

Can't Find Workers? Write Job Descriptions to Match Job Seeker Searches

By Kristen Wright, PEI

PEI members cannot find enough service technicians to fill their vacant positions, they tell PEI staff each year.

Many job seekers, PEI discovered, don't realize opportunities for them exist in the fuel and fluid handling equipment industry. Human resources directors could post thousands of service tech job openings, but if they don't use the keywords job seekers plug into search engines, paths won't cross, and positions won't get filled.

Welcome to 2021. Has your hiring director made friends with somebody in IT, data analytics and mass communications yet? Writing the perfect help wanted ad requires a team.

In 2001, peppering newspaper ads with phrases such as "petroleum dispensing systems," "leak detection devices" and "mechanical flow meters" might have worked. Today, it spells digital disaster.

The goal in posting online help wanted ads is to cross digital paths with people searching for jobs suited to their strengths. If those people haven't worked in the fuel and fluid handling equipment industry, do you think they'll search for terms they've never heard and happen across your ad?

Companies can increase the chances of crossing digital paths with compatible job seekers, however, by strategically replacing jargon in those ads with the most searched terms. ([This article](#) by Rachel Leist explains keyword research.)

For grins, I Googled "service technician job." The first three results had nothing to do with the petroleum equipment industry. I Googled "petroleum service technician job" and found several ads — three of which I cobbled into the following pretend version. (Also, nobody who knows zilch about this industry would Google "petroleum service technician job.")

Petroleum Service Technician

The service technician is responsible for the maintenance and repair of up to 12 convenience stores in a region. This individual performs preventive maintenance on designated equipment systems, including working on underground and aboveground units. Equipment components include submerged pumps, leak detection devices, pressurized lines, fuel dispensers (hoses, nozzles and filters).

Job Duties

- *Resolves maintenance and services issues at convenience stores to ensure full operability 24/7 to increase company profitability.*
- *Takes daily directions from the service manager/dispatcher on calls to be performed.*
- *Follows and abides by service call procedures.*
- *Is available for work at all times in an on-call status rotating schedule.*

- *Performs meter calibration certification.*
- *Serves as expert in general maintenance functions including, but not limited to: HVACR, electrical, plumbing, carpentry, foodservice/beverage equipment, and petroleum dispensing systems.*
- *Accurately maintains tools and inventory on a service vehicle.*
- *Provides project support to cross-functional departments related to stores.*
- *Responds to ad hoc maintenance requests from store personnel as needed.*
- *Maintains knowledge of local and state guidelines for facility services as necessary.*

Qualifications

- *Food and beverage equipment repair knowledge preferred.*
- *Fuel dispenser and pump repair knowledge preferred.*
- *Technical school training in HVACR or electrical preferred.*
- *High school diploma or equivalent.*
- *2+ years' work experience preferred.*
- *Type 1 and Type 2 EPA certification for refrigerants.*
- *Experience in a retail maintenance environment a plus.*
- *General knowledge maintenance and repair procedures a plus.*
- *Maintenance or repair certifications a plus.*
- *Basic Microsoft Office knowledge.*

Then, I somewhat followed the advice in Leist's article. Based on my now fictitious help wanted ad, I made a list of 11 relevant topics and related keywords.

Instead of listing the monthly search volume of those terms, as Leist did, I looked at [Google Trends](#). There, I could compare search terms by date and region.

The numbers in parentheses below represent Google search interest relative to the highest point on the chart for the given region and time.

“A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term,” according to Google Trends.

Several things stood out. People search for singular nouns more than they search for the plural forms. (“Fuel dispensers” scored 10, but “fuel dispenser” scored 50.) “Petroleum dispensing equipment” scored zero, but “gas station equipment” scored 35 and “convenience store equipment” scored 32. “Gas dispenser” scored 50, but “gasoline dispenser” scored zero. Equipment brand names scored well, although using those terms probably doesn't help find people outside of the industry.

Keyword (Google Trends score)

1. Service technician (6)
 - a. Service tech (7)
 - b. Advanced service technician (0)
 - c. Petroleum service (62)

- d. Gas station tech (40)
- e. Gas station technician (59)
- f. Workers (100)
- 2. Petroleum dispensing equipment (0)
 - a. Petroleum dispensing systems (0)
 - b. Gas station equipment (35)
 - c. Convenience store equipment (32)
 - d. Gas dispenser (50)
 - e. Gasoline dispenser (0)
 - f. Gas pump (85)
 - g. Gasoline dispensing units (0)
 - h. Fuel dispensers (10)
 - i. Fuel dispenser (50)
 - i. Fuel hoses (64)
 - ii. Fuel nozzles (16)
 - iii. Fuel filters (90)
 - j. Submerged pumps (2)
 - k. Leak detection devices (0)
 - l. Pressurized lines (2)
 - m. Gilbarco Dispenser (32)
 - n. Gilbarco Passport (13)
 - o. Veeder Root (80)
- 3. Convenience stores (10)
 - a. Convenience store (75)
 - b. C-store (44)
 - c. Gas station (79)
 - d. Gas stations (59)
 - e. Truck stop (11)
 - f. Service station (3)
 - g. Filling station (2)
 - h. Pump gas (100)
- 4. Maintenance and repairs (73)
 - a. General maintenance (78)
 - i. Maintain tools (16)
 - b. Meter calibration (72)
 - c. Fleet fueling (47)
 - i. PetroVend (61)
 - ii. Gasboy (59)
 - iii. Fuel Master (72)
 - d. Foodservice/beverage equipment (0)
 - e. F&B equipment (0)
 - f. Food and beverage equipment (46)
 - g. Customer service (79)
 - h. Work with your hands (62)
 - i. Hands-on (90)
 - j. Handy (69)
 - k. Fuel dispenser repair (0)

- l. Fuel pump repair (41)
 - m. Retail maintenance (34)
 - n. Preventative maintenance (63)
 - o. Petroleum product leaks (0)
 - p. Mechanical flow meters (0)
 - q. Electronic tank monitors (0)
 - r. POS terminals (58)
 - s. Point of sale terminals (43)
 - t. Electrical wiring (69)
 - u. Wiring diagrams (70)
 - v. Electronic board level (0)
 - w. Gasoline dispensing units (0)
5. Service vehicle (93)
- a. Company truck (78)
 - b. Company car (100)
 - c. Work truck (83)
 - d. Work vehicle (93)
 - e. Company vehicle (91)
 - f. Drivers license (83)
 - g. Driver license (87)
6. Trades
- a. HVACR (68)
 - b. Plumbing (91)
 - c. Electrical (98)
 - d. Mechanical (97)
 - e. Mechanical/technical (0)
 - f. Technical (89)
 - g. IT (92)
 - i. Basic computer skills (21)
 - ii. Microsoft Word (76)
 - h. Carpentry (96)
7. Education (90)
- a. Trade school (73)
 - b. Votech (70)
 - c. Vo-tech (54)
 - d. GED (82)
 - e. High school diploma (78)
 - f. EPA certification (78)
8. Troubleshooting (79)
- a. On-call (64)
 - b. On call (90)
9. Inventory (84)
- a. Warehouse (97)
 - b. Maintain inventory (25)
10. Equal Opportunity Employer (63)
- a. Minorities (100)
 - b. Women (85)

- c. Hire women (57)
 - d. Women employees (71)
 - e. Veterans (4)
 - f. Veteran (20)
 - g. Disabled veterans (44)
 - h. Disabled veteran (53)
 - i. Veteran employer (78)
 - j. Veteran jobs (83)
 - k. Jobs for veterans (51)
 - l. Drug free workplace (68)
 - m. Post-employment drug test (0)
 - n. We drug test (40)
 - o. Background check (72)
 - p. Service manager (98)
 - q. Service dispatcher (29)
 - r. Work your way up (62)
11. Employee Benefits (92)
- a. PTO (72)
 - b. Paid time off (85)
 - c. Paid vacation (90)
 - d. 401K (87)
 - e. 401 K (73)
 - f. On the job training (86)
 - g. Direct deposit (100)

Using search interest, I rewrote my fictitious job ad using the more searched terms on Google. The revised ad isn't as specific as the original, and the equipment terminology differs from the technical jargon, but the more popular keywords will drive more traffic to the ad. Including a link to the specific job requirements and job description ensures potential candidates can find more information about the job after they actually know the job exists.

Gas Station Equipment Maintenance and Repairs, Texas

Like to work with your hands? Get on the job training as a petroleum service technician and perform electrical, mechanical, plumbing, carpentry, technical, IT and HVACR preventative maintenance, general maintenance, troubleshooting and repairs on Texas convenience store, gas station and truck stop POS terminals, gas pumps and other gas station equipment. On call work to fix gas dispenser, fuel filter, food and beverage equipment, etc., so stores can operate and pump gas 24/7. Employee benefits include company car, paid vacation, paid time off, 401K, direct deposit. Driver license, background check, GED or high school diploma required. Drug free workplace. Equal Opportunity Employer. We support women employees and minorities. Excellent veteran jobs. For full job description, visit [insert website here].