

# THE DOT JOBS UNIVERSE

## What is .jobs?

The Internet today is a medium of great magnitude—never seen before by mankind. Ten years ago there were millions of web pages and five years ago hundreds of millions; today, there are billions. The incredible scale has brought challenges for users looking for desired content. Google enables users to type in short descriptions and locate relevant websites.

Challenges run deep for job seekers. Rather than just relevant websites, job seekers want to locate matching job descriptions and connect with the employer to apply on their site. The opportunity is to match the scale of the Internet with an efficient online solution connecting the job seeker to the employer. The .jobs Top Level Domain was invented for this purpose and is simplistic by design.

For example, the Union Pacific Corporation home page is [www.UnionPacific.com](http://www.UnionPacific.com); the career page is [www.UnionPacific.jobs](http://www.UnionPacific.jobs).

"We are encouraged to know that .jobs requires legitimate vetted jobs from employers that connect job seekers directly to their career site—making .jobs THE trusted source on the Internet."

*Jennifer Sedlacek,  
General Director – Recruitment & LEAD  
President, Union Pacific Corporation*



By inserting .jobs at the end of a URL, job seekers can locate the career site operated by the employer thus providing a direct connection. It is the responsibility of employers to acquire their own .jobs URL—which many organizations have done in a fairly short period of time. Early adopters include:

<a href="http://www.allstate.jobs">www.allstate.jobs</a>	<a href="http://www.btamericascareers.jobs">www.btamericascareers.jobs</a>	<a href="http://www.explorehyatt.jobs">www.explorehyatt.jobs</a>	<a href="http://www.timewarnercable.jobs">www.timewarnercable.jobs</a>
<a href="http://www.att.jobs">www.att.jobs</a>	<a href="http://www.continental.jobs">www.continental.jobs</a>	<a href="http://www.mcgraw-hill.jobs">www.mcgraw-hill.jobs</a>	<a href="http://www.unionpacific.jobs">www.unionpacific.jobs</a>
<a href="http://www.averydennison.jobs">www.averydennison.jobs</a>	<a href="http://www.ibm.jobs">www.ibm.jobs</a>	<a href="http://www.mitre.jobs">www.mitre.jobs</a>	<a href="http://www.uscellular.jobs">www.uscellular.jobs</a>
<a href="http://www.baesystems.jobs">www.baesystems.jobs</a>	<a href="http://www.homedepot.jobs">www.homedepot.jobs</a>	<a href="http://www.sodexo.jobs">www.sodexo.jobs</a>	<a href="http://www.whirlpool.jobs">www.whirlpool.jobs</a>

For more information about purchasing your .jobs URL, visit [www.goto.jobs](http://www.goto.jobs).