

# Internet Job Search Strategies

The Internet is a global electronic community linking networks, organizations, agencies, schools, government agencies and individuals around the world. The Internet is a powerful resource tool that provides job openings, company information, and business trends, and becomes a valuable aid in your job search when you know how to use it.

If the Internet is new to you, this is your chance to see how much important and useful information for your job search is at your fingertips. Learn computer skills by seeking assistance from your local Career Center or One-Stop Center. Some libraries offer classes or contact your local technical school. Some high schools offer evening computer classes. It will take patience and some practice to learn how to get around on the Internet, but the effort will be worthwhile and give you many job leads.

## Accessing Job Search Information

Start with websites that offer a lot of information like the Georgia Department of Labor's website ([dol.georgia.gov](http://dol.georgia.gov)) and use them to find more specific resources. As you navigate a website, you will find there is a lot of information available from resource guides to additional links, providing access to sites that may be related to your field or industry. The most common tool to search for information is by using a search engine. They search for keywords you enter, returning a list of websites based on the keywords. You can search the Internet to locate jobs and learn more about companies. Google, Bing, and Yahoo are examples of popular search engines. Search companies by searching on their company name, any nicknames it is known by, or names of its major products.

## Job Resources Include:

- Job boards or job banks

- Résumé sites to help create or post
- Career advice and information
- Job notifications when a job posting matches your résumé or interests
- Information on occupations, industries, and employers
- Social media sites to connect with professionals in your industry
- Periodicals such as newspapers, magazines, or trade journals
- Virtual job fairs and events

## Scannable Résumés.....

After creating your résumé on paper, increase your outreach by producing a scannable résumé using basic text format. The scannable version is your résumé without any graphics or fancy formatting that could interfere with an employer reading your résumé. Many companies use Applicant Tracking System (ATS) Software to identify résumés that contain industry terms, keywords, and requirements that match the job posting. Ask your local One-Stop staff for resources on how to do this.

## Have Questions?

Georgia Department of Labor Career Centers are available to assist you with job leads and free access to the Internet, copiers, phones, and faxes.

Locate an office near you at [dol.georgia.gov](http://dol.georgia.gov)



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## Hypertext Résumés

Hypertext résumés are formatted in Hypertext Markup Language (HTML). They may include graphics, video, links, and direct email addresses. It is a résumé generally published on a website that enables you to include links to work samples you would want to showcase to an employer such as written work, graphic design, reports, etc. This may help demonstrate your skills to employers and allows employers quick access to your résumé.

Individuals creating a hypertext résumé are generally those who have their own website. These are not résumés you would typically post on job boards as many do not allow HTML formatted résumés to be loaded on their site. There are several online resources to walk you through creating a hypertext résumé.

## Your Own Website

Some job seekers create professional websites which include their résumé information. This website should follow the publishing standards of the World Wide Web and also the standards of good résumé writing. However, a website should be more than just an online résumé. There are many online resources to help you create a website. If you need assistance locating resources contact your local One-Stop Center.

## Online Networking

Research shows that networking remains an effective way to find jobs. With today's technology, online networking has grown, allowing for people to build a larger network, connecting with people all over the world. Not only are you connecting with people that can help you find work, but you are also able to learn about many industries and companies.

Over the last several years, social and career networking sites have become very popular and a useful tool for job seekers and employers. Some of the most popular sites are LinkedIn, Facebook, and Twitter. If you choose to network online, be sure to have a professional online

profile and with anything online, be careful of any scams.

## CareerOneStop

CareerOneStop ([www.careeronestop.org](http://www.careeronestop.org)) offers a wide variety of information important in forming a successful job search. Here you will find the latest news on labor market updates, wage and job trends, education and training opportunities, and much more. If you do not have Internet access, visit your local Career Center, One-Stop Center, or public library.

## Cautions

The Internet is not a magic answer, instantly producing a job. The Internet cannot be the only tool you use in your job search. Continue to read other materials, talk to people, attend networking meetings, and check out job openings as they appear. Using a combination of resources and outlets produces the most successful job search.

- Be cautious about posting personal information on the Internet.
- For job searches, you may want to create a separate email address using only an initial ([jbrown@yahoo.com](mailto:jbrown@yahoo.com)).
- Consider using a post office box instead of posting your home address.
- Avoid putting your social security number on the Internet because providing that number could expose you to the possibility of identity theft.



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