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## ***The Internet Job Search*** ***-- Essential strategies to make it work***

*or...*

*"How to keep from wasting your time needlessly answering hundreds of Internet job postings so you can get out and find that job!"*

~ C. J. "Buck" Trayser

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**Crossroads<sup>†</sup> Career<sup>®</sup>**  
**Network**

## *Before we start...*

Before we begin this Internet job search journey, we should be clear about one thing...job-hunting on the Internet is just PART of the process for today's job search.

While the Internet job search has definitely improved over the last few years, traditional search methods of career fairs, job networking, classified ads, targeted job searches, and other methods must *still* be a significant part of your overall job-hunt.

The goal of this discussion is help you better understand the importance of the Internet job search and to help you increase your chances of getting contacted for that interview!



# *Serious changes regarding viability of the Internet job searches have recently occurred*

- Things got off to a slow start
  - In **2001** the only **2-3%** of people got jobs directly from the Web
    - A significant number of these jobs were IT-based<sup>(2)</sup>
- **But the world has changed in the last 6 years**
  - In September **2005** a consulting firm survey<sup>(3)</sup> had **34%** of new hires obtaining a job via job boards over the prior year
  - A study of 24 major firms<sup>(4)</sup> showed that **25%** of new hires were attributed to job boards in **2005**
  - Research of 73 leading employers<sup>(5)</sup> in 2006 indicated that **over 50%** of their **2005** new hires were sourced from the Internet in some form or another
  - **2007** job postings **up 25%** over 2006<sup>(6)</sup>
    - 10% of these were in health-care!
- **The "Internet" is now the single largest source of new hires!**

## Source of 2005 new hires<sup>(5)</sup> :

- Firms' Web sites – 21%
- Referrals – 20%
- General Web job sites – 15%
- Search Firms – 10%
- Campus initiatives – 7%
- Niche Web job sites – 6%
- "Others" – 6%
- Social networking sites – 5%

1) Wall Street Journal article, 01/02/2002

2) CareerXroads, Kendall Park, NJ, 2002 research paper

3) Weddles Newsletter 156, September 2005, Weddles, Inc (independent research firm)

4) CareerXroads, "5<sup>th</sup> Annual Source of Hire Survey", February 2006

5) 2006 Direct Employers Association Recruiting Trends Survey, February 2006 (analysis by Booz Allen Hamilton consulting firm)

6) Help-Wanted OnLine Data Series report 5/30/07, The Conference Board, www.conference-board.org

# Something Old, Something New

*Today's search is a marriage of past and future*

- **While interviews and new hires from the Internet are up, the reliance on referrals and networking still remains high**
  - A personal referral is more highly valued than any other applicant source<sup>(1)</sup>
  - Research from **2006** indicates personal referrals (a.k.a. networking) accounted for 20% of the new hires in 2005
- **Other sources are still viable but diminished**
  - Campus recruiting and search firms are each effective
  - for about 8-12% of new hires
  - Career fairs or newspaper ads pull up the rear at about 4-9% each
- **Great resumes are critical!!**
  - Resumes are the only tools that “trigger” interest
  - (and thus get an interview) from Internet job sites

**CareerXRoads '06** annual survey<sup>(2)</sup> has the Internet at 25% of new hires and has referrals (including networking) at 27% of new hires for 2005

**Visitor's to Weddle's site indicated<sup>(3)</sup> that they obtained their last job by\*:**

- 36% Answering ad on job board (WWW or Firm)
- 11% Responding to a tip from a friend/family
- 11% Sending their resume to the company
- 9% Getting a call from headhunter/staffing firm
- 9% Answering ad in a newspaper
- 7% Being referred by a company employee
- 5% Attending a career fair
- 5% Using networking at a business event

*(\* While not statistically valid, anecdotal data aligns with other research)*

1) 2006 Direct Employers Association Recruiting Trends Survey, February 2006

2) CareerXRoads, “5th Annual Source of Hire Survey”, February 2006

3) Weddle's Research Factoid, 26 July 2006, Open poll of website visitors

# *Practical strategies and techniques for the Internet job search*

There's a lot of "how to" information for the job seeker in using the Web-based job search engines available both in print and on-line. But most seem to miss the mark...it's about how YOU get a call or an interview from the use of these tools.

Now that we've covered some background, we'll focus on two primary areas that seem to be overlooked in most Internet job search presentations:

- Strategies for getting the most out of the major job sites
- Rethinking the resume for the Internet job search

- **The dominant names in the Internet Job Search industry:**
  - **Monster**
    - Still the leader in moderate to high-end job postings
    - This is the place to search first
  - **Careerbuilder**
    - This has been the leader in resume searches by recruiters for a while and where you want to post your resume
  - **Yahoo!Hotjobs**
    - Cheapest of big three for job postings
    - Slowly slipping out of 3<sup>rd</sup> place

**These 3 major boards (plus a couple others) accounted for about 12-15% of all new hires in 2005<sup>(1)</sup> and 2006<sup>(2)</sup>**

1) 2006 Direct Employers Association Recruiting Trends Survey, February 2006

2) CareerXroads, “6th Annual Source of Hire Survey”, February 2007

# ***Other than the Big 3, where else should you spend your time?***

- **Everybody searches the big three**
  - You should look briefly at the 3 major sites daily
    - Try to limit your total search time to 45-60 minutes per day
    - Better yet, set up an "agent" to send you leads in e-mail daily
    - *Focus* on jobs posted the last 2-3 days
- **Seek out small sites that have a unique audience**
  - Pick a variety of different 2<sup>nd</sup>/3<sup>rd</sup> tier sites to look at daily
    - *Focus* on jobs listed on these site in the last 10-14 days
  - Responding to a job listed on a niche site increases your odds
- **Corporate sites list "all" jobs, the big 3 only have a few**
  - Search for a suitable job and post your resume
    - *Search* for jobs up to 3 months old; *focus* on jobs posted within 30 days
  - Search out your contacts...see if someone can network you in
- **Organizations have sites**
  - Post your resume on ones that are relevant to you and your career
    - *Search* for jobs up to 3 months old; *focus* on jobs posted within 30 days

## *Focus on the small, new, professional, and niche job sites*

Start with these sites...

- [www.4jobs.com](http://www.4jobs.com)
- [www.6figurejobs.com](http://www.6figurejobs.com)
- [www.medzilla.com](http://www.medzilla.com)
- [www.bestjobsusa.com](http://www.bestjobsusa.com)
- [www.career.com](http://www.career.com)
- [www.computerjobs.com](http://www.computerjobs.com)
- [www.dice.com](http://www.dice.com)
- [www.jobcentral.com](http://www.jobcentral.com)
- [www.juju.com](http://www.juju.com)
- [www.nationjob.com](http://www.nationjob.com)
- [www.snagajob.com](http://www.snagajob.com)

Consider some "others"...

- [www.indeed.com](http://www.indeed.com)
- [www.simplyhired.com](http://www.simplyhired.com)
- [www.just-posted.com](http://www.just-posted.com)
- [www.protuo.com](http://www.protuo.com)

One of the best sites on the Web for finding various Internet job sites is the "Riley Guide". It has a brief description of many of the sites and is up-to-date as of late-2006:

[www.rileyguide.com/multiple.html](http://www.rileyguide.com/multiple.html)

There are well over ten thousand valid job sites on the Internet and not all are easy to find. The hundreds of *notable* 2<sup>nd</sup> & 3<sup>rd</sup> tier sites probably account for 3-5% of external new hires<sup>(1)</sup>. So spend some time using the Internet search engines to ferret out the different places where resumes are posted or jobs are listed.

See many other links at the Crossroads Career Network web site:

[www.crossroadscareer.org](http://www.crossroadscareer.org)

1) CareerXroads, "6th Annual Source of Hire Survey", February 2007

# ***Social Networking sites are growing in both popularity and in the job search arena***

- **Social Network sites (e.g. MySpace, LinkedIn, OpenBC, Facebook) are making inroads as job search tools**
  - These “social networking” sites vary in function, but most function as “electronic coffee shops” for people to just gather and interact with each other
  - While most people interviewed<sup>(1)</sup> just wanted to use these sites for their “social life”, but a large number of people take advantage of the built-in job boards and resume posting features
- **Corporate guidelines vary**
  - Many firms are using these sites to search for and perform some research on candidates, but others avoid them entirely
  - 11% of the members of the National Association of Colleges and Employers (NACE) use these sites to search for background info on job candidates<sup>(2)</sup>
- **Worth looking at...but be cautious**
  - Untested
  - Minimal track record

1) Press release, 10 October 2006, extract from “Spherion Workplace Snapshot Survey” Spherion Corporation

2) Press release, 22 September 2006, “One in 10 Employers Will Use Social Networking Sites...”, [www.NACEweb.org](http://www.NACEweb.org)

- **Reply quickly and track your responses**
  - Most jobs get 100s (even 1000s) of responses, so to improve your chances, focus on jobs that have been posted in the last 48 hours
  - Keep a log of your responses - Track web site, job description (number), company, date & which resume you sent
- **Deeper searches can find overlooked jobs**
  - Search for uncommon words or even common misspellings in titles
  - Search the "text" of jobs and ignore titles
  - Use the "advanced" search with "OR" to limit the responses
- **Find the "source" of jobs**
  - If you find a few jobs on a major site you like...
    - Follow the link on these sites to "other jobs by same firm"
    - Go to that firm's website and see if there are other jobs of interest that are NOT posted on the other job sites

# *To search for new jobs or to post resumes?*

*-- That's the real question!*

- **In the early days of the Web job search...**
  - The focus was on posting jobs and letting people search for a job
    - The first jobs sites merely provided e-mail address in the job posting and the job seeker would just send an e-mail to the recruiter with their resume attached
    - Most of the job sites switched to creating on-line resumes and "sending" the resume "link" to the job posters on-line "inbox"
- **As these sites grew their database of resumes...**
  - The focus shifted to recruiters searching through resumes
    - Biggest growth for the "Big 3" is for recruiters searching resumes
    - Firms often post a few "sample jobs" to get resumes for other jobs
- **Seekers now need to optimize their resumes...**
  - To be "found" your resume must generate interest in both the human and the computer

# *The Web resume now demands even more attention than previous styles of resumes*

- So, backup and consider what a resume *is* and *is not*
  - It **IS**...
    - a tool to get you an interview
    - your personal advertisement
    - a way to leave a lasting impression
  - It **MUST BE**...
    - crisp, clean, organized, and visually appealing
    - readable and engaging for others
    - targeted towards your goals and the *readers needs*
    - focused on a single career or job or industry
  - It **IS NOT**...
    - a formal application document
    - your personal expression of frustration
    - a journaling/compilation of your professional history over your entire life
    - the same resume you used 5 or more years ago
  - It must **NEVER BE**...
    - inaccurate or misleading
    - finished

- **Toss it!**
  - Throw away resume books written in 2000 or before!
    - If your resume's look or content hasn't changed since 2000, start over
  - Resume expectations have change dramatically in the last few years
    - Get-to-the-point attitude from reviewers & recruiters...facts and figures
    - It's not about you and your career, it's about the prospective hiring firms, their needs, and what you can contribute to them!
- **1+2+1 resumes**
  - First, build a "This Is My Life" resume
    - Everything...both large and small, glorious and tedious, old and new
    - Don't worry about the length, grammar, format, or keywords -- just get ALL your career/job/education information into this single document
    - But **Don't** send it to ANYONE...
  - Build 2 (or 3) resumes based on relevant items from your past
    - Printable WORD format (formal or formatted)
    - Text format resume (cut-and-paste)
    - Optional: Browser enabled (HTML)

## ■ The Basics

- Enter only relevant data based on your *targeted* job/career
- Keep it between 1-2 pages
- Focus on successes, achievements, awards, certifications, etc.
- Use industry standard job titles
  - Use "cook" vs. "dining services preparation specialist"

## ■ The Format

- Functional, Chronological, or Hybrid - Chronological is preferred
- Proper font choice is important
  - **Times New Roman** or **Century Schoolbook** (*not Arial*) at 10 or 12 font size
  - Do not use underlines -- use **bold** or *italics* instead
- Minimal graphics, no background patterns, but subtle colors are OK
- Enter dates in MM/DD/YYYY format or MM/YYYY

## ■ The Basics

- Notepad is the preferred editor for Text files, but you can use Word
- Text resumes have no formatting—just basic characters and spaces
  - They lack special characters, tabs, underlining, bolding, fonts, or margins
  - Use standard fonts--**Times New Roman** or **Century Schoolbook** is best
  - Special characters or formatting is very basic
- Save your resume as a ".TXT" or a "Plain Text" file
- Use this resume as your "cut-and-paste" resume for most job sites that ask you to enter text into their templates

## ■ Tips

- Use Notepad to open the text resume and turn off word-wrap before copying or sending
- When you make changes to your "Word" resume, update this resume at the same time

## ■ The Basics

- HTML resumes are still relatively new and exciting, but they are only the “icing” on the cake
  - Don't put your resume URL on your paper resume (unless...)
  - If you are a "techie", then you need to have one of these on-line
- Although they can be seen worldwide, you still have to advertise the location of your resume
  - Submit your HTML resume page to search engines only if you're going for the masses
- HTML resumes can't be submitted to most resume/job sites
  - They don't always print well - Graphics, color, page size, etc.

## ■ Tips

- Some of the big job sites will help you build and publish an HTML resume based on the data you entered in their resume template
- This resume can be as big as you like...cover as many years as you want it to
- Make sure that viewers can find a link to download your Word-formatted resume from your HTML page

# *Keywords are the most important part of a resume to get the searchers to “pick” it*

- **Recruiters search job sites like you use Google or Yahoo!**
  - Job titles, keywords, and other items are entered in the search and the resumes with the “highest confidence” are presented first
  - Basic data is shown to the recruiter such as name, title, city, etc.
    - Some sites show recruiters a small portion of the resume, so make sure relevant information is in the top portions (Introductions, Objectives, etc.) of the resume so that it can get picked for further reading
- **Verbs and Nouns**
  - Relevant nouns or noun phrases are essential to helping recruiters locate an Internet resume
    - Keywords entered by recruiters to locate relevant resumes are **nouns**
    - Include as many nouns and noun phrases into your resume as possible
  - Action verbs are still critical as these are seen by the humans
    - Most action verbs (e.g. crafted, implemented) are still valued by the **people** that review the resume

# *Master your keyword strategy to get your Internet resume on the top of the list...*

## **Weave keywords throughout the resume:**

- Craft solid sentences with both action verbs and strong nouns
  - "Developed award-winning Excel certification training for 8000 international actuaries and statisticians"
- Use title rather than task: "Project Manager" vs "Managed Projects"
  - "Project Manager for nationwide telephone service acquisition program"
- Replace pronouns with the relevant nouns
  - "I'm certified in Microsoft **Excel** and use **Excel** daily for revenue audits"
- Call out companies and clients by both the short and long names
  - "I consulted for Hewlett Packard (HP) in the late 90's"
- Only use standard letters, digits, and characters in your keywords
  - Avoid non-standard marks (e.g. r sum ) since most searches won't find it
- Use variations of the keywords throughout the resume
  - Project Manager, Project Management, Program Management, etc.
- Put keywords in "context"
  - While a keyword section is useful, some search engine penalize the "lumping" of excessive keywords together
- Keep keywords current with industry norms and similar to relevant job postings

# *Master your keyword strategy to get your Internet resume on the top of the list... (cont.)*

- **Add keyword sections to the top and bottom of a resume**
  - The section at the top of ALL your resumes
    - Label it "Keywords" and place it just below Objective or Summary
    - Enter 8-12 major keywords, such as Project Manager, Certified Trainer
  - The section at the bottom of JUST the Internet resumes
    - Label it "Keywords relevant to my career"
    - Add every keyword relevant to your current career separated by commas
- **Other Internet Keyword Tips**
  - In the keyword section use spelling variations to improve the chance that your resume can be found
  - Work the names of all companies you've worked with into the text
  - Add **all** the local area codes in your keyword text section
  - Change or add keywords relative to specific job postings
  - Put **the** critical keywords in the TITLE of your Internet resume
    - "IT Project Manager - PMP, Microsoft & ITIL Certified - MBA"

# *Managing online resumes to get the most benefit from major job sites*

- **Use the built-in resume builder template**
  - Don't enter your "Word" resume
    - The parsing technology is not precise
  - Create at least 2 resumes
    - One chronological and one functional/combination
    - Vary resume titles using different major keywords
    - Fill in every text field to the maximum (the more words the better)
    - Don't limit these template resumes to just 2 pages
- **Answer the questions truthfully**
  - Travel, relocating, years in industry, degrees
  - Avoid answering questions that eliminate you from consideration
  - References will be needed LATER
    - Do **NOT** complete the online references on any of these websites!
    - Get the interview FIRST and then take a hard-copy to the interview

# ***Managing online resumes to get the most benefit from major job sites*** *(cont.)*

- **Keep the resumes active**
  - Edit resumes weekly to keep them current
    - Edit anything and re-save it -- this marks it as current
    - Recruiters ignore resumes titles they've seen before - so change them
- **Watch the Hits**
  - The goal is not to get a lot, but to get enough
    - If you have "hits" and don't have interviews, the keywords are working, but the humans are not impressed with your resume
  - Don't pay to "boost" your resume
- **Atlanta people, consider broadening your geography**
  - Most of us want jobs in/near Atlanta, but major cities are competitive
    - Consider longer commutes (Rome, Peachtree City) that are "against" traffic
    - Focus on distant jobs that are on the bus or train lines
  - Look at other large cities in the region and consider relocating
    - Chattanooga, Birmingham, Greenville, Macon, Augusta, etc.
      - Realize people in these smaller cities are trying to get into the Atlanta market!
    - Relocating has higher expense and risk, but can increase the chance of getting a job

- **Only 1 career per resume**
  - Keep resumes focused on a specific job, career or skill set so the recruiters know exactly what you do
    - If you have 2 or more viable roles/jobs, create and tailor 2 resumes
    - Don't be a "Jack of all trades and a master of none"
- **Clearly identify acceptable limits and roles**
  - Consultant?
    - Are you willing to deal with the financial and scheduling issues?
  - Shifts?
    - What shifts are acceptable? (Graveyard can sometimes get you "in")
  - Relocations?
    - If you are absolutely NOT considering relocation, make it clear
  - Salary?
    - If you have a definite limit that you are willing to accept, list it
    - If you are "trolling" for jobs, leave it blank
  - Self-employment
    - Avoid home businesses unless it is carefully researched

- **Don't forget about a few "privacy" options**
  - Use your initials or "casual" name rather than full name
  - Don't use your company or your "primary" e-mail address
  - Change the current employers name to something generic
  - If you're concerned about posting your address online, use a friend's address or rent a PO Box at the UPS store or Post Office
- **Avoid using a resume distribution service**
  - These services use a similar "template" strategy as those sites that extract information from Word resumes...not always accurate
  - While it does populate the resume in many, many places, the return on investment is minimal and maintenance is impossible
    - Target the major sites mentioned earlier and a few niche or organizational sites
    - Resumes should be updated and customized for each specific site

- **Internet job search is *part of the plan***
  - Plan to spend 20% or less of your job search time here:
    - Posting resumes -- Keeping resumes active and current
    - Searching for jobs -- Responding to and forwarding job postings
  - Spend 10% of your time here:
    - Researching companies
    - Looking for networking opportunities
    - e-mailing contacts and friends about the job search
  - This 30% doesn't count time spent editing your resumes or other "non-Internet" computer work related to the job hunt
  - Do this at night or early morning...use the "daytime" to network!
- **What to do with the 70% of your time *not on the Web*?**
  - Attending networking/professional meetings
  - Scouring newspapers, trade journals, and social publications
  - Volunteering or find a part-time "pay the bills" job
  - Improving your skills (training, college degree, etc.)
  - Keeping your family, worship, leisure, and social life in balance