

NEWSWORTHY TRENDS

Job Hunters Find Themselves Online

(NAPSA)—When you want to get noticed in a crowded job market, you might start by searching for yourself online.

It is common practice for HR managers and professional recruiters to use the Web to search for details on prospective job candidates. They sort through online résumés, articles and other information that may provide insight on a person's background. Managing what that search might reveal about you could help you get hired.

What's In A Name

To get a quick sense of your Web-based reputation, simply type your name into a search engine and see what comes up. You can also "claim your profile" at ZoomInfo.com/jobseekers. The site is a comprehensive source of business information on people and companies. Chances are it has a profile on you.

Each day, it scans millions of corporate Web sites, press releases, electronic news services and other public online sources. It then uses that information to automatically compile a person's profile, including his or her professional achievements and background, education, photos, user-posted biography and more. Today, the site maintains profiles on over 45 million people at 5 million companies that are searched regularly.

The Benefits Of Being You

"There are 4 million HR managers and 174,932 professional recruiters in America today. The site is the first place these recruiters will go to find a potential candidate. If you're not there, you can't be found," said David Perry, author of "Guerrilla Marketing for Job Hunters 2.0."



"Claiming their profiles" could help job hunters build a professional Web presence.

Over 5,000 people now claim their profile every week, a move that recruiters say could help their job hunt in the following ways:

- **Be Found**—The site is used by 19 of the top 20 search firms.
- **Build A Presence**—Claiming or creating an online profile puts your résumé, expertise and business card online.
- **Ensure Accuracy**—A profile can help you gain control over your online presence.

Develop Contacts

Job hunters can also visit a site called freshcontacts.com to download software that automatically boosts their electronic Rolodex. The service is a plug-in for Microsoft Outlook that enables you to access a directory containing millions of business professionals, which you can search by name and/or job title and/or company.

Using the software in conjunction with your claimed profile could be one of the best ways to find new professional contacts and to help them find you.