

#BullhornEngage

ENGAGE

Extending Your Reach with
Career Portal and Search
Engine Optimization

Charles Barnes | Adam Crowe
Bullhorn

Agenda

- What's new with the Bullhorn Career Portal
- Server Side Rendering
- Dynamic XML
- Search Engine Optimization
- Set Up
- What's next

 Keyword Search

Location

<input type="checkbox"/> Atlanta, Georgia	5
<input type="checkbox"/> Austin, Texas	1
<input type="checkbox"/> Boston, Massachusetts	19
<input type="checkbox"/> Frankfurt, Germany	1
<input type="checkbox"/> London, UK	11
<input type="checkbox"/> Orlando, Florida	1
<input type="checkbox"/> Reading, UK	1
<input type="checkbox"/> Remote, United States	4

Show More

Category

<input type="checkbox"/> Admin	1
<input type="checkbox"/> Admin	1
<input type="checkbox"/> Development	14
<input type="checkbox"/> Development	4
<input type="checkbox"/> Development/IT	1
<input type="checkbox"/> Finance/Accounting	2
<input type="checkbox"/> Finance/Accounting	1
<input type="checkbox"/> Human Resources	2

Show More

Open Jobs

Software Support Analyst

Support

Remote, United States

Full time

Added - 8 hours ago



As a Software Support Analyst (internally, you're known as an Enterprise Support Analyst) at Bullhorn, you will be involved in resolving highly complex technical- and application-related ...

Senior Project Manager

Professional Services

London, UK

Full time

Added - 9 hours ago



The Senior Project Manager will lead the implementation of enterprise-class Staffing and Recruiting firms onto Bullhorn's industry-leading and award-winning Software-as-a-Service pla...

Technical Support Supervisor (Remote)

Support

Remote, United States

Full time

Added - 9 hours ago



Why this job matters: At Bullhorn, our core purpose is delivering an incredible customer experience. The Technical Support Supervisor has the ability to make an impact on both interna...

Senior Accountant (Revenue)

Finance/Accounting

Boston, Massachusetts

Full time

Added - 9 hours ago



This exciting role will provide you with hands-on experience and exposure to all aspects of the strategic accounting function, as well as the ability to develop technical and managerial s...

Front End Software Engineer

Development

Boston, Massachusetts

Full time

Added - 9 hours ago



As a Software Engineer at Bullhorn, you will have the opportunity to implement web APIs and leverage the APIs to write large scale web applications to function across a wide and in...

Front End Software Engineer

Development

St. Louis, Missouri

Full time

Added - 9 hours ago



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Remote, United States

Full time

Added - 8 hours ago



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St. Louis, Missouri

Full time

Added - 9 hours ago



Features

- Open Source
- Indeed Integration
- Job applicants go directly into Bullhorn

Keyword Search

Filter by Category

- Development (14)
- Sales (11)
- Professional Services (5)
- Marketing (4)
- Marketing (4)
- Development (4)
- Sales (3)
- Support (3)
- I/T (3)
- Support (2)
- Professional Services (2)
- Human Resources (2)

Filter by State

- Massachusetts (19)
- UK (12)
- Missouri (8)
- Netherlands (8)
- Georgia (5)
- United States (4)
- Australia (3)
- Florida (1)
- Germany (1)
- Texas (1)

Filter by City

- Boston (19)

Open Positions (64)

Senior Salesforce Solution Architect

Full time

May 22, 2019

As a Senior Salesforce Solutions Architect at Bullhorn, you will be responsible for architecting Bullhorn applications on the Force platform. You will gather requirements, develop use cases, draft functional and technical specifications, and propose technical solutions for new and existing clients. You will be a subject-matter expert on the platform, API, and

Senior Project Manager

Boston, Massachusetts

Full time

May 21, 2019

The Sr. Project Manager will lead the implementation of enterprise-class Staffing and Recruiting firms onto Bullhorn's industry-leading and award-winning Software-as-a-Service platform. You will develop expertise in Bullhorn's applications and implementation methodology and use it on all projects. You will work closely with the customer, Sales

Senior Project Manager

Austin, Texas

Full time

May 21, 2019

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Senior Project Manager

St. Louis, Missouri

Full time

May 21, 2019

The Sr. Project Manager will lead the implementation of enterprise-class Staffing and Recruiting firms onto Bullhorn's industry-leading and award-winning Software-as-a-Service platform. You will develop expertise in Bullhorn's applications and implementation methodology and use it on all projects. You will work closely with the customer, Sales

Automation Engineer

Rotterdam, Netherlands

Full time

May 21, 2019

As an Automation Engineer at Bullhorn For Salesforce, you will work with the latest Salesforce Development and Deployment toolchains. You assist the development teams to work in an Agile fashion by maintaining and developing Continuous Integration/Continuous Development tools that support their work. Why this job is important: Our Salesforce

Features

- Open Source
- Indeed Integration
- Job applicants go directly into Bullhorn

Features exclusive to v3

- Rich job sharing for social media
- Ability to list your jobs on search engines such as Bing or Google for Jobs
- Analytics tracking with Google Analytics

What changed in v3?

- Upgraded from AngularJS to Angular 7
- Now uses TypeScript
- Built using Novo elements
- Implemented Angular Universal

Server Side Rendering (SSR)

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Career Portal w/o SSR (V2 & V3)

Career Portal V3

```
1 <!doctype html>
2 <html lang="en">
3 <head>
4   <meta charset="utf-8">
5   <title>Career Portal</title>
6   <base href="/">
7
8   <meta name="viewport" content="width=device-width, initial-scale=1">
9   <link rel="icon" type="image/x-icon" href="favicon.ico">
10 </head>
11 <body>
12   <app-root></app-root>
13   <app-root></app-root>
14 <script>
15   (function(i, s, o, g, r, a, m) {
16     if(!i['__proto__']) i.__proto__ = Object.prototype;
17     if(r = i[r] || i['constructor']) function() {
18       var l = i[r].q = i[r].q || [];
19       l.push(arguments);
20     }, i[r].l = 1 * new Date();
21     a = s.createElement(o),
22     a.async = 1,
23     a.src = g;
24     m.parentNode.insertBefore(a, m)
25   })(window, document, 'script', 'https://www.google-analytics.com/analytics.js', 'ga');
26 </script>
27 <script type="text/javascript" src="runtime.js"></script><script type="text/javascript" src="polyfills.js"></script><script type="text/javascript" src="styles.js"></script><script type="text/javascript" src="vendor.js"></script><script type="text/javascript" src="main.js"></script></body>
28 </html>
```

Rich Social Sharing

Career Portal Without SSR



Career Portal v3 (image is configurable)



Google For Jobs

Jobs

T Global Account Director
Test SL2 Career Portal
London, UK
via Support.google.com

⌚ 2 days ago 🗂 Full-time

XML/RSS

XML/RSS

vs

Server Side Rendering

- Content is generated independent of the Career Portal
- Format that is used by job sites such as Indeed
- Can be used as a “sitemap”
- Can use any server side language such as PHP or Node.js

- Markup is generated from Angular code
- Built into the Career Portal
- Uses Node.js
- More useful for “scraping” integrations

Search Engine Indexing With the Bullhorn Career Portal

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What is Search Engine Indexing?

Process that search engines perform to list content.

What is Search Engine Indexing?



Requirements for Search Engine Indexing

- Job pages must be renderable by search engines
- Full list of jobs must be accessible to crawler
- Crawler can be assisted by XML sitemap

Benefits of Leveraging Search Engines for your Jobs

- More candidates see your open roles
- Cost-effective marketing
- Furthers your brand presence

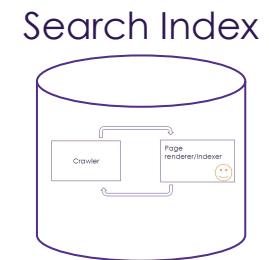
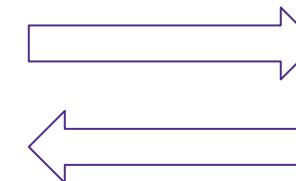
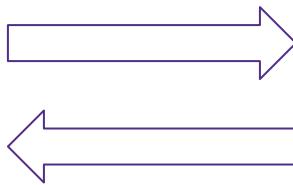
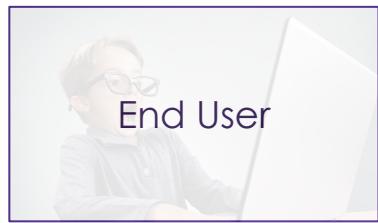
How Does Bullhorn Help?

Bullhorn Career Portal enables you to list your jobs in the ideal format for search Engines

What is Search Engine Optimization?

Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic, increasing visibility of a website or a web page to users of a web search engine.

How Search Works



Good Title

Senior Angular Developer

vs

Bad Title

JO 137: Exciting Developer Opportunity!!!

- Title is descriptive
- Will capture your intended audience
- Avoids internal terminology or lingo

- Doesn't provide specifics about the role
- Excessive Punctuation
- Will be ranked lower due to clickbait
- Has irrelevant internal job information



NEW TEST



```
1 <!DOCTYPE html><html lang="en"><head>
2   <meta charset="utf-8">
3   <title>Bullhorn Career Portal</title>
4   <base href="/">
5   <meta name="viewport" content="width=device-width, initial-scale=1">
6   <link rel="icon" type="image/x-icon" href="favicon.ico">
7   <link rel="stylesheet" href="styles.ba86a75e358e8e229b2e.css"><style ng-
8     transition="serverApp">
9   /**
10    sourceMappingURL=data:application/json;base64,eyJ2ZXJzaW9uIjozLCJzb3VyY2VzIjpBXSwibmFtZX
11    M
12    ioIldLCJtYXBwaW5ncyI6IiIsImZpbGUiOjIzcMvYXBwL2FwcC5jb21wb25lbnQuC2NzcyJ9 *</style>
13   <style ng-transition="serverApp">.background[_ngcontent-sc1] {
14     overflow-x: hidden;
15     background-color: #F4F4F4;
16     max-height: calc(100vh - 55px);
17     height: calc(100vh - 55px); }
18   .background[_ngcontent-sc1] .job-container[_ngcontent-sc1] {
19     margin: 0% 10%;
20     padding: 5%;
21     background-color: #FFFFFF; }
22   .background[_ngcontent-sc1] .job-container[_ngcontent-sc1] >
23     button[theme="dialogue"][_ngcontent-sc1] {
24       margin: -10px -15px 20px -15px; }
25   .background[_ngcontent-sc1] .job-container[_ngcontent-sc1] .job-description-
26     text[_ngcontent-sc1] {
27     word-break: break-word; }
28   .background[_ngcontent-sc1] .job-container[_ngcontent-sc1] .job-header[_ngcontent-
29     sc1] div.job-info-container[_ngcontent-sc1] {
30     margin: 30px 0px;
31     display: flex;
32     width: 100%;
33     flex-wrap: wrap; }
34   .background[_ngcontent-sc1] .job-container[_ngcontent-sc1] .job-header[_ngcontent-
35     sc1] div.job-info-container[_ngcontent-sc1] .job-info[_ngcontent-sc1] {
```

JobPosting

All (1)

JobPosting

PREVIEW

0 ERRORS

4 WARNINGS

@type

JobPosting

title

Bullhorn Career Portal

description

<p>One way to consume Bullhorn Career Portal is to download, configure and upload a release package to a website host. This option is useful for those who desire simple setup without any programming or advanced customization.</p><p>Bullhorn Career Portal is designed to be hosted on any server platform capable of delivering static web content (html, css, js and json files), including nginx, Apache Tomcat, IIS or node.js with Express. </p><p><!--EndFragment--></p>

datePosted

2016-10-18T08:37:04+00:00

employmentType

Direct Hire

hiringOrganization

@type

Organization

name

Test Career Portal

sameAs

<https://www.bullhorn.com/wp->

CAREER-PORTAL

- vscode
- dist
- browser
- server
- JS server.js
- e2e
- node_modules
- src
- app
 - error-modal
 - job-list
 - job-details
 - apply-modal
 - job-details.component.html
 - job-details.component.scss
 - job-details.component.spec.ts
 - job-details.component.ts
 - job-list.component.html
 - job-list.component.scss
 - job-list.component.spec.ts
 - job-list.component.ts
 - main-page
 - not-found
- services
- sidebar
- structured-seo
 - structured-seo.component.html
 - structured-seo.component.scss
 - structured-seo.component.spec.ts
 - A structured-seo.component.ts
- typings
- utils
 - app.component.html
 - app.component.scss
 - app.component.spec.ts
 - app.components.ts
 - app.interceptor.ts
 - app.module.ts
 - app.server.module.ts
- TS job.resolver.ts

```
14 @HostBinding('innerHTML') public html: SafeHtml;
15 constructor(private sanitizer: DomSanitizer, private _renderer2: Renderer2, @Inject(DOCUMENT) private _document: Document, private datePipe: DatePipe) { }
16
17 public ngOnChanges(): void {
18   let jsonObject: object = {
19     '@context': 'https://schema.org/',
20     '@type': 'JobPosting',
21     'title': this.jobData.title,
22     'description': this.jobData.publicDescription,
23     'datePosted': this.datePipe.transform(this.jobData.dateLastPublished, 'long'),
24     'employmentType': this.jobData.employmentType,
25     'hiringOrganization': {
26       '@type': 'Organization',
27       'name': SettingsService.settings.companyName,
28       'sameAs': SettingsService.settings.companyUrl,
29       'logo': SettingsService.settings.companyLogoPath,
30     },
31     'jobLocation': {
32       '@type': 'Place',
33       'address': {
34         '@type': 'PostalAddress',
35         'addressLocality': this.jobData.address.city,
36         'addressRegion': this.jobData.address.state,
37         'postalCode': this.jobData.publishedZip,
38         'addressCountry': this.jobData.address.countryName,
39       },
40     },
41     'baseSalary': {
42       '@type': 'MonetaryAmount',
43       'value': {
44         '@type': 'QuantitativeValue',
45         'value': this.jobData.salary,
46         'unitText': this.jobData.salaryUnit,
47       },
48     },
49   };
50   let s: any = this._renderer2.createElement('script');
51   s.type = `application/ld+json`;
52   s.text = JSON.stringify(jsonObject);
53
54   if (SettingsService.isServer) {
55     this._renderer2.appendChild(this._document.body, s);
56   }
57 }
58 }
59 }
```

Add a new sitemap

http://acmrecruiters.com/careers/sitemap|

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
---------	------	-------------	-----------	--------	-----------------

Rows per page: 10 ▾ 0-0 of 0 < >



Sitemaps

See sitemaps that Google has found on your site, and submit new ones.

LEARN MORE GOT IT

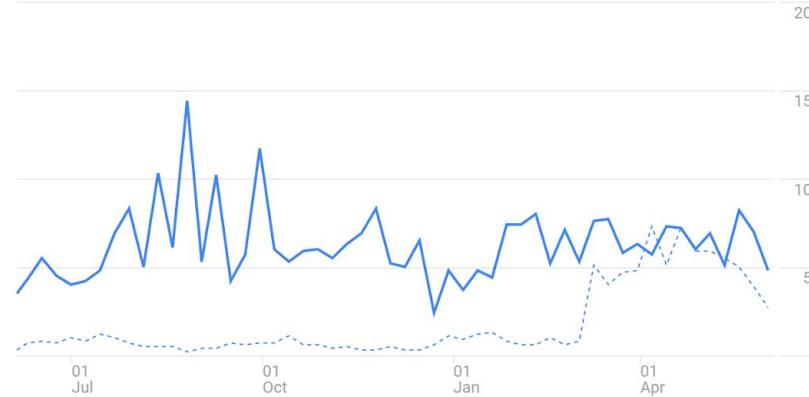
Benefits of JSON-Id

- Guarantees your jobs are compatible with google for jobs
- Explicitly defines data instead of inferred
- Ranks your results higher as it provides higher quality data.

[Home](#)[INSIGHTS](#)[Customization](#)[REPORTS](#)[Realtime](#)[Audience](#)[Acquisition](#)[Behavior](#)[Conversions](#)

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
2.8K	4.3K	5.85%	5m 40s
↑242%	↑287.9%	↓ 0.1%	↑54%



Last year ▾

AUDIENCE OVERVIEW >

[Discover](#)[Admin](#)

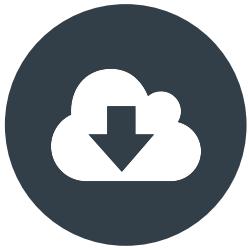
How do you acquire users?

Traffic Channel

Source / Medium

Referrals

How do I get started?



Download

Source code is available on GitHub.



Configure

Style your instance and customize its configuration.



Host

Upload the built app to virtually any environment.



Extend

Fork the repo and be creative.

Additional Job Criteria

- Allows you to filter your job list based on custom fields
- Allows you to set a custom Sort
- Method to allow you to set up separate portal for different business sectors

Job Info Chips

Allows you to adjust information shown on jobs

The screenshot shows a job listing for a "Customer Care Rep" position. At the top left, the job title is displayed. To its right are three rectangular boxes representing "job info chips": one for location ("Boston, Massachusetts"), one for hiring type ("Direct Hire"), and one for the end date ("Mar 31, 2017"). All three chips are highlighted with a thick orange border. Below these chips is a descriptive text block detailing the responsibilities of the role. At the bottom of the listing are two buttons: "APPLY NOW" and "SHARE THIS POST".

Customer Care Rep

Boston, Massachusetts | Direct Hire | Mar 31, 2017

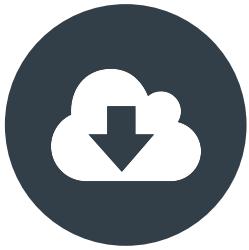
If there are any issues or changes required, such as forgotten passwords, viruses or email issues, you'll be the first person employees will come to. Tasks can include installing and configuring

APPLY NOW | SHARE THIS POST

EEOC

- Questions to collect EEOC information
- Can enable individual questions
- Added to the apply form and flows into Bullhorn

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Extend

Fork the repo and be creative.

Static Hosting

- Easiest to set up
- Server side Rendering Features are unavailable
- Similar setup/upgrade process to previous versions
- Only requires a file upload

Dynamic Hosting (preferred)

- Server Side Rendering is Enabled
- Setup/support is as simple or complex as needed
- Server Requirements change with the number of visitors.
- NodeJS is required

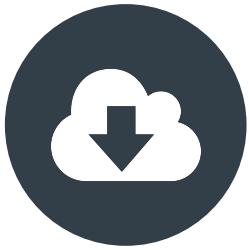
Tested popular hosting providers



Google Cloud



How do I get started?



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Style your instance and customize its configuration.



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Upload the built app to virtually any environment.



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Fork the repo and be creative.

Angular benefits over AngularJs

- Typescript
- More Straightforward lifecycle hooks for customization
- Higher Performance
- Angular Universal
- 1 package manager
- Webpack



Novo Elements

- Component Library
- Used for the Bullhorn Platform in Novo, Onboarding, Bullhorn One, and the Bullhorn Mobile App
- Styles are easily overridden.

Demo

ENGAGE

Future Features

- Themes/Colors
- Simpler Configuration
- Saved Searches
- Open to Suggestions!

Recap

- Career Portal V3 brings SSR capabilities
- Career Portal gives a way to integrate with third party sites
- Bullhorn helps provide you with tools to fine tune your jobs.

Managing your Search Engine Presence

- Google:
search.google.com/search-console
- Bing: bing.com/webmaster

Additional reading

- <https://www.indeed.com/hire/how-to-write-a-job-description>
- <https://developers.google.com/search/docs/data-types/job-posting#content-guidelines>

Questions?

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