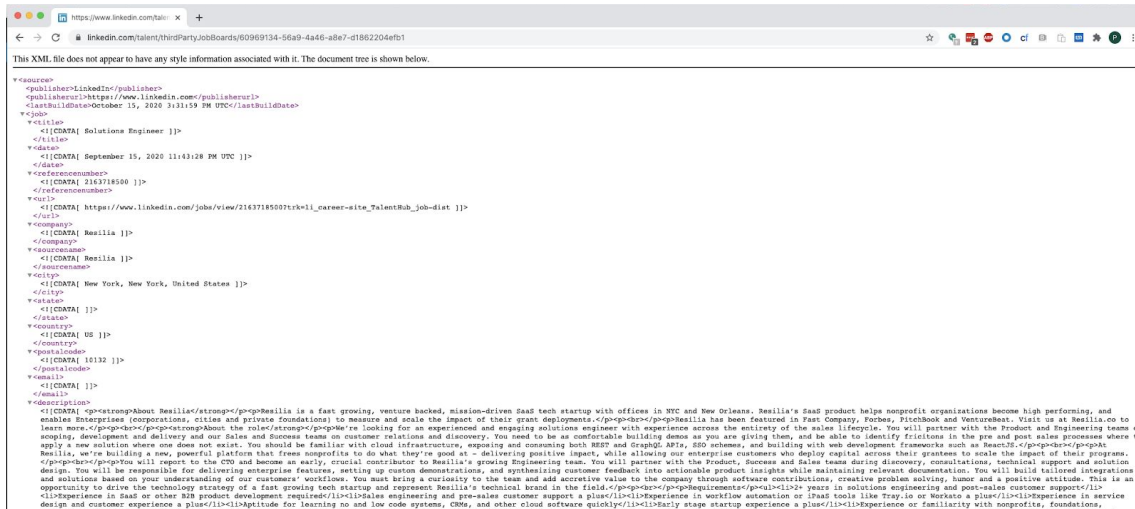


## Wordpress XML Feed Setup

*\*Please Note: These instructions may vary depending on the setup of your company's Wordpress site. Please reach out to your LinkedIn account team if you need additional assistance.*

### Step 1) Getting the XML Feed

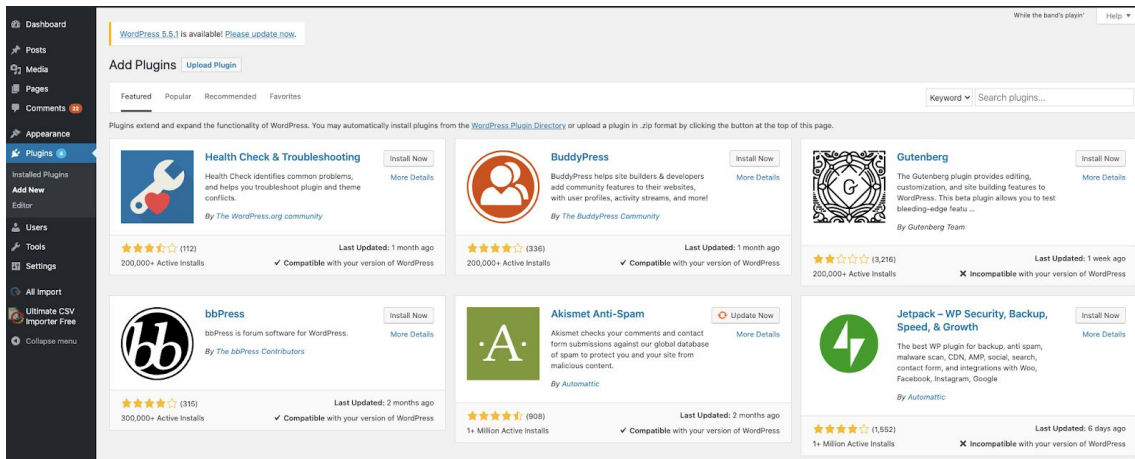
Make sure you have the XML feed URL for your job feed, and confirm that you are able to load the feed in a browser and that the data shows the jobs you expect.



### Step 2) Parsing the XML Feed

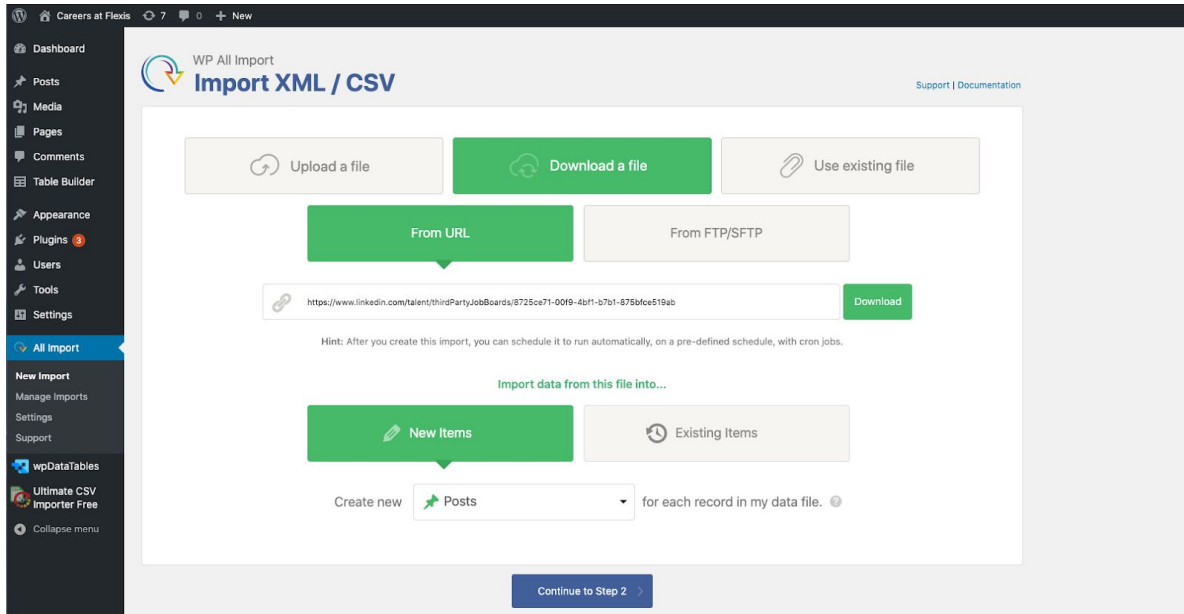
In order to parse the feed, you'll need to use a Wordpress plugin which has XML import parsing capability. Wordpress has a number of different plugins that support this capability, which you can search for on their plugins page if you do not already have one installed. Some of them may be paid plugins, depending on the functionality you need. If you are working with a developer, they can also write a simple script to parse the feed and import it.

For the purpose of this guide, we'll use the "WP All Import" plugin as an example. The setup process is similar with other plugins. (\*Note that this particular plugin is a paid wordpress plugin)



### Step 3) Preparing the XML Feed for Import

Go to the “New import” page within the “WP All Import” plugin and choose the “Download a file” option. Put the XML feed url into the input box and click “Download”. You’ll also need to choose what type of item you want to create when importing the jobs from the feed. In this example, we’ll choose “Posts” to create a new post for each job. Then click “Continue to Step 2.”



WP All Import  
Import XML / CSV

Support | Documentation

Upload a file Download a file Use existing file

From URL From FTP/SFTP

<https://www.linkedin.com/talent/thirdPartyJobBoards/8725ce71-00f9-4bf1-b7b1-87b6fce519a0> Download

Hint: After you create this import, you can schedule it to run automatically, on a pre-defined schedule, with cron jobs.

Import data from this file into...

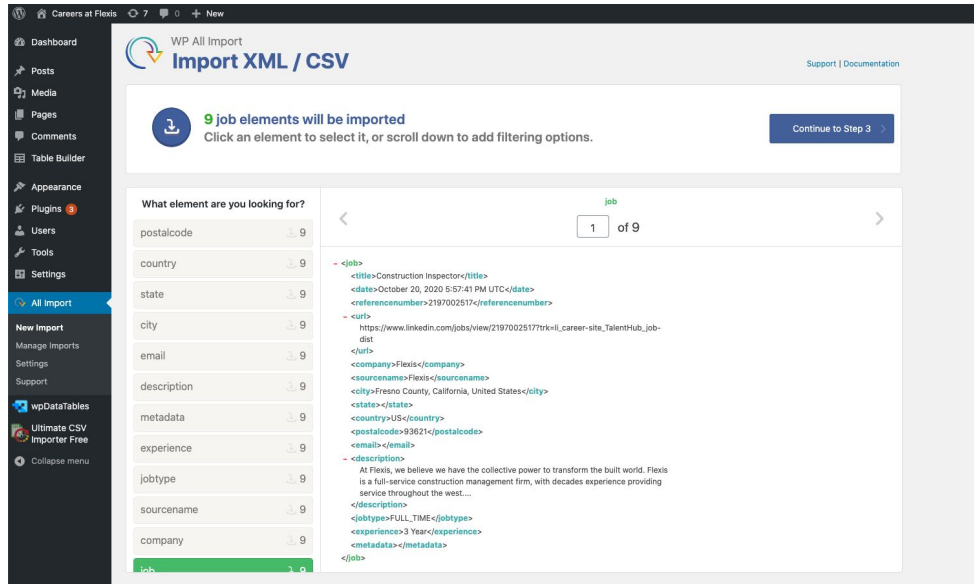
New Items Existing Items

Create new Posts for each record in my data file.

Continue to Step 2

### Step 4) Selecting the Feed Elements

Choose which elements to import from the feed. Each job post is represented as a <job> element within the feed. Choose that as the element to be imported. In this case, it was auto-detected as the default. Then click “Continue to Step 3.”

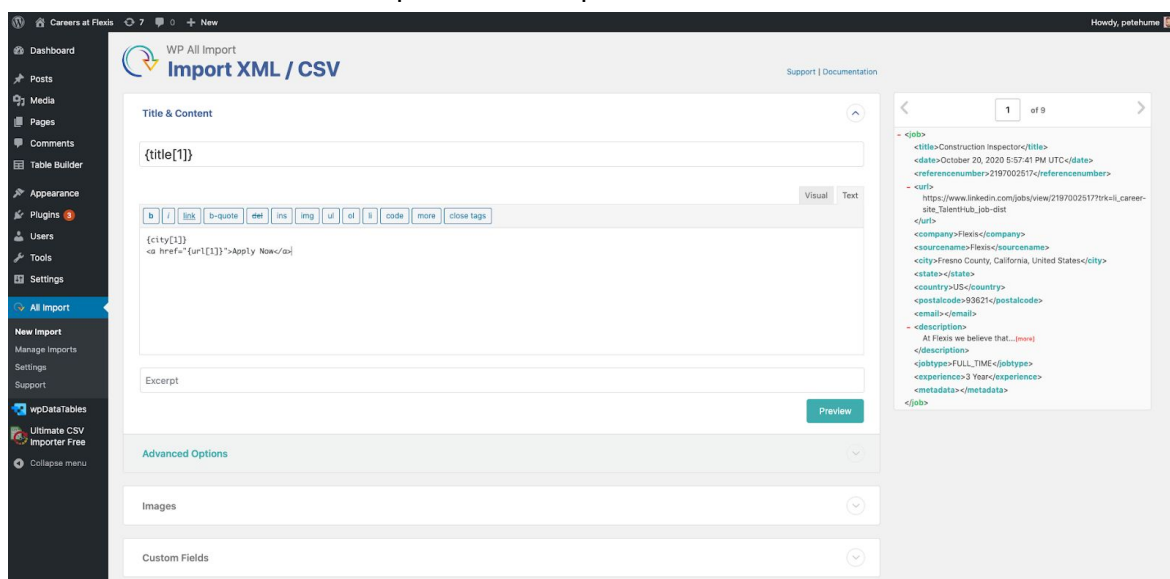


## Step 5) Selecting the Job Post Elements

Next, choose which elements of the job post you'd like to appear on your site. In this example, we'll show a list of job titles, with "Apply now" links that take the user to LinkedIn to apply. You can also choose to post the full job description on your site, if desired. This will largely depend on how your wordpress site is already configured.

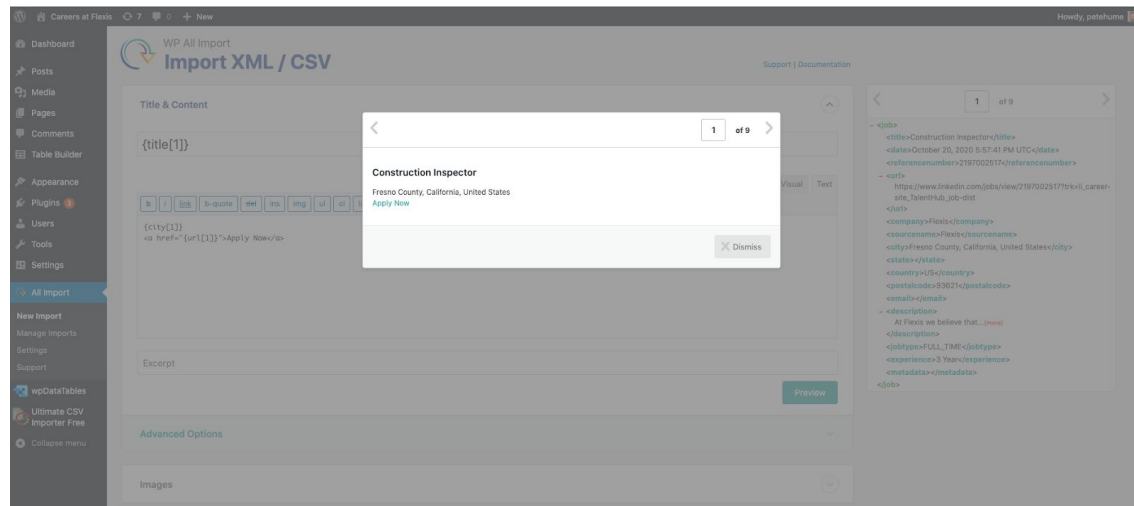
## Step 6) Setting up the Job Post Format

Now, set up the post format based on the XML feed entries. Here we'll set the title of the post to the <title> element of the Job by putting {title[1]} into the post title field. Next, we'll include the job location in the body of the post, and create an "Apply now" link using the <URL> element. In this case, we'll add a {city[1]} tag and a link <a href="{url[1]}">Apply Now</a> in the post body. This screen shows a full example of the setup:



## Step 7) Previewing your Job Post

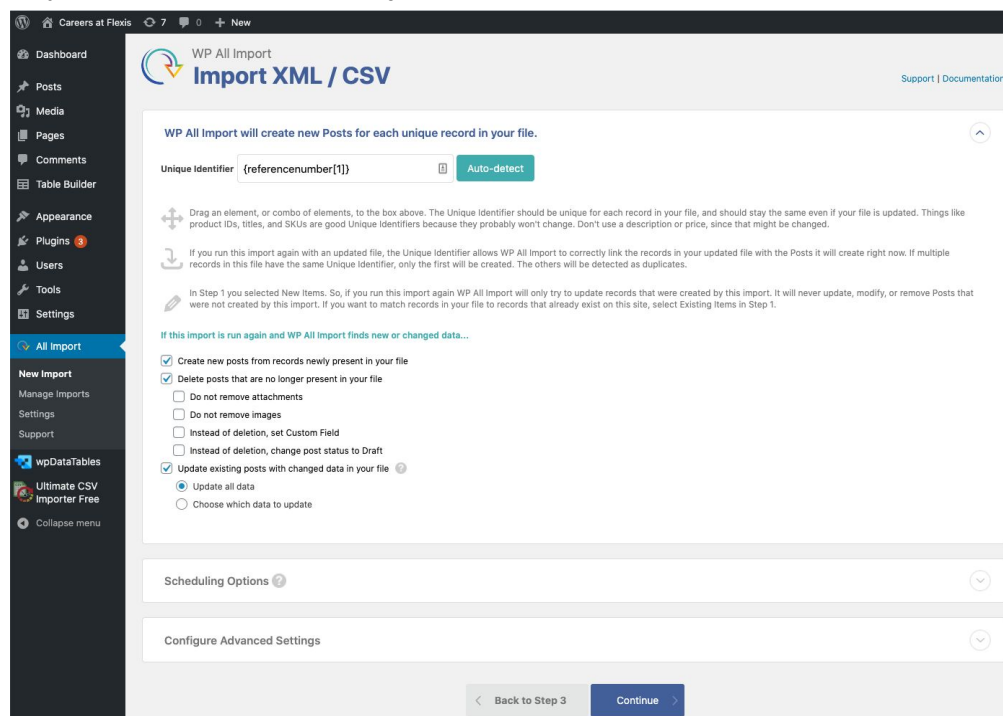
Next, you can preview your post and ensure that it's showing content as expected.



## Step 8) Setting a Unique Identifier

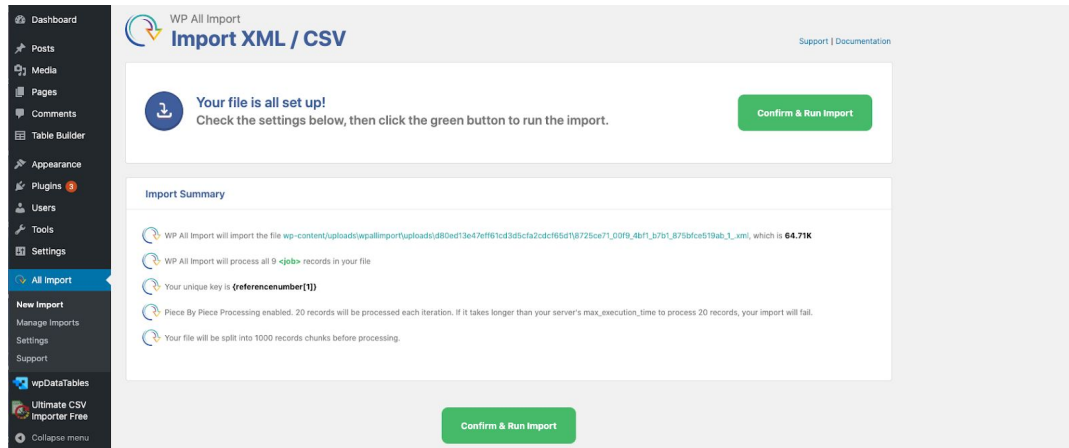
Click “Continue to Step 4” to proceed to the next page. Here you’ll set a unique identifier for each post. [referencenumber[1]] is a good identifier since this will be a unique identifier for each job post.

\*Also, be sure to set up the import to create new posts from each record in the import and delete posts that are no longer present in the file. This will ensure that jobs are removed when they are closed, since closed jobs will be removed from the XML feed.



## Step 9) Running the Import

Click “Continue” to move to the next page and “Confirm & Run Import” to run the import.



## Step 10) Completing the Import

Once the import is complete posts will be created for each job and will appear on your site, based on your theme and other Wordpress configuration parameters. Here’s an example of what it looks like on a sample page for the import shown below.

The XML feed will update as you close jobs and post new ones. The feed is updated 6 times a day with new posts. You should schedule your import to run at least once every 4 hours to re-import the XML feed to delete any closed jobs and post any new ones.

Careers at Flexis

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## Office Engineer

Los Angeles Metropolitan Area

[Apply Now](#)

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## Structures Inspector

Fresno, California, United States

[Apply Now](#)

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## Resident Engineer

Los Angeles Metropolitan Area

[Apply Now](#)