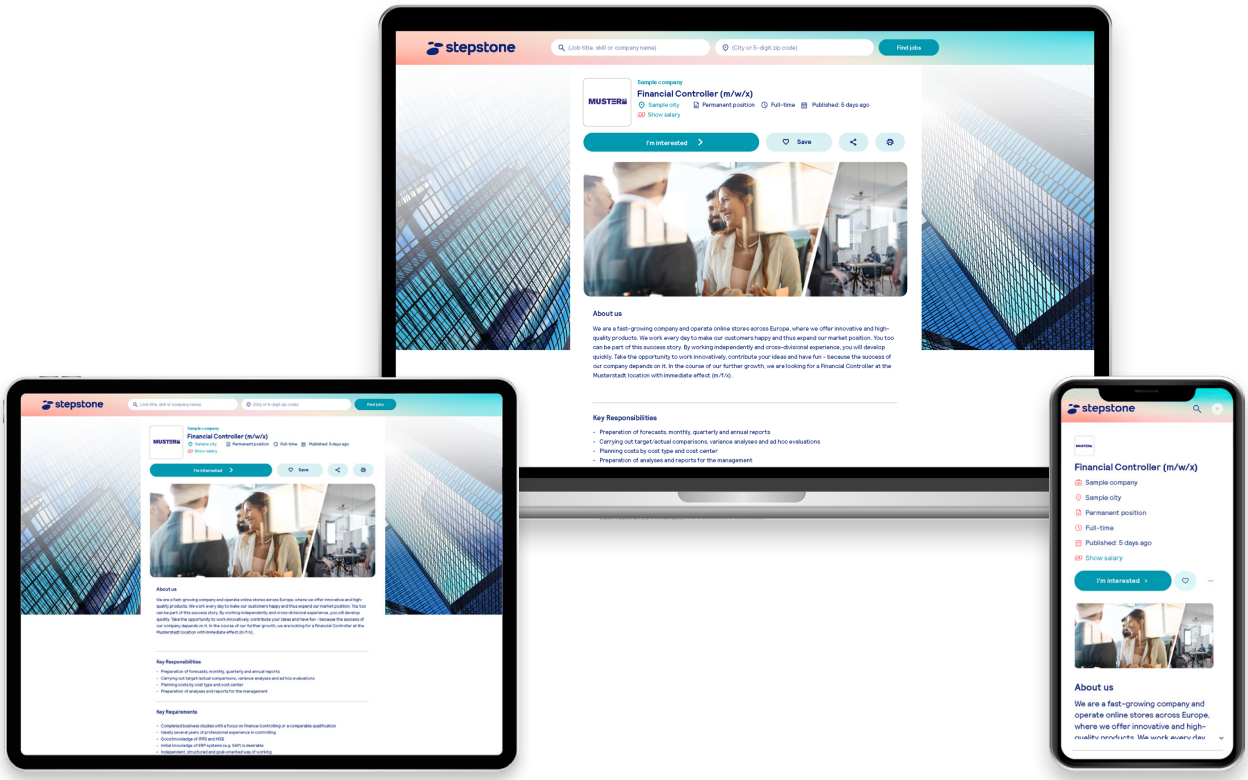
Liquid design ad structure

stepstone

Liquid design ad structure
for optimal user guidance

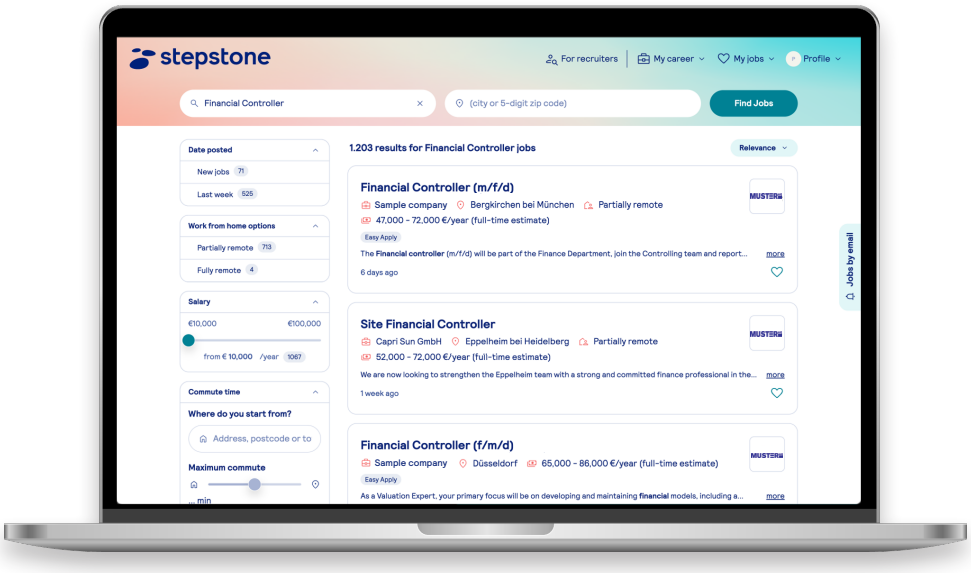
An ad structure suitably tailored to the needs of the candidate is no longer merely an option, but a must. The user-oriented ad layout is the optimal way to approach candidates.

- **Precise anchor points for clear reader guidance**
- **Clearly divided and structured sections**
- **Standard structure for better comparability**
- **Optimal display on all end devices**
- **Integration of additional content in the job ad**



Innovative services for the best possible candidate approach

Stepstone already provides candidates with functions that go way beyond the classic job title search. All services are based on the liquid design ad structure. These examples show you how the use of structured content supports the innovative job search.



Inspire

Discover jobs rather than search for them: Stepstone works out which jobs are of particular relevance based on the applicant data and the search behaviour – and automatically suggests them on the home page.

Match my CV

Which jobs match the applicant's CV? Stepstone analyses the previous employment entered on the CV and shows corresponding job offers based on this.

Optimally structure the ad content – only by doing so can your customers benefit from our latest and future product developments!

Does the applicant management system (ATS) provide structured data?

Find out here how to modify the ATS or JobFeed so that all future recruitment options are available to your customers.

Yes.

The ATS provides structured data for all fields, including branding elements.

Next step:
The ATS is already optimally set up to use all current and new features.

Partially.

The ATS already provides structured data for all of the ad's mandatory fields. Only the branding elements cannot yet be provided via the system. If your customer wants differently branded job ads depending on the ad, the ATS should be modified accordingly.

Next step:
Reconfigure the ATS so that branding elements can also be provided via the system.

No.

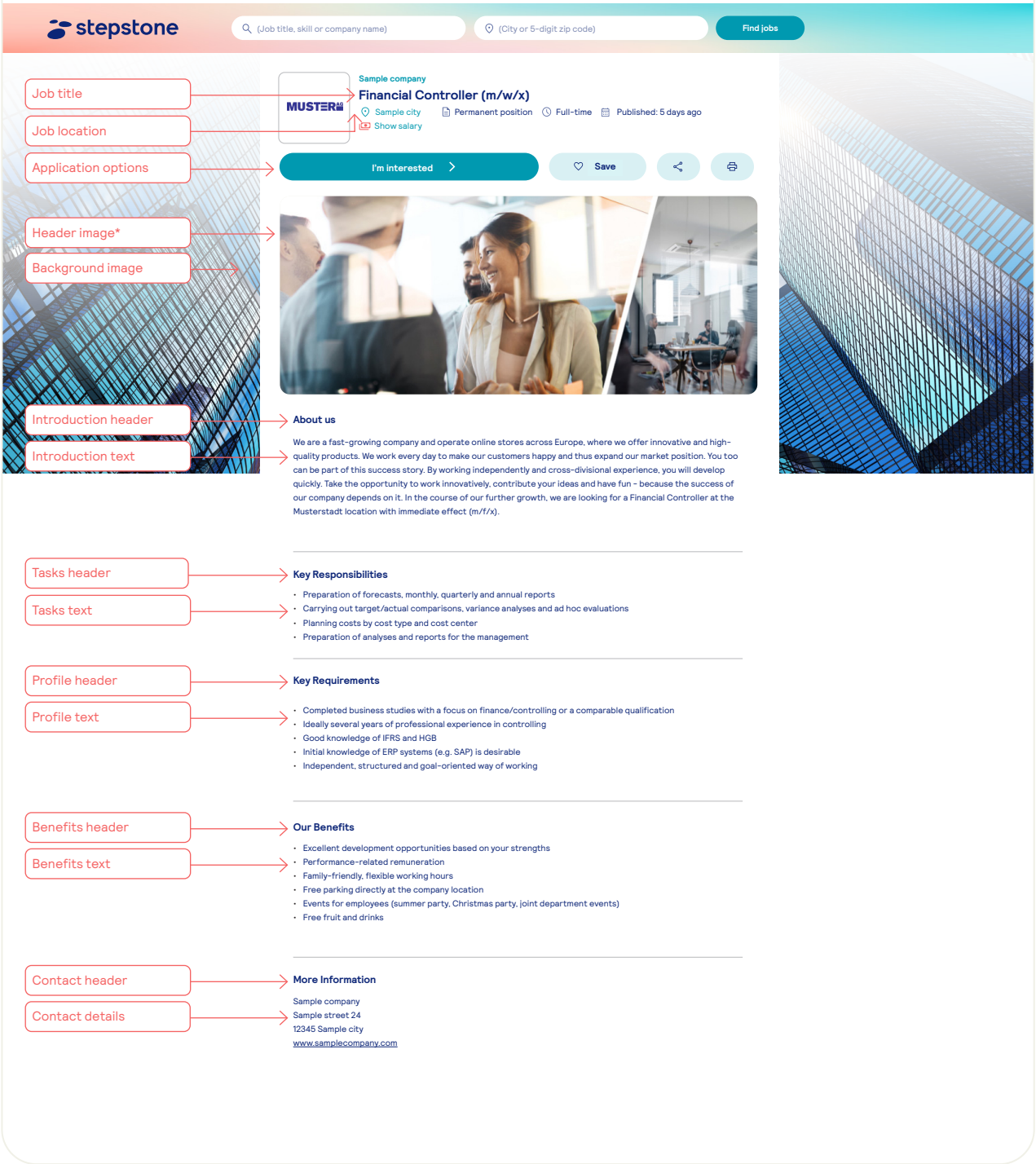
It is currently not possible to provide structured data: the ATS should be modified so that structured data can at least be provided for the ad's mandatory fields. Only by doing so can your customers benefit from the latest and future product developments.

Next step:
Reconfigure the ATS so that structured data can be provided for all mandatory fields.

Unsure? Your Stepstone advisor will be pleased to provide you with further assistance.

The data structure in detail

Sample ad
Finance

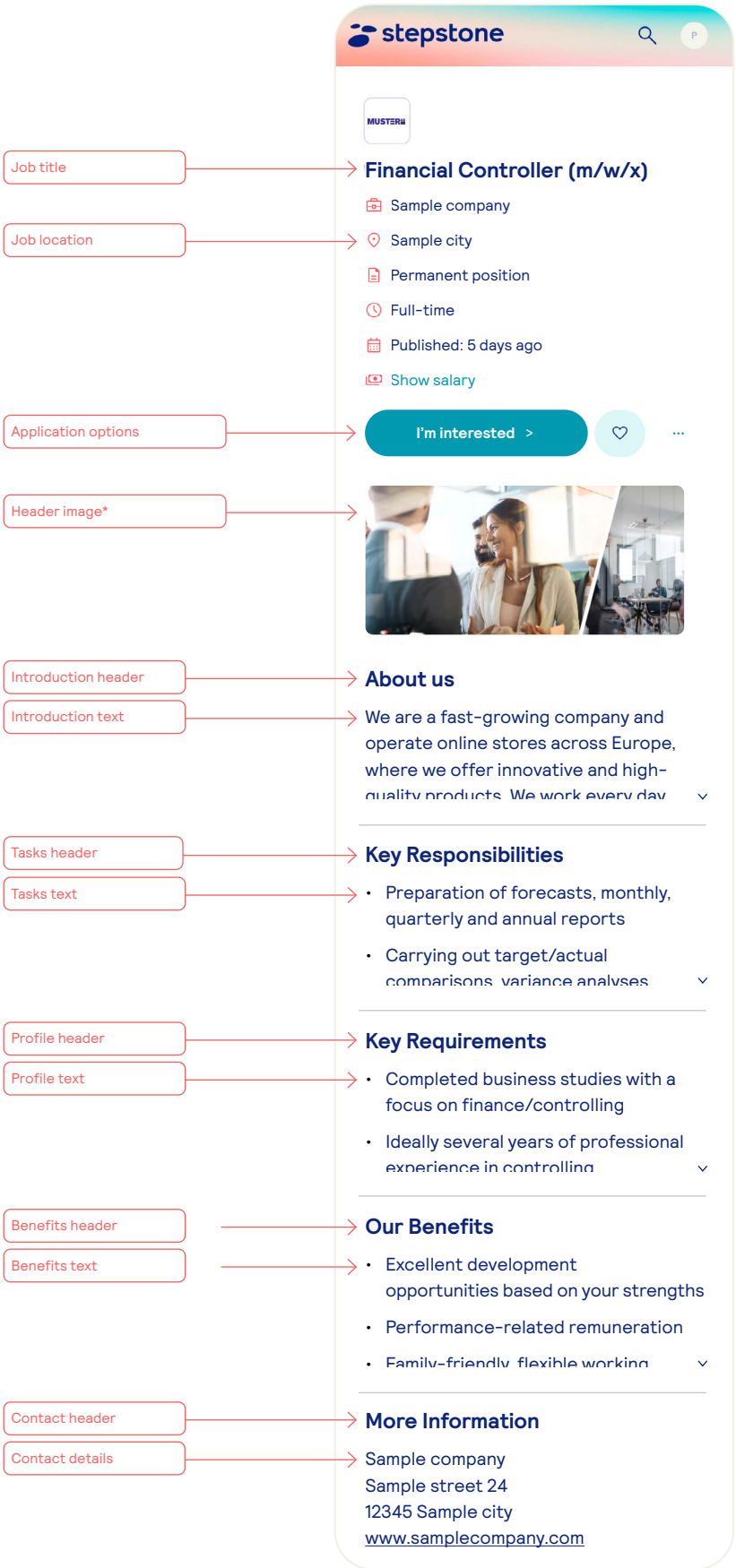


*Included as an option in the Professional and Premium listing.

The following branding options are available starting at the Professional listing level: individual colour frame (for mobile display), individual title colour for headers, video integration, header image or image slider in the header (max. three images), background image (for desktop display).

The following details are mandatory and must be provided for each listing: job title, job location, application options, header and text for the company description/introduction, tasks and profile.

The data structure for mobile



Technical Implementation
All information on the technical implementation of the interface can be found on our information page:

https://api.stepstone.com