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about 370 words

## **Improving Your Online Job Search Results** by Rebekah Henson

Do you feel like you're getting stuck with the same job postings every time you job search online? You might need to tweak your web search techniques to find the types of jobs you're looking for. Try targeting your job search with industry-specific keywords to return better results for the positions you want.

Learning industry keywords is the best way to unlock your online job search, as job titles for the same position are often as varied as the companies posting them. One company's "administrative assistant" is another's "office manager." Familiarize yourself with common keywords used in job descriptions within your industry to better target your searches.

### **Use keyword combinations**

Don't limit your searches to the job title you're seeking. Search using a list of keywords related to your skills, education, and job duties for the position you're going after. This will expand the number of results returned by the job search engine, giving you a larger pool of local job openings to choose from.

## **Learn how to use Boolean search terms**

A Boolean search allows you to combine searches to expand or narrow your search using quotation marks (“ ”), plus signs (+) and minus signs (-). For instance, if you’re looking for a position as a marketing analyst with a Master’s degree, you could combine your search terms by typing “marketing analyst” + “master’s degree” in the search box to tell the search engine to list all results with both “marketing analyst” and “master’s degree” included in the job description. Alternately, if you hold a Bachelor’s degree and want to exclude postings that require a higher degree, you could narrow your search by typing “marketing analyst” – “master’s degree.” You can even search for local jobs using Boolean search terms: “marketing analyst” + “Philadelphia,” for example to find local job postings in the Philadelphia area.

## **Use advanced search options**

Many job search engines include an advanced search option that allows you to expand or narrow your search based on industry, full time or part time hours, location, and education or experience level. Perform an advanced search on your chosen job search engine to target your results more easily.