

JOB SEARCH TOOLKIT:

Tools & Techniques You Need for a Successful Job Hunt

The following section is entitled: **Chapter 6: Searching for Jobs on the Internet**

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The full text of the Job Search Toolkit is available at: FirstFind.org>>*Look for a Job.*

Searching for Jobs on the Internet

Most job seekers turn to the Internet for their job search. Millions of jobs are posted by hundreds of thousands of employers. Once you are comfortable searching for these jobs, it is easy to apply for jobs online.

While searching for jobs online can be a good idea, it should only be one part of your job search. Since applying for jobs online is so easy, every posting can get hundreds of responses. Sitting and applying for lots of jobs may seem productive, but don't forget that your application is probably only one of hundreds for each job. When you apply for jobs online it can feel like sending your information into a giant black hole. Sometimes you get an email acknowledging receipt of your application. More often you don't hear anything at all. So it's important that you remember to network, visit employers in person, and look for help wanted signs.

Seven Steps for Using the Internet for Job Search

Step 1: Be Prepared

Before you turn on a computer to check for jobs, make sure you have your resume and a cover letter you can customize accessible in a file on the computer you are using or saved on a flash drive. You will also need a notebook and/or your Job Search Site Registration form and Record of Jobs Applied to form to keep track of your search activity along with log in information and passwords. Your Personal Data Form will also be extremely helpful if your search lands you on a page with an online application you want to complete.

Step 2: Go Directly to a Company Site (Skip to Step 3 if you don't have a company in mind.)

If you are targeting a specific job at one company or a few different jobs at the same company, start your search at the employer's home page. For example, if you are interested in working at Home Depot go to www.homedepot.com. At the bottom of the home page you will find "Careers" under the heading "Corporate Information." For CVS you will also find "Careers" under "Corporate Information" on the home page at www.cvs.com. But the language and location is not always the same. For example if you are looking at the Walgreens homepage (www.walgreens.com) you will find "Careers" under the heading

"Company Information." If you want to apply for supermarket work for ShopRite (www.shoprite.com), you will see a direct link to "Career Opportunities" at the bottom left hand side of the page. The link to the job application section can be located in a variety of places on a website. It may take some time to find the link to "Careers" on the home page of the company you are targeting. Look carefully at the top and bottom of the web page; you may need to read through the lists of content to find "Careers" or "Jobs."

If you do not know the company's web address, you can find it by typing the company's name into a search engine. One example of a search engine is www.google.com. You can type in "jobs" and the name of the company into the search box of a search engine. For example, you could search for "jobs Home Depot." Look for a link that includes "jobs" or "careers" in the title and the name of the company, but make sure the link is not a job search site. For example, in our search for "jobs Home Depot" the first listing on the page could be

www.homedepot.everyjobforme.com/Apply

the second one could be

www.careers.homedepot.com

You want to click on the second because the first link will take you to the EveryJobforMe job search site. If you click on a link with ads for something, or a job search site, go back to the search page because you have not landed on the company web site.

Once you click on careers you will be directed to search for job by location and type of position. Then you are on your way, using the instructions from Chapter 4.

Step 3: Go to a Job Search Site

There are so many job sites to choose from and it may be tempting to look at lots of them. However, when you look at every available site you will likely find jobs repeated and spend too much time looking at postings that are not relevant to your search. Focus your time on no more than two (2) sites, maybe one more if it is for a specific career or skill set.

The chart below has information about five (5) job sites:

Name of Site Web Address	Do You Need an Account to Use?	About
Craigslist www.craigslist.org	No account needed or available.	The site for local classifieds includes lots of jobs that can be searched by type of position and location. People often stay away from Craigslist because they are afraid of scams. But it's frequently used by local employers and usually allows you to apply directly from a job post.(Click on <i>Reply</i> at the top of the posting and you will be directed to email but read the entire posting first to see if there are different instructions to apply.) It's easy to spot jobs that are not legitimate. Stay away from the post by a "friendly guy looking for a personal assistant a few mornings a week" or the one promising an income of "\$1,500 a week, no experience needed."

<p>Indeed www.indeed.com</p>	<p>Allows job search, and uploading a resume, without setting up an account. Setting up an account includes details for job search and the option of having potential jobs sent to your email.</p>	<p>Indeed collects jobs from thousands of job boards, newspapers, company career pages and industry associations. Candidates can click on apply and follow the directions for each position they are interested in. Indeed offers the ability to search by specific key words for jobs. The mobile app for Indeed is one of the easiest to use on a smart phone or tablet.</p>
<p>LinkUp www.linkup.com</p>	<p>There are no accounts or ways to join. When you click on a job you will get an option to receive Job Alerts for similar positions. To sign up for Job Alerts all you have to do is enter your email address.</p>	<p>LinkUp pulls job openings from company websites. The site has a very clean design without lots of ads. Enter your zip code on the home page, and then use the filters available on the next page to look for jobs you are qualified or interested in. LinkUp is easy to use but it is not the site to find advice about a job search or samples of resumes and cover letters. If you sign up for LinkUp Job Alerts you won't get advertisements or solicitations for other services such as services to write your resume.</p>
<p>SimplyHired www.simplyhired.com</p>	<p>You can create an account to organize jobs and get alerts about postings. No need to register at all but you may be directed to create a profile or log in for the specific application.</p>	<p>SimplyHired pulls job posts from all around the web, other job boards, company web sites and social media. The number of jobs posted on the site is in the millions and is updated daily. At the end of each posting it will tell you where the job was originally posted. When you click to apply you will be directed to that site. It's easy to search by job type and location, and you can sign up to receive emails about similar jobs. When you search for postings there will be advertisements at the top of the list, which can look like job openings but are not. Read carefully before you click. This site does not include advice about resumes or cover letters.</p>
<p>Snagajob www.snagajob.com</p>	<p>You must become a Snagajob member in order to apply for jobs on the site. Members can get personalized Job Alerts and have access to other information.</p>	<p>Snagajob is the largest job site for hourly jobs, and includes full and part-time openings in pretty much every industry. Since these jobs turnover frequently there is a steady stream of new opportunities. Snagajob allows search by location, category (shift, temporary, full or part-time, etc.), position, industry and company. You must sign up for a membership in order to apply for any of the jobs posted, and the process requires a number of steps to input information about your background and interests. There are a lot of ads on the site and pop-ups during the process. You don't apply for jobs directly, so the process can require extra steps.</p>

There are also job search sites that target a specific type of job. For example, you can look for health-related positions at Health Care Job Sites (<http://www.healthcarejobsite.com/>). If you are interested in government or civil service positions, look at **USA Jobs** (www.usajobs.gov) for jobs in the federal government, or **State Jobs NY**

(www.statejobsny.com). The Idealist (www.idealist.org) lists jobs, internships, and volunteer opportunities in the non-profit world.

Step 4: Choose Your Site(s)

It can feel like you're doing a great job if you sign up for as many job search sites as possible. Say you sign up on any of the relevant ones in the above chart and add a few that you have heard great things about from friends or family. This tactic is more likely to keep you in front of a computer than land you a job. When you get job alerts and notifications from several sites you are likely to find overlap - the same job keeps popping up. Even if you don't see repeats you will receive a very full email in box full of multiple emails with long lists of jobs to troll through. With too many emails you may skip over the one that you really want to read and reply to.

Pick one or two sites that you find the easiest to navigate. These should be ones where you have found jobs that interest you and are in your geographic area. You may need to sign up for more than two or three to see which ones are the best fit. Check to see what kind of notifications you receive from each site. Cancel your account or membership if the jobs and information do not match, or you are getting too many advertisements.

Whenever you sign up for a job search site, read every screen carefully. You will often find boxes checked authorizing emails from advertisers and educational institutions. Un-check them so you can focus on the task of finding a job. Or, if you are given an option, don't check that you want to receive promotional emails about products "you might be interested in." If you like a site but you're receiving too much junk email go back to your account or profile settings and change your preferences.

Be careful about signing up for any free trials for resume assistance or premium memberships to job search sites. The free resume help is likely to come with an offer of further assistance for a fee. As we said in Chapter 5, it's important that you write your own resume and are able to make any necessary edits. Find help locally if you need it, at your library, One Stop Employment Center or a non-profit that helps job seekers. Premium memberships can cost \$19.99 a month or more and are unlikely to be worth the expense to get your resume put on top of an electronic pile. The one month free membership offer may seem like a good idea but won't be if you give your credit card information and are charged if you do not cancel in time.

Step 5: Go Mobile

Most of the sites listed in the chart above (and many others) have a mobile app that you can use on your smart phone. It's a great idea to keep up with applications especially if you use the calendar on your phone to schedule appointments. But your phone is not the tool to use to edit your resume, cover letter or complete online job applications. Since cover letters should always be customized, and your resume may need to be, you should use a computer to complete these tasks. Online job applications are not designed to be completed on mobile devices and it's easier to make mistakes on the small screen.

Use the apps to check on application status, scroll through job alerts and updates and respond to job search emails. Use a computer to follow up on the best matches when you need to send a resume, cover letter or complete an online application.

Step 6: Apply for Jobs

When you find a job that looks like a good match, click on the job title. Read all of the information and if it still sounds good, follow the instructions to apply. You may be asked to attach a resume by the job search site or you may be asked to apply directly to the employer.

Have your Personal Data Form nearby to help you. Make sure your resume and a cover letter you can customize are on the computer you are using or a flash drive you can plug into the computer. Follow the instructions in Chapter 4 for completing online applications. Following all of the instructions is one of the most important parts of the process. Don't assume that every site is the same - they are not.

Step 7: Keep Records

Use the Record of Applications Completed at the end of this chapter (and in Appendix C at the end of the Toolkit) and/or your notebook to write down the jobs you apply for. You should write down the job title, company and date you apply. You can also print out the posting to paste into your notebook if that helps. While you will probably get an email confirmation after you submit an application, you will also be receiving other job search related emails and it can get buried. Keeping a log will help you identify which site you get the best response from.

You should also write down any login or password information that you create for any job search site or to become an applicant for a particular company. Employers will commonly ask you to set up an account as a candidate so you can go back and finish or change an application, or apply for a different job without re-entering all of your personal information. Use the Job Search Site Registration Form at the end of this chapter (and in the Appendix D) to keep a record of those login/password combinations for each site.

When you are comfortable using the Internet to apply for jobs, you will find lots of ways to apply. You will also see that it is easy to spend a lot of time applying for jobs on the Internet. Use the Internet as only one part of your job search plan. Remember, millions of people can apply to jobs online.

Since it is so easy to get caught up on the Internet and lose track of time, you may want to schedule your Internet time on your calendar the same way you schedule networking. Since you can use the Internet for job searching at any time of the day, you could schedule your Internet time during the weekend or in the early morning or evening hours when you are less likely to make networking calls.

Today you really need to have some comfort level with using the Internet to search for jobs. If you are not comfortable using the Internet or become frustrated, find some help from a job coach, library staff member or take a class. Remember that employers often ask candidates to apply for a job using a computer, keyboard or online at a specific location.

You may also see a sign in the window of a new store coming to town that says, "Now Hiring, Apply Online at www.abcaudio.com." Write this web address down in your notebook if it looks like something you are interested in so you can follow up, check out the web site and apply.

Read Before You Click

When using the Internet to look for and/or apply for jobs, make sure you read everything on the screen before you click submit, yes, OK or "I Agree." Make sure you are not signing up for promotions you don't need, ads or services that will increase the information you receive but not move your job search forward.

The full text of the Job Search Toolkit is available at: FirstFind.org>>Look for a Job.

Job Search Web Site Registrations

Name of Site	Date Registered	Log In	Password