



## CONTENT ON THIS USER GUIDE

1. Vendor Profile	.....	page 1
2. Agreement and discount	.....	page 1
3. About Indeed.com	.....	page 1
4. How jobs are posted on Indeed.com	.....	page 2
5. How jobs are sponsored on Indeed.com	.....	pages 3 & 4

## 1. VENDOR PROFILE

**Vendor:** Indeed  
**Website:** Indeed.com  
**Media Type:** Job Board  
**Targeted Positions:** University & Academic Staff  
**Market Reach:** National, Regional, State, Local  
**Focus on diversity recruitment:** No

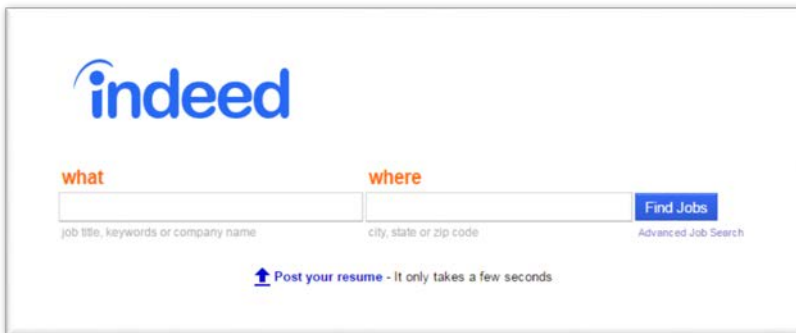
**Contact person**  
 Andy Paar  
 Phone #: (414)687-2406  
 Email: [andyp@indeed.com](mailto:andyp@indeed.com)

## 2. AGREEMENT AND DISCOUNT

Indeed has a pay-per-click pricing model for all sponsored jobs. Please see Section 5 for more information on how to sponsor your job.

## 3. 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 takes (aggregates) all the positions that are actively posted on jobs.wisc.edu.



Screenshot of website

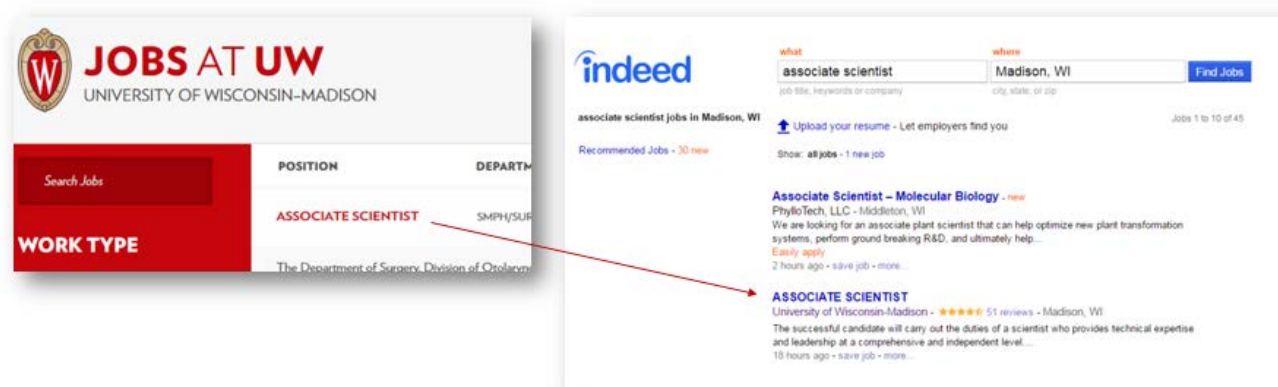
## 4. HOW JOBS ARE POSTED ON INDEED.COM

### 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 OUR 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](http://www.indeed.com/cmp/University-of-Wisconsin--madison)

Information that a candidate can view on Indeed.com includes:

- 1) the job title,
- 2) a link to our company page in Indeed,
- 3) a brief summary of the position, and
- 4) the date of the posting

When applicants click on our postings on Indeed.com, they are automatically re-directed to the original posting on jobs.wisc.edu. From there, they submit their applications through our applicant tracking system, TREMS (Talent Recruitment & Engagement Management System).

## 5. 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:*

The screenshot shows the search interface on Indeed.com. The search bar contains 'financial analyst' (job title, keywords or company) and 'Madison, WI' (city, state, or zip). A 'Find Jobs' button is visible. Below the search bar, there is a link to 'Upload your resume - Let employers find you' and a counter 'Jobs 1 to 10 of 111'. The search results are divided into two sections: 'Sponsored jobs' and 'Organic Search'. The 'Sponsored jobs' section includes two listings: 'Data Analyst' by InterVarsity Christian Fellowship (17 reviews) and 'Senior Analyst, Business Planning & Analysis - Pediatric Tra...' by UW Hospitals & Clinics (38 reviews). Both sponsored listings have a red circle around the word 'Sponsored' and a red bracket pointing to the label 'Sponsored jobs'. The 'Organic Search' section includes two listings: 'Financial Analyst - Diversified Industries Group' by BMO Financial Group (497 reviews) and 'FINANCIAL ANALYST' by University of Wisconsin-Madison (85 reviews). A green bracket points to these listings with the label 'Organic Search'.

**See page 4 for instructions to sponsor a job**

## HOW TO POST A SPONSORED JOB

Units will set a monthly budget and only pay when a candidate clicks to view the sponsored job. 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.

To sponsor a job with Indeed, contact our representative, Andy Paar.

Andy Paar

Phone #: (414) 687-2406

Email: [andyp@indeed.com](mailto:andyp@indeed.com)

Include the following information in your communication:

- Job title of the position that you would like to sponsor
- Your name, phone number and email address

Andy Paar and his team will follow up with you to set up your job campaign and collect your billing information.

**Note:** Per UW policy, credit card information cannot be issued via email. [Read policy.](#)



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