

ONLINE POSTING TIPS

Post Your Resume in More Places

- You've probably uploaded your resume to one of the monstrosly large employment web sites. "What a lot of job seekers don't realize is that the big career sites are not cheap for employers to use. It costs money to search through resumes -- and it adds up," says Jim Stroud, General Manager of TheRecruitersLounge.com.
- A new service at Emurse.com will host your resume and looks promising.
- And don't forget LinkedIn.com as a place to post your qualifications. The only cost for these resources is your time -- they're all free.

Use More Keywords

- If you want employers to find your resume faster, you can lead them there by scattering crumbs online, in the form of keywords, according to Amybeth Hale (ResearchGoddess.com), a Sourcing Strategist for public relations firm Waggener Edstrom. "The keywords to use in your online profiles can include relevant job titles, skills, industry names, certifications, professional groups, and the like."
- Two ways to generate a long list of potential keywords are as follows: 1) think about the things that you do in your work and 2) look at job postings that appeal to you.
- Here's another exercise: Go to Google. Search for your industry's keywords plus your city name and the word "resume", and see who pops up. Obviously, those people have put the right keywords in their resumes. Emulate them.

Get Endorsements

- Getting your resume found by hiring managers doesn't automatically mean you'll get interviewed. You must appear attractive and credible enough to merit a phone call.
- And one of the best ways to do so is for other people to sing your praises through endorsements.
- It's a simple matter to lift one or two sentences from performance reviews, letters of recommendation -- even emails -- written by clients or managers, and put them in your online resume in the form of quotes. Be sure to include the years when they were said.
- Example -- Supervisor said: "Sally was the top programmer among 21 people in our division. She always got the job done on time and right the first time." (2008)
- One or two testimonials like that in your resume and you'll stand out like LeBron James in Munchkinland.
- There's even a place for testimonials on LinkedIn profiles. When recruiters find a candidate there, they see comments from other people about that individual. More recommendations equal more credibility, according to Stroud. "If I see one profile with 5 or 6 endorsements, and another with none, I'll lean towards the candidate with endorsements."

(adapted from an article By Kevin Donlin, contributing co-author of "Guerrilla Marketing for Job Hunters 2.0, as found at <http://www.net-temps.com/careerdev/career-tools/view-article.html?type=topics&id=3067>)