# JobMount

# SEO Dashboard configuration v.4

For internal use only — not for external distribution.

# Introduction

JobMount application allows fully automated creation of landing pages structure optimized in SEO friendly way for chosen keywords combinations with various fine-tuning adjustment and templates. **Jobs landing pages** are jobs listings created by searching the keywords specified in the URL address, based on defined structure and template. The system will match keywords in displayed URL with the first appropriate URL-structure. E.g. */finance/new-york* is search result page by query *finance* and *new-york* in specified jobs fields, as per URL-structure */industry/state.*



# Key features

- Full control of keyword combinations to optimize and synonyms utilization. Avoiding usage of irrelevant or obscene words and phrases entered by visitors
- Avoiding pages duplications by making clear structure and using canonical tag
- Optimization of active landing pages only, avoiding empty ones
- Landing pages are linked against each other by relevancy and active jobs quantity
- Full control of landing pages templates including URLs structure, titles, header, meta description and keywords, canonical link and other SEO-valuable tags with optional rules for specific keywords and keyword combinations
- Full control on SEO-valuable tags for jobs, resume and employer profile pages
- Automatic generation of sitemap.xml, robots.txt editor and webmasters tools confirmation files
- Compliance with all requirements of popular search engines

There are following **steps** to configure landings pages:

Step 1. Setup search parameters: specify which job fields take part in landing pages structure e.g. Industry, State, Job title etc

Step 2. Upload keywords, synonyms

Step 3. Setup URL structure for pages like /industry, /state and their intersections like /industry/state or /job-title/state

Step 4. Define template and meta tags for landing pages

Step 5. Define default meta tags for job, employer and content pages

Step 6. Setup blocks for Home page "browse by" blocks and footer.

## Step 1. Setup search parameters

*Settings > SEO > Landing pages & URLs > Search parameters*

Search criteria matched with jobs fields to be used as search query and templates variables for landing pages. There are two types of parameters:

● **Select/Multiselect type** - matches jobs by corresponding select or multiselect field. List of words must be synchronized with Dictionary.
● **Keywords type** - matches jobs by selected jobs fields. List of words must be uploaded in Keywords management.

E.g. keyword parameter *job title* will run search with specified keyword through *job role* and *title* jobs fields, but multiselect parameter *industry* will search jobs by specified *Industry* field. Both parameters can be used as part of landing page URL-structure as well as variable in templates.

Add **search parameters** based on job fields to use in landing page URL-structure and templates. E. g. keyword parameter *City* which runs search by following fields on job posting: *City*. You may select other fields to use in the search as well by holding CTRL key and selecting more than one field.

### Edit Search Criterion: Keyword: (id0)

| Name * | Job Title |
|---|---|
| Short Name * | job_title |
| text.linked_criterion_id | Industry / Job Role / Region / State / ... |
| Fields * | Job Title / Job Ref / Category / Job Type / ... |
| Default value | |

**Fields** - shows all items present on **Vacancy Settings** page. Hold CTRL to select multiple vacancy fields to be searched in using keyword parameter specified. If **Type** is **select/multiselect** - choose relevant dictionary from the list.

**Step 2. Upload keywords, synonyms**

*Settings > SEO > Landing pages & URLs > Keywords management*
E. g. there is a full states list for *state* search parameter which includes New York. So, the system will create */new-york* landing page for */state* URL-structure and define all available industries in New York for */industry/state* URL-structure like */finance/new-york*.

Words to use in search parameters are editable in Keywords management section.
Can be synchronized (for Select type of search criteria) or uploaded (for Keyword type). Each word has several options:

**Optimize —** toggle usage of the keyword.
**Skip —** temporary skip the keyword from blocks with top links
**Must —** force to use the keyword in blocks with top links
**Synonyms —** indexed alternative keywords to use in templates instead of original. There are normal, current and mistaken types described in templates variables above
**Irrelevant keyword —**combinations to ignore



Synchronize or upload list of words to optimize in **Keywords management** for each search parameter. Choose search parameter and specify filters if needed and hit **Update All** or **Add Keywords** button below the table.
You can specify following options for each word in a list:

○ Optimize - clear this checkbox to make landing pages for this keyword inaccessible and remove links to them from the website and sitemap.xml file.

- Must - makes landing page compulsory placed in corresponded links blocks
- Skip - removes links to landing pages based on this keyword from the website, but keeps them accessible and present in sitemap.xml file.

Next to each keyword present in the list may add **Synonyms**: alternative keywords to use in anchors, titles, Meta Tags (but not in URLs - only primary keywords are used in links blocks and URL structure)

## Step 3. Setup URL structure

*Settings > SEO > Landing pages & URLs > URL structure*
This step will create landing pages for previously configured keywords e.g. */industry/state* is the structure for */finance/new-york* landing page.

1. In **URL Structure** tab - use of one preconfigured URL's or create a new by clicking on **ADD** button.
2. To create nested structure, e. g. /industry/city, there must be a single URL for each part, e. g. /industry and /city
3. It is recommended to avoid duplications, deep nesting and empty URL structure
4. Take a note that in terms of SEO /state/industry is a duplicate of /industry/state. And /industry/sub-category is the same as /sub-category. So, it is better to use only one version or mark another as duplicated using canonical tag
5. Important note: Checkbox "Allow indexing" makes landing page fully accessible for search engines. It is unchecked by default.

### URL-structure

Jobs landing pages structure editing.

| # | Type | URL | Sitemap | Index | RSS Catalog | Zero Results | View All Page | Actions |
|---|------|-----|---------|-------|-------------|--------------|---------------|---------|
| 1. | 1 | /Industry/ | Y | Y | Y | Y | Y | ✏ ✖ |
| 2. | 4 | /Industry/State/ | N | Y | N | N | N | ✏ ✖ |
| 3. | 9 | /State/ | Y | Y | Y | Y | Y | ✏ ✖ |
| 4. | 8 | /Region/ | N | Y | N | N | N | ✏ ✖ |
| 5. | 10 | /Keyword/ | Y | Y | N | N | N | ✏ ✖ |

Add

There are several settings for each:
**Use in Sitemap** — includes all active landing pages based on this structure in the sitemap.xml file
**Allow indexing** — allows search engines to index and cache landing pages
**Use in RSS Catalog** — includes links to all active landing pages into the RSS Catalog
**Use for Zero Results** — includes links to all active landing pages into Zero Results block
**Use for View All page** — displays links to all active landing pages on the View All page
RSS Catalog, Zero Results and View All checkboxes are available for 1st level URL-structure only.

## Step 4. Define meta tags and page template for landing pages

*Settings > SEO > Landing pages & URLs > URL structure > URL type*
You can create Common template rule for all keywords of this URL type or Private templates for selected keywords. It is recommended to begin with creating one fully configured Common template for each URL-structure. You can use variables based on URL-structure search parameters and URLs blocks described below.

Default template includes following fields:

- Type — common or private
- Name — identifier of the template, is not used on front end
- Header — template of H1 page header
- Title — template of browser title
- Description — template of meta description tag
- Keywords — template of meta keywords tag (for compatibility only, has minimal effect these days)
- Content — template of text block, displayed after search result on the front end. It is usually used for URL blocks.

| Rule Type: * | Common ▼ |
|---|---|
| Industry: | Select please... ▼ |
| SiteMap Title: | |
| Name: * | Common |
| Header: | $industry Job Search |
| Title: | $industry Jobs |
| Description: | Jobs listing for $industry. |
| Keywords: | $industry jobs, $industry vacancies, $industry job search, jobs in $industry |

Content:

**Relevant Searches**

- $url_4.tpl("</li><li>", 5, "$industry jobs in $state", " <span>($count)</span>", "$industry jobs in $state")

Path: h3

Variables are based on search parameters, used in the URL structure. Variables are composed of $ sign with shortname of the search parameter and optional indicator of synonyms usage:

**$variable** - shows original keyword, e.g. *$state* will display *New-York* on landing page

*/finance/new-york*

**$variable.shortname()** - shows original keyword shortname. E.g. <img src="adserver?filter=*$industry.shortname()*" /> will display ads relevant to *Finance* on landing page */finance/new-york*

**$variable.synonym(number)** - shows synonym by his index (ordered by id, number starts from 0). E.g. *Jobs in $state.synonyms(0)* will show *Jobs in NY* on landing page */new-york*

**$variable.current()** — shows synonym chosen by system randomly on re-estimating.

**$variable.mistaken(number)** - shows mistaken synonym by his index (ordered by id, number starts from 0). E.g. *$jobtitle.mistaken(0)* will show *mngr* for landing page */management*

If there are no synonyms available the system displays original keyword. Also, there is an ability to display list of all available synonyms.

**Content block** is a block to display optimized content for Common or Private landing page as well as a specified number of links to relevant secondary landing pages with defined URL structure.



The syntax is:

$url_**Type ID**.tpl(**Separator**, **Links Count**, **HTML Template**, **Count Template**, **Title Template**)

It is composed of:

**Type ID** — index of URL-structure, e.g. *3* for */industry/state*

**Links Count** — number of links to display

**HTML Template** — template of link anchor text between <a> and </a> element, e.g. <a...>*$state Jobs*</a>

**Count Template** — HTML template for displaying number of jobs available for linked landing page. This parameter is optional. E. g. *<em>$count</em>* for *<a...>Jobs in New York</a><em>736</em>*.

**Separator** — HTML template which used between the links, e.g. space, vertical line or list element </li><li>

**Title template** — template of links title attribute (is shown on cursor hover), e.g. Jobs in $state

URL block placed in template of landing page will get matched with current keywords and attempts to fix it in displayed links. E.g. URL block *$url_3.tpl("</li><li>", 10, "$industry in $state", " <span>($count)</span>", "$industry jobs in $state")* displays */industry/state* links and it is placed in the template of */state* URL-structure. In case of viewing */new-york* landing page, the system will define all available industries for New York and display links on them in the first place.

## Step 5. Define default meta tags for job, employer and content pages

### For job details and employer pages

*Settings > SEO > Job details page template*
*Settings > SEO > Employer template*
Templates are using variables, based on shortnames of job or employer field, e.g. $vacancy_title and $employer_company_name.

## Job details page template

| # | Name | Short Name | Template | Actions |
|---|------|-----------|----------|---------|
| 1. | Title | title | $vacancy_title Job in $vacancy_region, $vacancy_industry Career, $vacancy_job_type Jobs in $employer_company_name | ✏ ❌ |
| 2. | Description | description | $vacancy_title Job; Location: $vacancy_region; $vacancy_job_type job in $employer_company_name Company; | ✏ ❌ |
| 3. | Keywords | keywords | $vacancy_title jobs, $vacancy_title employment, $vacancy_title recruitment, $vacancy_title vacancies, $vacancy_title vacancies, $vacancy_title in $vacancy_region career, staff $vacancy_industry | ✏ ❌ |
| 4. | Header | header | $vacancy_title job #if($vacancy_city!="") in $vacancy_city #end | ✏ ❌ |

### For content pages

*Settings > SEO > Default title and meta tags*
Default title, keywords, description are used for all content pages together with a page name. So for example page title meta tag would be: page name plus default title text, e.g. "*About us: Default title text*".
To override default automatic meta tags it is possible provide unique meta tags for a specific page, just open it for editing and provide unique meta tags.

## Step 6. Setup blocks for Home page "browse by" blocks and footer.

They are to configure which landing pages are the most important ones and are to be linked from the prominent place of the home page and in the footer of all pages.
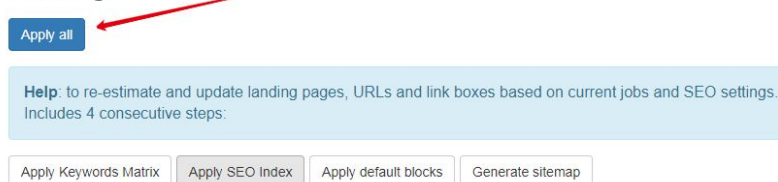
The syntax is the same and for Content block of Common or Private rules.
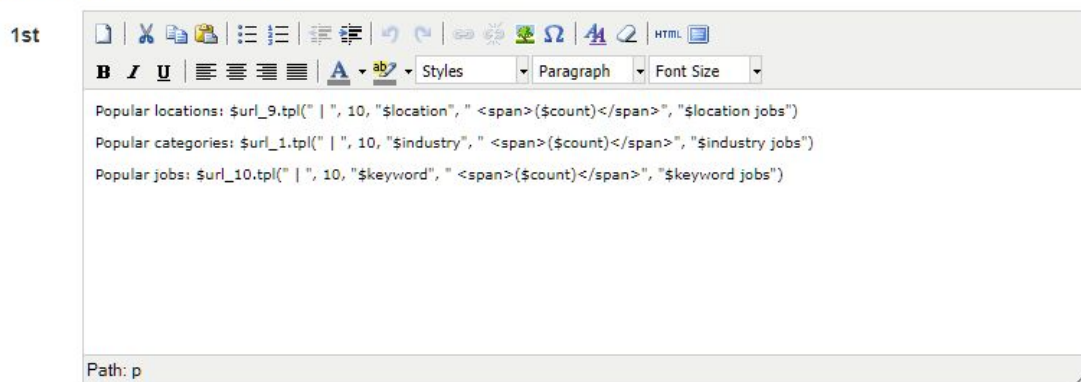
Once updated hit **APPLY ALL** button at the top of the **SEO Dashboard** tab to recompile landing pages, links blocks and sitemap.xml



# FAQs

**I have setup /job_title landing page's template but it does not show up on /nurse landing page.**
Check if you have /industry or /category URL-structure with the same keyword above the /job_title in Vacancy URLs Management.

**Landing pages are not present in search engine cache.**
Check if the checkbox *Allow indexing* is activated. It takes some time to index new structure by search engines.

**I am getting server errors on certain landing pages.**
Verify variables and script used in landing pages template.

**After re-estimating (applying settings to) the URLs blocks on landing pages, it takes too long to display.**
Avoid deep nesting (more than 2 parameters in URL structure), redundant quantity of keywords for parameters and complicated scripts in templates. Check the performance capacity of the server.

**Some landing pages with deep nested URL-structure are not included in sitemap.xml**
There are some reasonable limitations for URLs quantity in sitemap.xml for landing pages with more than 2 parameters in URL structure. The landing pages with less jobs are skipped.

**How to edit robots.txt?**
In **SEO Dashboard** under the **SEO blocks**.

Files    Add File

| # | Path | Actions |
|---|------|---------|
| 1. | sitemap.xml | |
| 2. | googleb52ce332bafbb043.html | |
| 3. | robots.txt | |

Path * : robots.txt

Content:
```
User-agent: *
Disallow: /admin
Disallow: /imglib_thumbnails
Disallow: /candidate/apply_registration
Disallow: /candidate/quick_registration
Disallow: /candidate/registration
Disallow: /candidate/job_apply
Disallow: /candidate/job_search/similar
Disallow: /candidate/private
```

Save

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