

# Dot Job Microsites

## .JOBS Domain Setup

If your company owns a .jobs top-level domain (TLD), then think about using this domain for hosting your microsite.

### Domain Servers Setup

You will need to enter both subdomain and root domain records. Here is an example DNS entry with **www** as the subdomain and **domain.jobs** as the root domain.

www.example.jobs.	IN CNAME	domain.jobs.
example.jobs.	IN A	50.19.241.165

## Non .JOBS Domain Setup

### CNAME Setup

If you are using a non .JOBS domain you can use an alias, or canonical name, abbreviated CNAME. This should be added to the Domain Name Server (DNS) file for your root domain.

Here is an example DNS entry for adding the subdomain **jobs**.

jobs.example.jobs.	IN CNAME	domain.jobs.
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The above line tells a web browser to get the IP address for **jobs.example.com** from the **domain.jobs** DNS record. This alias allows DirectEmployers to host your microsite, and is a standard method for companies to host third-party services - like blogs and RSS feeds - using their branded domain.

Your company has the ultimate ownership and control over where your **jobs.example.com** hostname points, since your network administrator can change this DNS record at anytime to point to another service provider or internal server. Using a hostname based on your root domain should generate the fastest SEO ranking growth, and endear trust to the end-user who sees the

hostname on a search engine results page.

If the **jobs** subdomain is already in use, then think about using another popular search phrase, like **jobsearch**.

jobsearch.example.jobs.      IN CNAME      domain.jobs.

## **CNAME QA**

If the heading of this page is displaying your hostname instead of **domain.jobs**, then your DNS is setup correctly.

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