



Where Larimer County Comes to Work!

# **On-Line Job Search** *Overcoming the Black Hole of the Internet*

Melissa English & Mary Cook  
Larimer County Workforce  
Center

# Traditional Places to Look for Jobs

- ***Networking (friends, co-workers, family, and other contacts)***
- ***On-line job searches***
- Newspaper ads
- Mailing resumes to employers
- Contacting employers directly
- Accessing private/public employment agencies
- Performing research on a company
- Contacting your local Chamber of Commerce
- Reading business publications
- Reading business reference materials/publications
- Checking in with unions, professional registers/associations
- Informational interviews

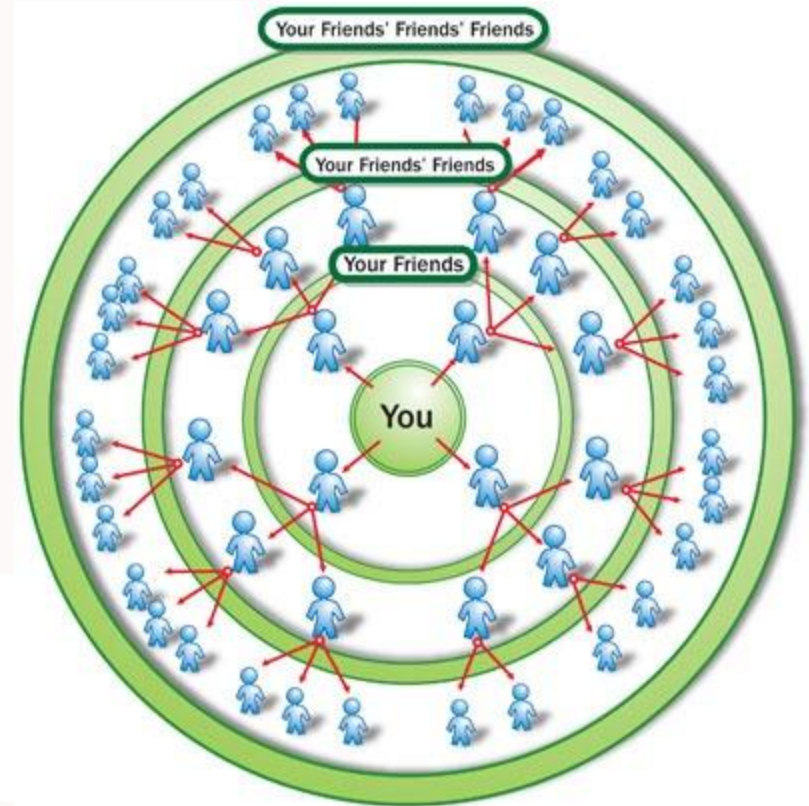
# Today's Goals

1. On-line Job Search Fundamentals
2. The Employer's Perspective
3. Top 10: Most Effective Use of your Time On-line
4. On-line Professional Networking
5. On-line Applications and Resumes: Standing Out from the Crowd

# The Importance of Networking

On-line job search should account for only a fraction of your job search strategy.

Networking and tapping into the hidden job market will always be an essential part of your job search.



## **Facts to Remember**

90% of hiring managers hire through their own personal means.

You have 5% or less chance of getting a job from posted jobs on the internet.

# What does On-line Job Search Mean?

- Posted openings on job boards and company websites
- On-line applications
- On-line resume submission
- On-line professional networks
- On-line qualification quizzes and “fit” assessments
- Employer/Industry research

# Embracing On-line Techniques

In 1999, less than 1/3 of Fortune 500 companies used any form of on-line recruiting

In 2009, 100% of Fortune 500 companies use multiple forms of online recruiting

# E-Recruiting Advantages

- Reduce recruitment costs
- Broader selection pool / increase diversity
- Streamline administration / processing of applicants
- Greater flexibility and ease for candidates
- Strengthening of employer brand

# E-Recruiting Disadvantages

- Limit applicant pool; barriers may exist for older workers and individuals with disabilities
- Internet is not the first choice for all job seekers
- Increase number of unsuitable applications
- Make process less personal

# Top 10

## Most Effective Use of Your Time On-line

1. [www.indeed.com](http://www.indeed.com) (Job Posting Website Browser)
2. [www.dice.com](http://www.dice.com) (Technology Job Search)
3. <http://andrewhudsonjoblist.com> (Professional Job Search)
4. [www.coworkforce.com/Imigateway](http://www.coworkforce.com/Imigateway) (Labor Market Information)
5. [www.usajobs.com](http://www.usajobs.com) (Federal Job Search)
6. [www.linkedin.com](http://www.linkedin.com) (On-line Professional Networking)
7. [www.ncbr.com](http://www.ncbr.com) / [www.bcbr.com](http://www.bcbr.com) (Local Business News)
8. [www.quintcareers.com](http://www.quintcareers.com) (Job Search & Career Advice)
9. [www.ases.com](http://www.ases.com) (Renewable Energy Research and Job Search)
10. [www.larimerworkforce.org](http://www.larimerworkforce.org) / [www.wfbc.org](http://www.wfbc.org) (Workforce Centers)

# Internet Security

- NEVER provide the following information prior to being hired:
  - Social Security #
  - Date of Birth
  - Bank Account Information
- Prepare limited/partial resumes for distribution on-line
  - Leave off address and phone number for generic on-line postings
  - Remember the privacy of your references
- If it sounds too good to be true...it probably is!



# On-line Professional Networking

Why should I network on-line?

Employers use these sites to do recruitment!

- Linked In – [www.linkedin.com](http://www.linkedin.com)
- Facebook – [www.facebook.com](http://www.facebook.com)
- Twitter – [www.twitter.com](http://www.twitter.com)
- Meet-up – [www.meetup.com](http://www.meetup.com)

# Linked In

## ***1<sup>st</sup> Step – Linked In***

- Over 35 million users in over 140 industries
- People with more than 20 connections are 34x more likely to be approached with a job opportunity than those with 5 or less connections.

## ***Suggested Uses:***

- Get the word out – Provide updates to contacts
- Linked In exclusive job postings
- Company/Connection searches
- Discover insider “secrets” and job requirements from connections

# **Social vs. Professional Online Networking**

- Linked In is intended for professional use
- Facebook is intended primarily for personal use
- Employers can use your social network against you
  - Clean up profile
  - Remove personal information and limit photos
  - Choose your “friends” wisely – potential employers may judge you based on your network

# Be Careful What You Post and Who You “Friend”

This picture was posted to someone’s Facebook page?

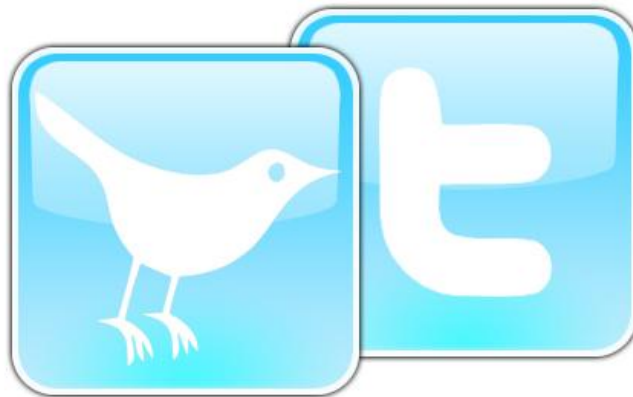
What do you think an employer would think if they came across any of these pictures?



# Twitter

## *This mornings Tweets*

- Encourage job seekers to modernize their e-mail addresses
- 8 Questions to Assess Your Professional Network's Strength
- In the workplace: Appreciation VS Compliments - Do You Know the Difference?
- Hiring: Technical Writer/Editor Colorado Springs
- 5 methods I used to get a job through Twitter



# Meet-up

## *Local Meet-up Groups*

- North Longmont BNI
- ABWA Longmont Chapter
- Small Business Support
- The Berthoud Network Marketing Innovation Meet-up Group
- Wildy Successful Women Boulder County
- Boulder Entrepreneur Business Meeting
- Front Range Career Forum



# On-line Applications & Resumes

“I’ve applied for dozens of jobs on-line that I am very qualified for. I haven’t heard back from ANY of those employers! That’s so disrespectful, they should at least have the courtesy to call me back!”

***Why do we rarely hear back from employers after applying on-line?***

# On-line Applications & Resumes

## *Your Goal*

- Get through initial screening process
- Be evaluated by a human being
- Be the candidate that makes the employer think you've read the job description and understand their needs



# On-line Applications & Resumes

## *Step 1: Understand the Screening Process*

- Employers are overwhelmed!
  - Technology is being used to screen out applicants based on:
    - Keywords
    - Comfort using technology
    - Ability to follow detailed directions
    - Personality and “fit” assessments
- Employers use keyword search databases

# On-line Applications & Resumes

## *Step 2: Follow Directions*

- Which resume format is preferred?
  - MS Word, Text only, PDF
- Provide all required material
- Fill out application completely – never write “Please See Resume”

For a recent LCWC opening, 170 people applied and only 30 followed the application instructions and submitted their resume, cover letter, and application. 140 people were screened out and never considered.

# On-line Applications & Resumes

## *Step 3: Identify Keywords*

Keywords are skills, phrases, or concepts related to a specific job opening, job title, and company purpose.

In many cases, your resume and application are “pre-screened” electronically and ranked according to the number of required and desired keywords found.

# What are Keywords?

**Keywords are usually nouns or verbs that relate to the skills and experience necessary for the position**

- Consider Hard Skills & Soft Skills
  - Hard Skills:
    - Job/ industry specific skills
    - Technical terms & knowledge
    - Hardware, software, and machines
    - Job titles
    - Certifications
    - Names of products & services
    - Industry Buzzwords
    - Education level or degree
    - Specific # of years experience
  - Soft Skills: Desired personality traits

# Finding Keywords

Scrutinize **Job Description** and other sources including:

- Company Website, Mission and Values
- Industry News (NCBR/BCBR, local newspapers, Journals)
- “Insiders” Perspective
- Job Openings at competing companies

# Finding Keywords

## Finding Keywords:

Search for:

- Repeated words / phrases
- Essential Job Functions
- Specific machines, tools, software, hardware
- Specific experience levels

***Take your best guess:*** What are the non-negotiables (required keywords) and what would be icing on the cake (desired keywords)?

“If I were this employer, what would I really need to know?”

# Keywords Activity

Identify 15 or more keywords on the Water Resource Administrator position announcement.



# How many did you find?

- Committed
- Protect
- Secure
- Community
- Water
- Water Rights
- Water Law
- Water Resources
- Innovative
- Project Manager
- Applications
- Statement of Opposition
- Water Rights
- Acquisitions
- Technical Support
- Adjudications
- Review
- Water Operation Plans
- Assess Impacts
- Excellent Verbal & Written Communication
- Engineering
- B.S. in Water Resources or Engineering
- 5+ years
- Water resource analysis & development
- Change of use applications
- Planning & management
- Municipal
- MS Excel
- MS Access
- ArcGIS
- MS Project
- Develop & Monitor Budgets
- Develop policies and processes
- Analyze data
- Make recommendations
- Blueprints
- Schematics
- Layouts
- Contentious Atmosphere

# On-line Applications & Resumes

## *Step 4*

Mirror keywords in your marketing materials  
(Resume, Cover Letter, and Application)

- Mix it up!
  - Include keywords in Skills Summary or Professional Profile category
  - Present keywords in context; fully describe activities and accomplishments
  - Reflect keywords when describing transferable skills.
- Tell the truth! Don't misuse keywords

# On-line Applications & Resumes

## Keyword Density

Some software ranks applications on weighted basis according to keyword importance and frequency.

- 25-30 keywords in your resume/application

OR

- At least 50% of keywords from the job description

# Beyond Keywords

Whether applying for a position on-line or in person, it is essential to present the employer with a custom tailored resume and application.

- Limit resume to **RELEVANT** skills and experiences
- Consider a combination or skills based resume format that highlights the skills and experiences that relate to the employers' needs

# Follow-Up

Internet submission opens door to follow-up contact. Call to **CONFIRM RECEIPT** of your materials whenever possible. You will appear professional and organized.

Make sure to respect the employers directions and requests. By inappropriately following-up you could be screened out.

# Questions?



# Thank You and Good Luck!



Where Larimer County Comes to Work!

# Contact Your Local Workforce Center

## Larimer County Workforce Center

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

### *Loveland*

418 E. Fourth St.  
(970) 667-4261

### *Fort Collins*

200 W. Oak St., Ste. 5000  
(970) 498-6600

## Workforce Boulder County

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

### *Longmont*

1500 Kansas Ave., Ste. D  
(303) 651-1510

### *Boulder*

2520 55<sup>th</sup> St.  
(303) 310-2900

*Melissa English*  
*Larimer County Workforce Center*  
*Business Services Consultant*  
*(970) 498-6648*  
*menglish@larimer.org*