AVIVO

INTERNET JOB SEARCH STRATAGIES

Here are the keys to successfully navigating your next job search on the Internet. Follow these simple Internet job-search rules and you should achieve success in this strategic tool of job-hunting.

- **Do** make job-hunting on the Internet an integral part of your job-search strategy. And **do** utilize *all* the job-hunting tools the Net offers beyond job sites.
- **Don't** expect the Internet to be the magic elixir that gets you a new job...perhaps as many as five percent of job-seekers find a job solely through the Internet.
- **Do** be sure to use *all* possible job sites, including the general job sites (such as our job board), as well as industry-specific sites, geographic-specific sites, and job-seeker-specific sites.
- **Do** take advantage of all the features each job site offers you, including posting your resume, searching (or browsing) for jobs, and registering for job search agents.
- **Don't** be passive in your job-search. **Do** post your resume and apply for jobs, but then **don't** just sit back -- follow-up with each potential employer.
- **Do** consider using online newspaper classified want ads as part of your job search strategy.
- **Do** take advantage of all the resources on the Internet to conduct company research. See our Guide to Researching Companies.
- **Don't** spend all your job-hunting time in cyberspace. Integrate your Internet job search into a comprehensive job-search campaign that devotes plenty of time to traditional job-hunting techniques, such as cold-calling , developing a great resume and especially, networking.
- **Do** pay close attention to each employer's or recruiter's instructions for submitting your resume in response to a job posting. Should it be emailed, emailed as an attachment, faxed? What type of resume?
- **Do** consider using a resume distribution service. These services "blast" your resume to thousands of recruiters, headhunters, and potential employers -- for a fee.

- **Don't** respond to job postings that you aren't qualified for -- you're just adding to the clutter employers need to sift through -- and you're just wasting your time and the employer's time.
- **Do** consider putting one or more versions of your resume on the Web, giving employers 24/7 access to your credentials. And **do** consider developing a Web-based <u>portfolio</u>. Finally, **do** make sure you submit your Web pages to <u>key search engines</u>.
- **Do** go directly to each employer's Website and browse current job openings, review the employer's requirements, and apply to each employer directly. See our <u>Quintessential Directory of Company Career Centers</u>.
- **Do** know key strategies for sending <u>email cover letters</u>. And **do** know how to prepare a <u>scan-able resume</u>.
- **Do** take advantage of our <u>Guides to Job-Hunting on the Internet</u> -- one for students and one for established job-seekers -- to help you learn how to maximize your Internet job-hunting experience. And **do** read our article, <u>Maximize Your Internet Job Search</u>.