

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 **directemployers.works** as the root domain.

```
www.example.jobs.    IN CNAME    directemployers.works
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    directemployers.works
```

The above line tells a web browser to get the IP address for **jobs.example.com** from the **directemployers.works** 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 ownership and control over where your jobs.example.com hostname points, since your network administrator can change the DNS record at any time 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, think about using another popular search phrase, like jobsearch:

```
jobsearch.example.jobs.  IN CNAME    directemployers.works
```

If the heading of this page is displaying your hostname instead of directemployers.works, then your DNS is setup correctly.

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