**Here are ways to make an online job-search effort more effective:**

1. Find a hook. When an ad lists a hiring contact, research the person's background to get as much information as you can about the company and maybe the manager for making a special connection
2. Search your niche
3. Post your résumé
4. Create a candidate profile
5. Sign up for job alerts and RSS feeds
6. Use filters

[**Networking**](https://www.job-hunt.org/job-search-networking/networking.shtml)

No one wants to read this advice, but networking is the quickest way to a new job.

Networking doesn't mean attending events in big rooms full of strangers! Networking means staying in touch with people you know, and meeting new people. I've seen people connect with new jobs at a funeral, and they also connect at football games or over coffee with friends.

**You are five (5) times more likely to be hired if you have been referred by an employee than if you apply without knowing anyone.**

Employers really prefer to hire someone known to a current employee than a stranger off the street.

Connecting with people at your target employers or choosing to work for an employer because you already have friends or family who work there is the most effective method of landing a new job.

**2.** [**Employer Websites**](https://www.job-hunt.org/findingjobs/findingjobs_employers.shtml)

Visiting your target employers' websites and finding the jobs posted there is a clear option. Often, you will find a link to "Current Jobs" on the home page. Sometimes, the link to job postings is labelled "Careers." While you are on the employer's website, you may be able to sign up to have new jobs sent to you.

Check out the employers' sites so you are familiar with what they do (products, services, senior management, locations, etc.), and use that information you collect in your interactions with the employer.

**3.** [**LinkedIn**](https://www.job-hunt.org/social-networking/LinkedIn-job-search/LinkedIn-job-search.shtml)

LinkedIn is currently the most powerful and effective professional social network. LinkedIn also has job postings. Also, check out the Jobs tab in LinkedIn Groups (you can join up to 100), and the company profile pages for your target employers.

LinkedIn is one of the best online venues for connecting with people who work at your target employers (and who work*ed* there in the past). Use it to vet the employer, too. You can use the "[company page follow](https://www.job-hunt.org/social-networking/linkedin-company-follow.shtml)" to stay up-to-date with what is going on, including members of your network who work for that employer and job postings.

And, of course, you will find jobs posted on LinkedIn, too.

**4.** [**Job Aggregators**](https://www.job-hunt.org/findingjobs/findingjobs_job_aggregators.shtml)

The aggregators are powerful and very useful, including sites like [Indeed.com](http://www.indeed.com/?indpubnum=7913549584476997), a Job-Hunt sponsor, which is the largest source of job postings in the world, aggregated (collected) from employer websites, job boards, association websites, publications, and more. *Indeed* and the other aggregators like *LinkUp.com* show you job listings.

When you click on a job listing, the link takes you to the job source which can be an employer, a job board, another website, or the job posted on the aggregator's site. Jobs posted on Craigslist sites aren't usually included in an aggregator's site unless the employer cross-posts the job.

**5.** [**Social Media**](https://www.job-hunt.org/social-networking/social-media.shtml)

In addition to LinkedIn, job postings are available through both Twitter and Facebook. In Twitter, follow your target employers' Twitter accounts for news and look for a Twitter account for jobs, too. Many employers also have Facebook pages for both marketing and, often, also for recruiting.

**6.** [**Job Boards**](https://www.job-hunt.org/findingjobs/findingjobs_job_sites.shtml)

Job boards are still very popular, but, as employers have increased their recruiting on their own websites and as the aggregators have made those jobs more visible, the general job boards are perhaps not as effective as they once were. Look for niche boards like Dice.com (for IT) and Idealist.org (for nonprofits).

Be careful to avoid the imitation/scam job boards that exist to collect your personal information but offer you no benefit.

**7.** [**Recruiters, Staffing Firms, & Head Hunters**](https://www.job-hunt.org/findingjobs/findingjobs_recruiters.shtml)

Recruiters are the traffic cops in the process of hiring people. They can help or hurt you. The important thing to remember is that they don't work for you. They work for the employer.

**8.** [**Classified Ads**](https://www.job-hunt.org/findingjobs/findingjobs_classifieds.shtml)

Online classified ads, particularly on sites like Craigslist.org, can be very effective for job search because they are very low cost to use, and free in many locations. That low cost attracts small employers who can't easily post jobs on their own websites. But, do be cautious! Because the price of posting is very low or nonexistent, scams are posted.

**9.** [**Associations and Alumni Groups**](https://www.job-hunt.org/findingjobs/findingjobs_associations.shtml)

Associations and school alumni groups are very effective for networking, and often their websites have job postings for members. If you have worked for an employer in the past, look for an "alumni group" for that employer.

You'll find many ways to connect with other alumni -- both school and corporate -- in LinkedIn Groups.

**10.** [**Google**](https://www.job-hunt.org/guides/google/using-google.shtml)

Google has many hidden talents plus excellent tools for finding job postings as well as helping you with your job search in many other ways.

**Direct/Offline Can Work Well for Local Small Businesses**

If you want to work at the local mall or in the local McDonald's restaurant, go to that business and ask for an employment application to complete. Dress nicely, be polite, and complete the form neatly and legibly, and you'll probably end up with at least an interview the next time there is a job opening.

**Lastly, Be Careful Out There!**

When you are looking at job postings, be sure to keep in mind that many scams are published on all job posting sources.