Job Search documentation (https://cloud.google.com/talent-solution/job-search/)

Job Search launch checklist

The first 3 sections apply to all Job Search use cases. Specific instructions tailored to different applications of Job Search are available in section 4.

1. Prepare

- Identify your business goals and the key metric(s) to track during setup and testing.
- Download the <u>client libraries</u> (https://cloud.google.com/talent-solution/job-search/docs/libraries) in the language of your choice.

Create an architecture summary. Include:

- □ An overall architecture diagram.
- □ A summary of process flows outlining:
 - Creating jobs and companies.
 - Updating jobs.
 - Latency.
 - □ Maintenance efforts.

Estimate your quota:

- Estimate how frequently jobs are CUD (Created, Updated and Deleted) and how often job seekers are receiving job email alerts. There are 2 main use cases:
 - Capacity for the initial load or reload.
 - Capacity for normal operations.

Estimate how frequently job seekers are searching for jobs:

- Capacity at peak.
- Capacity for normal operations.

2. Index companies and jobs

Create Company objects:

 Create at least one <u>Company</u> (https://cloud.google.com/talent-solution/jobsearch/docs/reference/rest/v4beta1/projects.companies)
 We recommend creating Company objects for all companies in your database with

open jobs.

Create Job objects:

Create <u>Jobs</u>

(https://cloud.google.com/talent-solution/jobsearch/docs/reference/rest/v4beta1/projects.jobs#Job) for your Companies. We recommend creating Job objects for all open jobs in your database.

□ Test retrieval of Companies and Jobs:

Use the <u>GET</u>

(https://cloud.google.com/talent-solution/jobsearch/docs/reference/rest/v4beta1/projects.jobs/get) method to ensure that created Companies and Jobs are correctly indexed by CTS.

3. Implement search and client events

Implement basic search:

□ Implement search in your existing UI.

 Use our how-to guides for implementation tips for <u>basic search</u> (https://cloud.google.com/talent-solution/job-search/docs/search).

□ Implement search filters.

Use our how-to guide for <u>search filters</u>
(https://cloud.google.com/talent-solution/job-search/docs/search-filters).
Implement location search.
Allow job seekers to find jobs in their preferred location by enabling <u>location</u> <u>search</u>
(https://cloud.google.com/talent-solution/job-search/docs/search- location#basic_location_search-python)
Implement autocomplete.
Improve your search UX with the CTS <u>autocomplete</u>
(https://cloud.google.com/talent-solution/job-search/docs/autocomplete) feature.
Implement <u>pagination</u>
(https://cloud.google.com/talent-solution/job-search/docs/search#pagination).
As a best practice, we recommend returning 20 or fewer jobs per page to reduce latency in our API return.
Enable <u>spell checking</u>
(https://cloud.google.com/talent-solution/job-search/docs/search#spell_checking).
Return relevant results even if a job seeker mistypes a keyword.
Implement <u>histograms</u>
(https://cloud.google.com/talent-solution/job-search/docs/histogram-expression).
Return the number of jobs associated with a given query.
Implement <u>client events</u>
(https://cloud.google.com/talent-solution/job-search/docs/quickstart-pubsub).
lacksquare Add client event data to your domain to improve the relevance of your search
results over time. Use our <u>how-to guide</u>
(https://cloud.google.com/talent-solution/job-search/docs/events) for
implementation tips.

4. Recommendations according to use cases

JOB BOARDS STAFFING AGENCIES

MORE -

We recommend that job boards implement the following features to get the most out of Cloud Talent Solution:
 Incorporate business logic into your search results. Cloud Talent Solution allows you to return high-value job postings at the top of your search results. Consult our <u>best practices</u> (https://cloud.google.com/talent-solution/job-search/docs/best-practices#configuring_the_api_custom_ranking) and determine which of the following options makes the most sense for your business needs:
Featured Jobs (https://cloud.google.com/talent-solution/job-search/docs/featured-jobs): Highlight important jobs at the top of your search results based on your assigned promotional value.
 <u>Custom ranking</u> (https://cloud.google.com/talent-solution/job-search/docs/custom-ranking) : Highlight jobs based on multiple variables rather than a single variable. This option is most useful for applications with multi-tiered Cost-per-Click subscriber systems.
Commute Search (https://cloud.google.com/talent-solution/job-search/docs/search-commute): Allow your customers to search for jobs based on their commute preferences.
Email alerts (https://cloud.google.com/talent-solution/job-search/docs/email-alerts): Power your email campaigns with the same relevant results your users get from searching. See the Email alerts implementation guide (https://cloud.google.com/talent-solution/job-search/docs/email) for details.

Best practices

For a more details on the features and parameters listed here, see our <u>best practices</u> (https://cloud.google.com/talent-solution/job-search/docs/best-practices) documentation.

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Last updated June 26, 2019.