

# Use the Internet to Make Job Searches More Productive

By Bruce A. Love

Online job searches are finally living up to their hype, as more jobseekers than ever before use the Internet to find the jobs of their dreams. Job-hunting has become both easier, and more expansive, with the growing use of online career services. By combining traditional job-hunting techniques with online services, job seekers can make their searches more productive.

The task of job-hunting is a challenging one regardless of which search methods are used. We recently discussed the importance of a well-crafted résumé (see the September 3rd column at [www.loveconsulting.com/Articles.htm](http://www.loveconsulting.com/Articles.htm)). Writing an impressive résumé, however, is just the first step taken in the hunt for a new job. The next step - locating suitable jobs based upon individual skills and interests - can be even more challenging.

The Blair County CareerLink in Altoona, part of the Pennsylvania CareerLink program, is an excellent resource for job seekers. This organization is a cooperative effort that involves state and county resources, and receives support from other organizations in the private sector. According to the Blair County CareerLink Site Administrator, Jacki Weidley, these offices offer one-stop-shop career services for job seekers, employers, and other interested individuals.

One valuable tool available from CareerLink is a comprehensive list of online job search resources. You can pick up this list for use at home, or you can use the CareerLink computer lab to conduct job searches or develop a résumé. If you are uncomfortable with computers, or the use of the Internet, CareerLink offers free training and assistance in their use and can help you reach potential employers. For more information visit [www.pacareerlink.state.pa.us](http://www.pacareerlink.state.pa.us), or call (814) 940 - 6200.

Most job search Web sites require online registration. Usually, this is free (if it isn't, skip that site and find another). Registration will enable you to apply online for jobs of interest, and store résumés and cover letters for future use. I recommend developing one generic cover letter, which can be tweaked to address specific jobs of interest.

If you have an existing résumé, you can cut and paste portions of it into the online registration forms. By using an existing résumé you can make the lengthy process of registration somewhat quicker. Once registered, you will be able to apply to many jobs very quickly.

Below are some highly recommended job search Web sites:

If you are interested in the prestige of working for the Federal Government (as well as the job security and benefits that go along with it), visit <http://www.usajobs.opm.gov>. USAJOBS is a huge database of Federal jobs, which can be searched in a variety of ways. As I write this column, there are nearly 20,000 jobs posted on this Web site! You can restrict your job searches by specifying acceptable locations, job descriptions, or by stating minimum salary requirements. If you are open to relocation, this Web site can be an especially powerful tool.

Monster.com is probably the biggest, and best known, online job search tool. You can search for jobs worldwide on this site. Monster also allows you to set up "agents," which continuously search for jobs matching criteria you specify. When Monster agents find jobs matching your requirements, you will receive e-mails detailing these jobs.

Indeed.com may be the most powerful online job search utility. This Web site searches most of the other job search Web sites. While it is great for finding jobs, you still may have to format résumés to meet the specific application requirements for the job sites that actually post these jobs.

In addition to Web sites dedicated to finding jobs, don't forget that most large organizations post "Employment Opportunities" on the organization's Web site. If you are interested in jobs with a specific employer, make sure to visit these sites regularly.

Internet job search tools provide more opportunities than ever before for finding the job of your dreams. Be prepared to follow that dream to distant lands if that dream job takes you there!

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