HACKS FOR USING ONLINE JOB SEARCH TOOLS

Job Search Engines—Job Sites—Job Boards are just some of the tools in a job search. To get the most from these sites, think like a SEO: Keywords, phrases in the job title, type of employer and radius.

Indeed and *SimplyHired* are two of the more popular job search engines. They have the muscle, intelligence and flexibility to help you find just about every open position out there. Like other search engines you use (Google, Bing) there's a rudimentary use that will get you a million+ searches you need to sort through to get what you need, and then there's a more advanced skill that helps you narrow your search to find the information that is relevant to you. Since you already know the basics of using search engines, here's how to think like a search engine optimizer (SEO).

SEO APPROACH TO FIND JOBS RELEVANT TO YOU

1. Enclose phrases within quotation marks

To tell Indeed to search a specific phrase, enclose the words in quotation marks.

▪ When looking for your first job this search will be helpful to you, no matter where the words appear in the job posting:

what	where	
"entry level"	New York, NY	Find Jobs
job title, keywords or company name	city, state or zip code	Advanced Job Search

▪ When you know exactly the job you hope to land, put the job title in quotes:

what	where
"production assistant"	Los Angeles, CA
job title, keywords or company name	city, state or zip code

▪ Do you have mad Photoshop skills? Use the keyword to find jobs that meet your skill set:

what	where
"photoshop"	Chicago, IL
job title, keywords or company name	city, state or zip code

2. Specify job titles

You can also search for specific job titles on Indeed and other job boards. Just add the word *title* followed by a colon:

what	where
title: "accountant"	Cleveland, OH
job title, keywords or company name	city, state or zip code

Indeed will then search only the titles of postings. Remove the *title:*, and the search engine will also look for those words in both the job title and the body of the job description.

3. Specify job titles that are phrases

Since there are so many different types of engineers, ask Indeed to find exactly the engineering position you want. For this example, let's use industrial engineer.

If the job title is a phrase, like industrial engineer, combine Hack #1 and Hack #2 to be more specific:

what	where
title "industrial engineer"	Chicago, IL
job title, keywords or company name	city, state or zip code

In this case, you're telling Indeed you want to only see jobs with titles that include the words industrial engineer.

4. Identify your target employers

Like specifying the job titles you want, you can also tell Indeed to find your target employers. Similar to the way you tell Indeed to find specific job titles, have Indeed search for jobs with a specific employer by including the company name.

For example, let's say you want to work for Leo Burnett (an advertising agency). You're curious about what job openings they have right now. To find open jobs use this query:

what	where
"Leo Burnett"	New York, NY
job title, keywords or company name	city, state or zip code

Note: Examples used are from Indeed.

5. Find a specific job title at a target employer

Combine Hack #3 and Hack #4 to find specific job titles with a target employer. So, if you want to be start out on the account side of a marketing agency, your query would look like this:

what

"account executive" company: "MRM" | New York, NY

job title, keywords or company name   city, state or zip code

6. Find jobs that require a specific skill set

Maybe you're trying to figure out which jobs are best for you by exploring job titles used to describe people who have similar skills. Or maybe you just want to see jobs that require a specific skill set you have or are considering acquiring.

In this example, we'll assume you're curious which employers need people with social media skills. So, you would do this search:

what

"social media" | Austin, TX

job title, keywords or company name   city, state or zip code

7. Search specific job titles plus a skill set or industry

You know exactly the job you want, and you're looking for that job with a specific skill set. If you wanted to find executive assistant jobs in the film industry, you would combine a job title search with a keyword search.

That search would look like this:

what

title:"executive assistant""film" | Los Angeles, CA

job title, keywords or company name   city, state or zip code

8. Search specific job titles minus something you hate to do

Perhaps you want an office manager job, but you don't want to be the receptionist, too.

To find the admin assistant jobs that exclude those with receptionist duties in the descriptions, your search would look like this:

what

title:"office manager"-receptionist | Denver, CO

job title, keywords or company name   city, state or zip code

9. Search specific job titles at specific companies, minus something you hate to do

In this example, you've decided you want that office manager job (without receptionist duties) at XYZ Company. Your search would look like this:

what

title:"office manager"-receptionist company:PwC | Denver, CO

job title, keywords or company name   city, state or zip code

The most effective way to search is to drill down so you are searching as specifically as possible and getting to the right jobs. Use your skills, interests, and location to search. That way you can narrow your search so the results include only the most relevant listings.

10. Try Indeed's "Advanced Job Search" to drill down further

To refine your search results even more, try Indeed's Advanced Job Search. You can specify estimated salary ranges, job type (full-time, part-time, contract, internship or

- Let's say you are in college looking to launch your career as a casting director in the film industry. You need an internship. Doing your research first will help you identify the keywords/key phrases used in the industry. Use these in the advance job search option.

- Let's say you have just earned your CPA. You do not want to get into the audit group but instead work in tax and it's important to you that you work in Nashville, Tennessee.

- What if you have mad digital media skills and want to work for a company that focuses on designing website and other social media channels.