prominently displayed for any type of job search (Figure 1).

Clicking or tapping a job listing, such as the CNC Machinist job at BAE Systems, takes the searcher to the complete job description (Figure 2), where he or she can read the requirements and apply either through CareerBuilder, LinkedIn, or on the BAE website.

Users can use Google’s tools
to save jobs, receive alerts, and filter jobs by type, pay, location, etc.

If you, as the employer, use third-party sites such as Snagajob or Monster to post jobs, your listings will appear in the job search box.

One caveat, however. Indeed job listings do not appear in the job search box as Indeed doesn’t partner with Google.

**A BRIEF BACKSTORY**

When Indeed began 13 years ago, it, like Google for Jobs, was an aggregator for job posts. However, according to Jason Nazer, founder of Comparably, also a job site, Indeed had become so good at sourcing job listings, “they were showing up at the top of Google searches above the original job boards. . . . In fact, they built up so much free traffic on the back of Google, that Indeed became the largest direct job board, beating out all the original job players.” (Inc. May 22, 2017)

In addition, Indeed used bidding similar to AdWords.

Hence, Google, watching from the sidelines, decided to enter this market and is currently in the process of disrupting it.

**UPCOMING CHANGES**

What’s important for you, the small business owner, is understanding how these changes could impact you:

1. **Cost** – As Google gains a larger footprint into this industry, you may pay more to list your jobs on third-party sites as they share a cut with Google, their “partner.”

2. **Competition** – You’re already competing for skilled candidates; with the Google Search box, you’ll also be competing inside a very crowded area.

3. **Time** – Google provides many tools that improve business processes, and no doubt they’ll improve the job search process. However, Google changes things constantly and the onus is on you to keep up — almost a job by itself.

If you’re relying on one third-party site for recruitment, it behooves you to keep abreast of the site’s dealings with Google and how their listings appear, or don’t appear, in the Google Jobs search box.

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**Figure 2: The BAE CNC machinist listing**

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**USE YOUR WEBSITE TO ATTRACT YOUNGER WORKERS**

**LEARN HOW**
Five Strategies for Marketing Your Open Jobs

You can do more than list jobs on a third-party job search site. We list five strategies you can use, including the pros and cons of each one.

STRATEGY #1: PAY TO GET LISTED INSIDE THE GOOGLE JOB SEARCH BOX

If you’re like many small businesses, you may use Indeed to post job listings. If you do, you should note that Indeed listings appear beneath Google’s job search box versus in the search box itself (Figure 3).

Currently, Google has documentation that allows you (or your developer) to add “structured data” to your website code. This structured data is necessary for your job listings to be added to the Google job search box.

We’ve tested this with a client and have found that the listings didn’t appear or were buried. We believe it’s because the client had only a few listings, whereas larger employers would have dozens or even hundreds of listings – which got picked up by Google.

Therefore, if you want your listings to appear within Google’s search box, you may want to consider paying to be listed on one of the third-party sites Google partners with.

Costs vary by site. We priced out getting job listings in Snagajob, for example. One job listing is $99 a month. Sixteen listings priced out at $1040 a month – and that included the volume discount.

Job listings from very small companies may appear in the search box at some point, so this is something you’ll want to watch.

- **PROS:** Gets your listings in front of job searchers using Google’s tools.
- **CONS:** Getting listed may extend your budget; you’re competing with dozens of other companies; there’s no guarantee where your listing will show position-wise.

STRATEGY #2: CREATE A CAREERS SECTION ON YOUR WEBSITE

Advertising open positions on a third-party site is a great tactic for getting found by searchers using Google; however, by adding a Careers section to your own website, you can add a link in your profile to it (the way BAE did in Figure 2).

With a Careers section, you can better sell your company to prospective job searchers and show them, through photos and messaging, why they should consider coming to work for you. (See the Summit Metal Fabs piece on page 6 in this issue.)

The Careers section should include, at minimum:

- Listings of all open jobs, locations, hourly rates / salary, etc.
- How to apply
- Benefits, hours, etc.
- Company information: Culture, number of employees, the company story, etc.

You can also include written or video testimonials from current employees, photos of company events or people at work – anything that will show your company is innovative, modern, and diverse (age, ethnicity, gender, etc.).

- **PROS:** Let’s you tell your story and communicate
crucial messaging about your company.

- **CONS:** Will require time and maybe outside help to create the new content, gather photos, etc.

**STRATEGY #4: RUN A GOOGLE ADS CAMPAIGN**

The benefit of using Google Ads is that you can set your bids high enough so that your ads appear above the Google job search box (Figure 4) – and thus searchers may click your ad before making their way into the box.

- **PROS:** Can buy your way to the top of the search page.
- **CONS:** Running a recruitment campaign on Google Ads can be complex and costly if you don’t know what you’re doing. We recommend hiring a seasoned Google Ads pro to help you.

**STRATEGY #5: POST JOB OPENINGS TO SOCIAL MEDIA**

Whether you’re on Twitter or LinkedIn, you can post open job positions in your feed at no cost. You can also use the for-fee job listing services of LinkedIn and Facebook.

- **PROS:** Easy to micro target ads to very select audiences using demographic targeting tools; both LinkedIn and Facebook are Google for Jobs partners, so your listings will show in the jobs search box.
- **CONS:** If you don’t know your way around the platforms’ advertising tools, you could end up spending a lot of money while in learning curve mode – or not see any results.
Now Hiring: Summit Metal Fabricators

A local company in town is hiring. We know because we see their signs all over the place, such as the one in Figure 5, located at the entrance of the facility. The entrance also happens to be on the town’s main street.

What we like about this sign:

- It’s big! – The sign is easily read while driving by at 30 miles per hour.
- It states the job openings – Welders, Ironworkers and Erectors/Installers please apply!
- It has a nice benefit – 100% paid family health.

Most important, it tells you where to apply online. We followed the link and were pleasantly surprised by the Summit Metal Fabricators website.

Instead of making people search for the Careers section (e.g. hiding it in the footer), the company placed a direct link in the main navigation.

The Careers page then lists all of the current job openings and their locations, along with an extensive list of benefits and links to content about the company culture, training, cost of living and leadership. (Figure 6)

In addition, call-out boxes reiterate the reasons why a job searcher should consider working for Summit Metal Fab.

And last but not least, searchers can sign up to receive future career opportunities.

WEBSITE MESSAGING IS IMPORTANT FOR JOB SEARCHERS, TOO

In Issue 10 of Manufacturing Marketing, we covered the importance of website messaging with regard to sales.

Website messaging is just as important for attracting the type of skilled employees you’re looking for.

The Summit Metal Fabricators site, for example, has an entire section devoted to “Culture,” along with photos of employees and their families, information about leadership development, and how the company gives back to the community.

Whether the searcher is a Millennial or an older worker, they can clearly see that Summit values employees and innovation and that it strives to be a “good citizen” in the towns where it has facilities.

Visit summitmetalfab.com to learn more.
TURN YOUR UNDERPERFORMING WEBSITE INTO A SALES MACHINE

“...We recently closed on $75K in new projects in one week. One of the projects should net us $750K over the next year. Our customers indicated they went with UI due in part to our website messaging – which was provided by Dianna and Rachel...”

KURT MOBERLY
GM, URETHANE INNOVATORS