

How to Attract Employers and Recruiters

Is your job search going nowhere? Does it feel like your resume lands on the bottom of the slush pile? The fact is many job seekers fail to find the best jobs because they are not attracting the right recruiters and best employers.

You can enhance your chances of winning the **perfect job** with a resume that lands on the top of search engine lists and initiative that hits home with big bosses. Attracting recruiters and attracting employers is easy once you have the right network in place.

The Newest Network Tools

The vast majority of new positions are not advertised to the public. *How are these positions filled?* Word of mouth and networking accounts for about **50 percent** of all new hires, says one recent study.

Networking involves creating and managing a group of contacts from a multitude of areas – **work, family, friends**, and more. When it is time to look for a job people in your network are the perfect place to start. They can give you tips about openings in their place of work or other information. This has the potential to get you noticed by employers.

One of the easiest places to create a network is online. Social media sites such as **LinkedIn** and **Facebook** are a great place to develop contacts. The advantage of networking on social media sites is that every new contact instantly opens the door to an unlimited number of other new contacts. Your network can grow from zero to one hundred in days.

Recruiters are on social media sites. For example, if you post your resume on **LinkedIn** employers and recruiters will have access to your information. If you have a great resume, and a network that sends potential employers your way, this is a great way to get your resume noticed and find a new job.

Google

Have you Googled your name? Employers and recruiters often **Google** names of the people they have under consideration. If you are beginning a job search you will want to *'Google yourself'* and make sure that nothing surprising pops up!

There are several reasons why an employer may **Google** a potential employee's name. Background searches are expensive and cannot be run on a large number of resumes. By Googling a person's name an employer can discover a good deal about a person.

With this information, it is a great idea to post your resume on a blog or a website. When an employer searches your name, your resume might be one of the hits. The blog can include interesting information in addition to what is on the resume that will be attractive to employers. A great blog for job seekers can include:

- Photos/logos
- Resume
- Mission Statement
- Hobbies
- Interests
- Volunteer Experiences

A blog also answers the question of how to get a recruiters attention. Many recruiters spend time on the internet searching specific **keywords** when looking to match employees and jobs. Remember, recruiters are hired by employers – they are looking for you, and the more your name is in their viewfinder...*the better!*

Job seekers can turn this around and Google potential companies. You can research a company you wish to work for and create a blog to get your resume noticed that is attractive to the company – one that will attract employers.

Work the Networking Angles

The most successful job seekers are enterprising people. They work all the angles when looking for a new job or changing careers. This includes new networking possibilities and old school methods such as one-on-one meetings. If you know what you want and can communicate your goals through networking and your resume you will attract recruiters and attract employers.

Regal Resumes ensures that all of their resumes are customized and targeted to attract potential employers. Check out our Services page to find out more about our resume writing packages.