

## Are Job Search Engines Effective in Landing a Position?

Successful job seekers cover all the bases. Today, finding the perfect job involves more than reading the *'Help Wanted'* ads in the newspaper. Not every job is advertised, and those that are can be quickly filled by candidates with the right contacts. Networking is key to finding a job right now.

The **job search engine** is one of the many methods a person must master to find a great job. In the past decade the growth of the internet has completely changed the job search market. **Google, Bing, and Yahoo** offer job seekers help, but the latest trend offering success is online networking on social media sites.

### *What Can a Job Search Engine Do?*

First, it is important to recognize that a job search engine does not perform miracles. However, if you have no luck landing a position or find yourself saying, *"I never hear back when applying online"*, more information on job search engines and online networking might be for you.

There are several ways to take advantage of job searching opportunities online. General search engine sites like **Google, Bing, and Yahoo** allow job seekers to type in job titles and locations that they are interested in and respond to the results. The advantage to typing in the job title means you don't have to use separate specialized job search engines to look for positions. All of the available positions are returned through one search.

Unfortunately, this type of search does not offer the main attraction of job search engines – networking. These specialized search engines are fantastic and successful ways to network. Sites such as **Monster** and **Careerbuilder** allow users to create a profile and upload your resume to their site. Once it is posted you can begin to network with other users on the specialized search engine site. Check out the article: **"How to Attract Employers and Recruiters"** for additional information!

### *How Does It Work?*

**Monster** and other large specialized sites have millions of users. **Careerbuilder** boasts around **9 million** active users every month. This opens the door for a large number of potential matches, but it can also mean that the competition is greater.

At the heart, all job search engines match job candidates with potential employers. The search engines hit on key words in resumes and match them with job postings. This can include:

- Location
- Job Title
- Area of Interest
- Certifications
- Education
- Many Other Specific Topics

Experts advise job seekers to sign up on more than one job search engine. The more times a resume is posted the higher its chance of getting a match. This is why employers post job openings on multiple sites.

Job search engines are most successful at creating networks. These social media sites have been phenomenal in bringing job seekers, employers, and even recruiters together. People looking for jobs can use their networks created on sites such as **Monster** and **Careerbuilder** to find out about jobs before they are posted and get the inside track on companies.

Richard Bolles, the author of *What Color is Your Parachute* notes in the updated version of his book that 'somewhere between **4 to 10 percent** of job hunters who turn to these sites actually find a job thereby'. This means that **80 percent** of the jobs available go unadvertised – they are promoted by **word-of-mouth**, via **recruiters**, and within **companies**.

Does this mean you should avoid job search engines? Not at all, say the experts. Specialized search engines will offer you the inside track on many jobs that are never posted once you create and manage your network. *It is all about networking – 2011 style!*

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