

Using Google to find a job

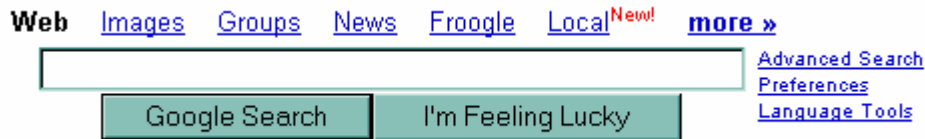
For David Perry "Guerrilla Marketing for Job Hunters"

By Shally Steckerl, <http://www.jobmachine.net>

Google is a very powerful search engine. When this article was published Google had indexed or catalogued over 8 billion web pages. Although that's nowhere near the size of the World Wide Web, it does represent a vast part of the "public Internet." Most employers these days list their job openings on public pages inside their website, making it easy to quickly search through them using Google and identify employers in your area with job openings that may fit your background.

Google Search

Lets start with the basics. Say you were looking for a job as a Financial Analyst in Atlanta, Georgia. Go to Google's main search page located at <http://www.google.com>



From there, enter the following into the box and click the Google Search button:

(jobs OR employment OR careers) "Financial Analyst" Atlanta (GA OR Georgia)

The first part of this search tells Google to find you any web pages that contain employment words, or words related to "jobs" or "careers." By enclosing them in a parenthesis you are ensuring that Google understands that you want pages with any of those words.

The second part of the search is the title of the job you want to find. By enclosing "Financial Analyst" in quotations you are telling Google that you want pages where those two words appear together separated by a space. If you don't use the quotation marks Google may find pages where the word Financial is in one part of the page, say for example the beginning, while the word Analyst is elsewhere on the page. Because the two words are separated, that page would very likely not be relevant.

As it is this search may be rather expansive and include too many results for you to realistically be able to read through. You could be more specific and append additional job related keywords like ("Excel Modeling" OR Forecasting) to your search.

The next part of this search is your location. By entering Atlanta you are telling Google to only bring back pages that contain that city name. The objective here is to find pages related to "jobs" for "Financial Analysts" in Atlanta. Entering the state name you are ensuring that Google find pages that pertain to Atlanta, Georgia, and not some other city

named Atlanta in another state, or country. Here are some other examples of searches you could conduct:

1. (jobs OR employment OR careers) Paralegal Boston (MA OR Massachusetts)
2. (jobs OR employment OR careers) “Account Executive” Chicago (IL OR Illinois)
3. (jobs OR employment OR careers) “Store Manager” Miami (FL OR Florida)
4. (jobs OR employment OR careers) “Lab Technician” Seattle (WA OR Washington)
5. (jobs OR employment OR careers) “Loan Officer” Toronto Ontario

Get Local!

If the geographic location of your potential employer is very important to you for reasons of the commute distance, or maybe because you are relocating to a new city, you may want to consider limiting your search to a specific location. There are three ways to get local with Google. From <http://local.google.com> you can conduct a search for employers and businesses in your vicinity. Simply enter the name of an industry or business category in the “What” box on the left hand side, and enter your street address including the city and state, or just enter a city name or even a postal code in the “Where” box to the right. For example try:

pharmacy	Toronto	Search
What	Where	

This brings back a long list of Pharmacies in Toronto. Of course, that is a big city so you may want to find something closer to your home. Above on the right hand corner Google Local offers you’re the choice of narrowing down your search. Clicking on the 2 km choice brings you back pharmacies within two kilometers of the center of Toronto.

Search within: 2 km - 10 km - 25 km - 75 km

Note that since you are searching in Canada Google automatically converted to the metric system. A similar search in the USA would bring back results in miles.

Another way to get local is to use <http://maps.google.com>. Like with Local, here you can also enter a business category or even a company name followed by a comma, then enter either your address or zip code and you are on your way to find businesses in your area.

If you want to broaden your geographic interest to a county or to several zip codes, you can do so using Google’s numrange feature. From Google’s main page at <http://www.google.com> you can enter your search terms and tell Google to only bring back results within a specific range of zip codes. Say you wanted to find Paralegal jobs near Boston Common. You could use the zip code range from 02108 to 02114 like this:

(jobs OR employment OR careers) Paralegal Boston 02108..02114

The zip codes must be separated by two dots, with the lowest number to the left of the

dots and the highest number to the right. This search tells Google to return only pages containing any of these zip codes 02108, 02109, 02110, 02111, 02112, 02113 or 02114.

Once you have found a potential employer you can simply visit their web pages and see if they have any open positions, or conduct some additional searches about them using Google.

Google Alerts.

Google can email fresh search results directly to your inbox for free. After spending some time building a good Google search that finds all the right jobs for you, its useful to save it as an Alert and have Google send you new pages as it finds them. This feature saves you time and keeps you from having to conduct the same search over and over wasting time with many of the same results.

Before we get into the Search Alerts, lets take a look at Google's News Alerts. Say for example there's an employer in which you are particularly interested. You could enter the name of the employer, then some location keywords, and save that as an alert. Google will then email you news items about that company. For example, go to <http://news.google.com/> and enter this in the search box:

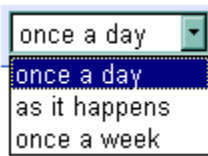


Once you click on the Search News button, you will see this link at the bottom of your search results:

New! Get the [latest news on Coca-Cola Atlanta GA](#) with Google Alerts.

Click on the link and if you don't already have a free Alerts account Google will prompt you to create one. All you need is an email address. After creating an account Google will automatically log you in next time you save an Alert or you can log directly into your Alerts account by going here: <http://news.google.com/alerts/>. This brings you to a page that looks like this:





From this page you can create new Alerts any time. In the box under “Search terms” you can enter a search for news, or web results, or both, and have Google send you updates once a day, once a week, or as Google finds them.



When creating an alert from the alert account page be sure to select either “News,” “Web” or “News and Web.” News will return headlines from <http://news.google.com> whereas “Web” will bring you back search engine results like those from <http://www.google.com>.

This is how you would save your search and have Google send fresh results via email. You can enter any search query here, even the ones with the zip code range. All of the search engine commands and the news search commands work from here so you can get your searches just right then have them delivered fresh every day!

Like that? (Shally is awesome!) Find more resources for job seekers on:

[Jobseeker's Revenge](http://jobseekersrevenge.blogspot.com)

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