PUBLISHER SPEC

By becoming a Jobs2Careers Publisher, you are able to add rich job content to your website and monetize your current traffic. You'll be providing a great jobseeker experience, and partnering with one of the largest job aggregators in the world.

There are 3 ways to access our jobs:
1. Job Search API
2. XML Feed
3. Widget

What should I use? An API or XML?

Great question. The Publisher API is the preferred method of job delivery. The API allows for a constant stream of up-to-date job postings and provides the best matching based on any job seeker's search query.
With the API, you use the Jobs2Careers enhanced search engine which has years of optimizations already built in. The API takes the guess work out of everything!

The XML feed requires a large file download AT LEAST twice per day in order to keep the most up-to-date job content. If the Publisher does not download this file constantly, the job content will expire and the
Publisher's payout will decrease dramatically. The XML also has access to fewer jobs and can provide difficulty when matching a job seeker to the correct job because there's no built in search engine.

API PROS	API CONS
Compatible on-site and in email	Each query is limited to 200 results
No need to download any large files	Less control over search results
Access to nearly 2x the amount of job content	
Up to date content - virtually 0% expired clicks	
Enhanced job matching	
Less processing on the Publisher's web servers	

XML PROS	XML CONS
Full control of job display	Must be processed at least 2x per day
Jobs may be integrated with your own jobs	High expired job %
Unlimited amount of results per query	Added stress to the Publisher's servers
	No job seeker matching
	Less job content

PUBLISHER API

How can I use the Publisher API for daily job alert emails?
The Jobs2Careers API is one of the only job API's that has the ability to expose a direct link, much like an XML file. By doing this, a Publisher can bypass the JavaScript action that a typical API requires, and embed the actual link into the email alerts. It is as simple as adding the &link=1 parameter to your API string:

http://api.jobs2careers.com/api/search.php?id=273&pass=HkdyhY4qQUmJXi5p&ip=...&q=...&l=...&link=1

Can I filter by industry value?
In short: Yes. The API has the ability to both include AND exclude certain industry fields in order to refine results even more.

In order to include ONLY certain industries, use:
&industry=

In order to exclude certain industries, use:
&industryEx=

These values may be used together with the q in order to refine results such as "Receptionist" in "Healthcare" but it is advised to use general keywords and industry values. The industries may be mapped by keyword or value (see next page)
&industry=1 (1 is mapped to accounting)

Be careful not to use the same parameter for both EXCLUDE AND INCLUDE for instance
&industryEx=sales&industry=sales

You may also pass an entire string of industry values in the API using a pipe to separate each industry value.
&industry=retail|sales|customer service

INDUSTRY API VALUES

The Publisher may prefer to map industry keys using numeric values. Please use the table below:

1. Accounting
2. Administrative / Clerical
3. Advertising / Marketing / PR
4. Aerospace
5. Agriculture
6. Airline / Aviation
7. Architecture
8. Arts / Entertainment
9. Automotive / Mechanic
10. Banking / Mortgage / Finance
11. Bilingual Services / Interpretation / Translation
12. Biotech / Pharmaceutical
13. Caregiving / Babysitting
14. Chemical
15. Construction / Facilities / Trades
16. Consulting / Professional Services
17. Consumer Products / CPG / Packaging
18. Customer Service / Call Center / Telemarketing
19. Design / Decorating
20. Driver / Transportation / Maritime
21. Education / Teaching
22. Electronics / Computer Hardware
23. Energy / Power / Utilities
24. Environmental / Green / Waste Management
25. Fashion / Beauty / Grooming
26. General Labor / Entry-Level
27. Government / Civil Service
28. Graphic Design / CAD
29. Healthcare / Allied Health / Wellness
30. Healthcare / Physician / Nursing
31. Hospitality / Hotel
32. HR / Staffing / Training
33. Insurance
34. Internet / E-commerce
35. IT / Software / Systems
36. Law Enforcement / Security
37. Legal / Lawyer
38. Management (Non-Executive)
39. Management (Executive)
40. Manufacturing / Industrial / Mining
41. Military / Defense
42. Non-Profit / Fundraising
43. Publishing / Journalism / Media
44. Purchasing / Merchandising / Procurement
45. Real Estate / Property Mgmt
46. Restaurant / Food Service
47. Retail
48. Sales / Sales Management / Business Development
49. Science / Research
50. Social Services / Counseling
51. Sports / Fitness / Recreation
52. Telecom / Wireless / Cable
53. Veterinary Services
54. Warehouse / Logistics / Distribution
55. Work at Home / Business Opp
56. Other / Miscellaneous

OTHER API PARAMATERS

The API is very robust and has a large amount of functionality. Any publisher may pass a number of key=value pairs in the API string. Some are mandatory, some are optional. Incorrect API parameters will return an error message in the place of job content (e.g. ERROR: Bad Format)

KEY	INFORMATION	EXAMPLE VALUE	Optional?
id	Your unique Publisher ID (as shown in the Feed Manager)	&id=273	No
pass	Your unique Publisher Password (as shown in your Feed Manager)	&pass= HkdyhY4qQUmJXi5	No
ip	Preferably the END USER's IP (unless email)	&ip= 50.18.254.252	No
q	URL encoded query string (keyword)	sales Sales Manager Sales + Manager	Either q or l or both must be present
l	location (city, state, zip, etc)	78759 Austin-TX Travis+County	Either q or l or both must be present
start	Start offset	&start=10	Default = 0
sort	d - by date r - by relevance	&sort=d	default = r
industry	industry industryEx	&industry=sales &indusryEx=Trucking (See page 2 for details)	Yes
format	API output format	&format=xml &format=json &format=php	default = php
m	receive mobile optimized jobs only	&m=1	default shows all jobs
Limit	Max number of results (not to exceed 200)	50	default = 10
Link	1	&link=1	Bypass the JavaScript function to expose a direct link. Default = 0

OTHER API PARAMATERS CONTINUED

KEY	INFORMATION	EXAMPLE VALUE	Optional?
Full Job Description	1	&full_desc=1	default = 0 NOTE: May decrease API speed
Jobid	job id from feed	&jobid=1836762491	Yes Note: Will return nothing if job is expired
Jobtype	1: Full Time/Professional 2: Part Time 4: Gigs	&jobtype=1,2	Yes. Can have 1 or more values
UID/PID	MD5 encrypted email string	&uid= &pid=	Yes
Radius Search	20, 40, 80 km (Only works for these values)	&d=40	Yes
User agent useragentstring.com	Pass in the user agent to prioritize mobile jobs	&useragent=	Yes, 1 value only

JSON FORMAT

The following example was generated using:
&l = San+jose, ca
&format=json
&q=sales

The top-level JSON consists of 4 keys.
"Jobs" is an array of jobs matching the query and location
"Total" indicates the total number of jobs in the feed
"Start" indicates the start offset of the returned jobs among all jobs in the feed
"Count" indicates how many jobs returned in the JSON object

```
{"jobs":[{
"title":"Rep-Retail Sales", "date":"2013-02-05T05:00:00Z",
"onclick":"j2c_view(2495165613,3930568236,2643861951)",
"company":"Verizon Wireless West", "city":["San Jose,CA"],
"description":"<br \/>We are looking for someone who has what it takes to close <HL>sales<\/HL>, beat
quotas and rack up commissions. You should have at least 1-2 years of <HL>sales<\/HL> experience in a
commission environment. A college degree and bilingual Spanish skills",
"industry0":"Sales \/ Sales Management \/ Business Development", "industry1":"Retail"},{
"title":"Need SalesForce (SFDC) Architect", "date":"2013-03-06T05:00:00Z",
"onclick":"j2c_view(3956262893,1718728236,2611086781)",
...
"total":54,
"start":0, "count":10
```

PHP FORMAT

PHP is the default format for the API string.

The following example was generated using:
&q=sales
&l=san+jose, ca

Similar to the JSON object, the PHP array consists of "jobs" "total" "start" and "count"

```php
array ( 'jobs' => array (
0 =>
array (
'title' => 'Rep-Retail Sales', 'date' => '2013-02-05T05:00:00Z',
'onclick' => 'j2c_view(2495165613,3930568236,2643861951)',
'company' => 'Verizon Wireless West', 'city' =>
array (
0 => 'San Jose,CA',
),
'description' => '<br />We are looking for someone who has what it takes to close sales, beat quotas and rack up
commissions. You should have at least 1-2 years of sales experience in a commission environment. A college degree
and bilingual Spanish skills are a definite plus. You must also be able to move throughout the store to actively
engage customers, demonstrate products, and effectively execute the sales function. In return for your talent and
dedication, we ll proudly support you with comprehensive benefits worthy of the name Total Rewards, including:
award-winning training, a competitive salary, medical/dental/vision from day one, 401(k), work-life programs,
phone discounts, generous tuition assistance, and unlimited opportunities to maximize your career potential. Take a
giant leap toward a career for everything you are. Visit us at careersatverizonwireless.com.<br />You re focused on
your future on finding the right fit for your talent and charisma, and making your presence known. And when you
join Verizon Wireless, you ll find unlimited opportunities to evolve, excel and amplify your success with a company
that is continually redefining the communications industry. If you are ready to make your mark with a team that
thrives on collaboration, you need to consider a future as a Verizon Wireless Retail Sales Representative. Your
record is defined by meeting challenges head-on and always striving for excellence. And it is that tireless drive,
coupled with your strong interpersonal skills and natural instinct to see opportunities at every turn, that sets you
apart and makes you a perfect fit for our team.',
'industry0' => 'Sales / Sales Management / Business Development',
'industry1' => 'Retail',
),
...
),
'total' => 54,
'start' => 0,
'count' => 10,
```

PUBLISHER API: Job URLs

In order to prevent crawlers from crawling the static link, each job's url is replaced with a JavaScript function call. The Publisher should add the following code on the web page where jobs from Jobs2Careers will be served:

<script type="text/JavaScript" src="http://api.Jobs2Careers.com/api/j2c.js"></script>

When the job seeker clicks a job, the corresponding "onclick" function should be called. The j2c_view() function works similarly as the standard "window.open()" function, except that the URL parameter is replaced by three integers. The default behavior for this function is to open a new browser window to show the job. For Email Alerts: This can be bypassed to expose a direct link by adding &link=1 to the API string

PUBLISHER API / XML: SubID's

Publishers may choose to track performance of different channels within the same feed by implementing SubID's. Jobs2Careers offers three tracking tags for each click (t1, t2, t3). By assigning different values to each tracking tag, Publishers may track all clicks in up to three dimensions. If only one tag is used, please omit the second and third. For example:

http://www.Jobs2Careers.com/click.php?id=339698006.001&t1=2J4&t2=8

The two SubIDs in this string are t1=2J4, and t2=8. Jobs2Careers will track revenue by subID in the downloadable. A daily email report rolling-up revenue by t2 is available. Click report located in the Publisher Feed Manager.

Beginning	Ending	
📅 2015-05-01	📅 2015-05-05	**Update**

Date	Total clicks	Earnings	Avg EPC	Expired clicks	Details
2015-05-05	1,212	$340.58	$0.2810	44 (3.6%)	⬇
2015-05-04	7,413	$1,987.17	$0.2681	229 (3.1%)	⬇
2015-05-03	4,157	$1,041.61	$0.2506	151 (3.6%)	⬇
2015-05-02	3,600	$981.62	$0.2727	148 (4.1%)	⬇

IN THE PUBLISHER API
Publishers can define JavaScript variables j2c_t1, j2c_t2, j2c_t3 and then j2c_view() will automatically insert the tracking parameters accordingly. Note that j2c_t1, j2c_t2, j2c_t3 must be numeric values.

PUBLISHER WIDGET

The Publisher widget is an HTML widget that can be populated on the Publisher's web site such that when a job seeker clicks the "Find Jobs" button, a new browser window is popped open to display search results from www.Jobs2Careers.com

Thereafter, for each valid job click in the new browser window, Jobs2Careers will share the revenue at the agreed upon revenue share. The widget is very simple to integrate and provides one more element of job content on the Publisher's web site. Once the job seeker is routed to Jobs2Careers.com, he or she will be able to search all available job content by title, keyword, location, etc.

In order to display the Publisher widget, simply create a Widget in the Publisher Dashboard. Then copy/paste the HTML code anywhere on the applicable website. Every click will track separately under the designated widget name.

NOTE: Widget-based publisher feeds do not support SubID's (t1, t2, t3)

XML FEED

The XML feed is updated once every 2 hours as jobs are added and/or removed from the Jobs2Careers database. The Publisher Feed Manager displays the last update time of each XML file, as well as the job count and configuration of the feed.

In order to download the file, follow the highlighted link and save it as an XML file. On Linux, this can be automated by executing "wget -O feed.xml"

http://www2.jobs2careers.com/feed.php?id=…..

Publisher Feed Manager

ID - Name	Last Updated	Jobs	Feed	Salary	Industry	Job Type	States	Job Age	Exclude Job Sites	Exclude Employers	Action
205 - Test	Not available	All	Widget	$0 - 999K	All	All	All	90			✎ 🗑
1008 - Test_XML	Not generated	0	XML	$0 - 999K	All	All	All	90			✎ 🗑
1009 - Test_API	Not generated	0	XML	$0 - 999K	All	All	All	90			✎ 🗑

NOTE: Do not append any part of the XML link without first consulting your Publisher Program contact as this could damage revenue tracking and you will not be paid the proper earnings.

Why are there multiple copies of the same job?

Jobs2Careers accepts and sorts client XML feeds on a Zip Code basis, and then feeds these XML files out to the Publisher network. This means that some jobs may be replicated into multiple zip codes of the same city, if applicable. There is no XML parameter to remove this, however, if it causes issues with your matching algorithm, please inform your Publisher Program contact and have the feed split by city. Jobs posted nationally will still be replicated, but only once per city (e.g. jobs for Southwest Airlines Flight Attendants)

XML FEED

The XML file opens with a summary line showing the total number of jobs and creation time. Below that, each job will have its unique reference number, URL, etc. See example below:

```
<job>
<title><![CDATA[Treasury Management Internship]]></title>
<date>2015-03-02 15:46:31</date>
<referencenumber>1785265983</referencenumber>
<url><![CDATA[http://www.jobs2careers.com/click.php?id=1785265983.001]]></url>
<company><![CDATA[Centier Bank]]></company>
<city>Merrillville</city>
<state>IN</state>
<zip>46410</zip>
<description><![CDATA[Company Description:<br> <br> FULL JOB DESCRIPTION
HERE</description>
<industry0>Banking / Mortgage / Finance</industry0>
<price>medium</price>
<mobile>1</mobile>
<updated>2015-03-09 04:09:53</updated>
</job>
```

NOTE: Do not append any part of the XML link without first consulting your Publisher Program contact as this could damage revenue tracking and you will not be paid the proper earnings.

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TIPS FOR INCREASING YOUR EPC

1. Create a "Featured Jobs" box

In order to accomplish this, a 2nd API will be required above the first API or XML search results. The 2nd API will have a much higher CPC floor, and return 2-3 relevant job matches per query. This subsequently raises the overall EPC and provides an extra opportunity for job seekers to find varying content.
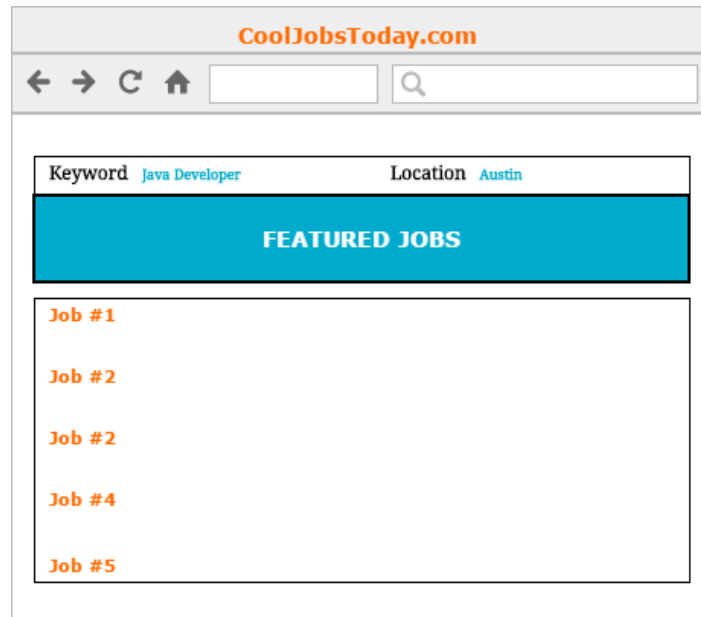
2. Use the API in Email and On-Site

Any Publisher can use multiple API keys and set differing CPC floors on each. By using a separate API in email only, you can set a higher CPC floor because fewer results need to be returned. This also varies content for your job seekers, giving a better experience than viewing the same jobs in email and on the website.

3. Use the API for Ad Content

Set an API with a high CPC floor (35c+). You can create a simple 728x90 banner with job content - and if there aren't any results returned, then default to Google AdSense. Because the content inside the ads is job related, the CTR will be much higher than generic ads.

4. Host the Job Details on Your Site

Jobs2Careers's main goal is to be the highest quality source of traffic for all of our clients. In order to incentivize Publishers to drive traffic that converts at a high level, we pay at a much higher rate for that traffic.

The best way to qualify any job seeker, is to preview the job before clicking out to the client's website.
A publisher may do this by displaying the full job description, hosting a pop up, showing a small job details page, etc. From there, use an "Apply" button which will link to the job posting. Quality increases tremendously, and Jobs2Careers will pay the Publisher accordingly. This diagram shows a simple example of one way to execute: