

# Inexperienced job seekers risk 'career cyber-cide'

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Why candidates need sound advice on how to find a job online

There are over 2000 registered job boards in the UK, 60% of employers advertise their jobs online, around 10 million CVs are registered in the UK and "jobs" is consistently the top 10 search term in Google. So, if you're one of the thousands of people who've recently been made redundant, looking for a new job can be tough in the internet age. Many job-hunters simply don't know where to start. Others, after countless unsuccessful registrations and job applications, are left wondering if internet job boards are simply black holes into which their precious CV simply disappears without trace.

In her latest careers guide, Surf your way to your next new job - your free guide to finding a great job online, Janet Davies, founder of the popular redundancy careers website [newlifefnetwork.co.uk](http://newlifefnetwork.co.uk) and author of *Rebuilding your life after redundancy*, draws on her extensive knowledge of the online recruitment marketplace to offer job-seekers her insider tips on how not to commit 'career cyber-cide'.

"In the space of around 18 months, we've gone from a sellers market where good candidates were in short supply, and anxiously fought over by employers and recruiters alike, to a buyers market where those who have a job count themselves lucky," says Davies, "If you haven't had to look for a job for a few years, you'll soon find out that the world of recruitment has become increasingly complicated and difficult to navigate. That's why job-hunters need a few insider tricks up their sleeve like the ones in this guide".

Surf your way to your next new job shows job-hunters exactly how to use the internet to research the best places to find great career opportunities, uncover hidden recruitment gems and how to approach CV writing and registration to help recruiters actually find them amongst thousands of other candidates. Even making sure that your CV contains the right key words will turn your CV from cyber-dross into cyber-gold!

For example, a study by the University of Hertfordshire showed that certain words and phrases used in CVs had an influence in determining which candidates were actually short-listed for an interview. Their research revealed that the top words to include in your CV were: achievement, active, developed, evidence, experience, impact, individual, involved, planning and transferable skills. Davies advises candidates that: "It simply isn't enough these days to make a basic list of dates and duties on your CV and hope someone will pick you out as a shining star. Employers want to know that the salary and benefits that they are offering will attract candidates that know how to create a real return on the investment being made in them.

Personal information safety and identity fraud are also factors that worry and sometimes put prospective job seekers off storing their CV online. This potentially means missing out on being considered for suitable roles so

Davies urges candidates to observe some basic common sense rules: don't put your full home address on your CV, and definitely not your National Insurance number.

Fierce competition between advertisers for the top slots on search engines creates yet more black holes

for the inexperienced job seeker online to fall into. Davies says: "There are so many of these sites that people often miss the very one that may have just the right job for them because it doesn't come up on the first page of their search. Or, they don't realise that the company they want to work for actually has its own career micro-site such as Tesco, British Gas and 3 Mobile. Finding a new job is tough at the moment but not impossible. The job-hunters that do their research well, network like mad and put the effort in will be the ones that are more likely to succeed".

Surf your way to your next new job introduces all the different kinds of career websites with examples from general job boards such as allthetopbananas to specialist or 'niche' sites that deal with jobs for students like Wikijob, jobs for senior executives such as exec-appointments, those associated with newspapers or magazines such as Management Today or New Scientist, and job boards for specific industry sectors, lifestyles or professions such as Workingmums and Secsinthecity. It also explores the increasingly important role of social networking media such as LinkedIn in tapping into the unadvertised jobs market. Each website carries a star rating and a short, practical review to help job seekers find the most appropriate ones for them.

Davies singles out websites such as Womenintechology and Seasonworkers for praise for their ease of use, quality content and value to the user. She is less than enthusiastic however about the Government's Jobcentre Plus database online. "Even before everyone got into a flap in this recession about how ill equipped Jobcentres were to deal with white-collar workers, this was a pretty poor kind of jobs database.

It's cumbersome to use, it doesn't carry any useful information about employers, you can't set up any job alerts and the search result quality is really bad. By all means people can check out the vacancies here, but serious job seekers must supplement their search with the recommendations like the ones in this guide, and on the newlifenetwrok.co.uk website, if they are to have any chance of getting a decent job again".

And for those who want to find out more about a recruiter's reputation, or to share their experiences, good and bad? "Go to Hirescores.com" says Davies, "It's been going a couple of years now so the feedback on it is growing rapidly and it's playing an important role in driving up recruitment standards and exposing poor practice in the industry".

The Surf your way to your next new job guide can be downloaded free of charge from the newlifenetwrok.co.uk website now:

<http://www.newlifenetwrok.co.uk/free-guide-to-job-hunting-online-surf-your-way-to-your-next-job-i601859.html>

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Editor's notes:

More invaluable tips on finding a new job, learning new skills or setting up in business can be found throughout the website at [www.newlifenetwrok.co.uk](http://www.newlifenetwrok.co.uk) and in the 2009 edition of Janet Davies' popular book "Rebuilding your life after redundancy" ISBN 1-84549-11-7, available on amazon price £10.99.

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Information about the author, images and publications can be downloaded from the media centre here:

<http://www.newlifenetwork.co.uk/press-pr-c26.html>

<http://www.newlifenetwork.co.uk> -the UK's most comprehensive information gateway on redundancy matters, career management, finding a new job and starting a business