

Career Opportunities

Get Discovered With A Strong Web Resumé

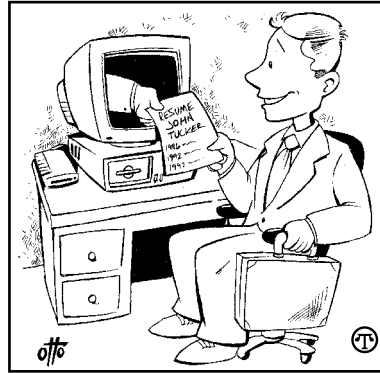
(NAPSA)—Thanks to the digital revolution, you may not have to work as hard to find a great job. More employers and recruiters are turning to the Internet every day to find qualified employees.

Job hunters can now use the power of the Internet to find a career by creating Web resumé and posting them online, according to FlipDog.com, a top-ranked career Web site. While adhering to traditional resumé doctrines (logically organizing information, tailoring the resumé to a specific audience, etc.) use the following tips to make your Web resumé more visible to search applications:

Use Nouns, Not Verbs. When computers extract and pre-sort Web resúmes, they do so by searching for specific nouns. Instead of “managed team of sales representatives,” writing “staff management” may help your resumé get noticed.

Use Concrete Language. Employers searching the Net for employees often look for very specific information across thousands of online sources. The following types of words may help them find a resumé more quickly:

- Descriptive words that signify skills, specific application proficiency or certifications.
- Words that state the obvious, such as “resumé,” “candidate,” or “job seeker.”
- Use familiar working terms along with official job titles. For example: “Product marketing engineer (senior product manager/director).”
- Write the actual length of time you have with a skill or a company, such as “White Corporation: 1991 to 2001 (10 years).”
- Include where you currently live, and where you are willing to live. If you reside in a smaller community, include the nearest metropolitan area. For example, a good Web resumé may read Amherst,



Posting a Web resumé on a site like FlipDog.com can get you in front of a lot of employers.

Massachusetts (near Boston, MA).

Use Field Names. This allows the search engines to index your information more quickly. For example:

Name: John Doe

Address: 555 West First Street

City: Amherst, Massachusetts (near Boston, MA).

Show Up First In Search Results. Most employers and recruiters read the first few items in a list more carefully than those at the bottom. Here are some rules to help you get on top:

- Longer is better. Unlike their traditional counterparts, Web resúmes are not restricted to one page. Include all relevant information.
- Redundancy is okay. Duplicate information means a resumé will most likely be more readily indexed.

Post It On The Web. Build a resumé directly online (use HTML) or post your resumé on sites that employers can search free of charge, such as educational institution pages or an online job board such as FlipDog.com.

For more information, see the FlipDog.com Career Training Series: A Web Resumé for the New Millennium at www.flipdog.com.