

§ 3.4

Job Hunting: Online

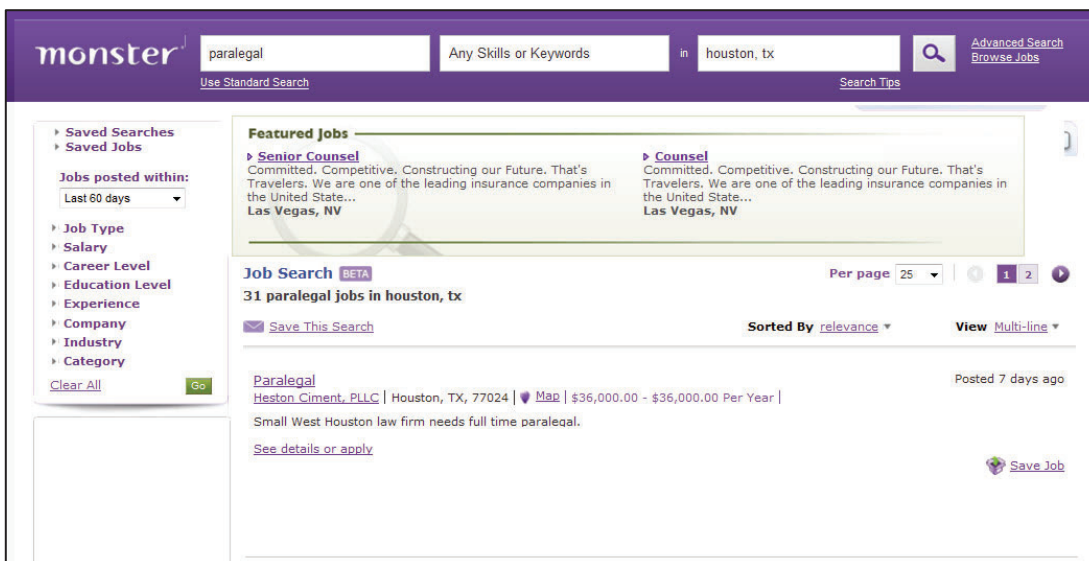
The Internet

Searching for a paralegal position online can be both rewarding and frustrating. Frustrating because it is impersonal and feels distant. Rewarding because, if the jobseeker utilizes multiple tools and sites, the chances of finding employment are definitely improved. First, the jobseeker should realize there are two kinds of online employment websites: *job posting sites* and *job search engines*.

Job Posting Sites

A job posting site actually hosts listings of employment opportunities. They make money through advertising, charging employers to post openings, charging employers to post “premium” openings (that get posted at the top of a search page), or, on rare occasions, charging job-seekers to post resumes. The sites listed here are some of the better known and most effective job sites. If you utilize a job search engine, do not be surprised if you end up in one of the job sites.

There are other job posting sites available that are not as well known, and therefore should be considered since not as many jobseekers use them. These include online versions of newspapers or news sites, government sites, and large corporation sites. Many online newspapers post jobs from their classified ads online as well. In fact, many charge less for online-only posting of job listings. This means that there are typically more job postings online than in print within the same newspaper. As an example, on a week that the *Las Vegas Review Journal* posted five paralegal or paralegal-related positions, that newspaper’s online job seek tool listed over twenty.



Job Search Engines

Job Search Engines do not really search for jobs. Instead, they scour the Internet for job postings listed on job sites. Since the search engines vary in the scripts they use and priorities of their search engines, the results from engine to engine can vary. However, do not be frustrated if most of the results from different sites appear to be the same. Even two or three unique search results may give you an edge.

Job search engines will usually post results from several job posting sites so don't be confused when the result takes you to a different website.

A Sample of Job Posting Sites

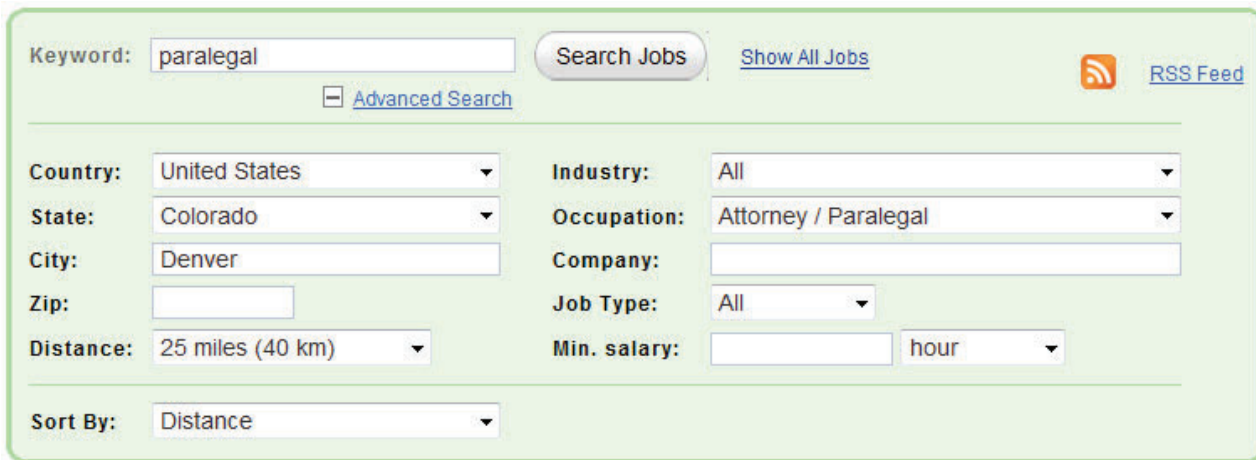
- monster.com
- careerbuilder.com
- getparalegaljobs.com
- usajobs.gov
- craigslist.com
- roberhalf.com
- simplyhired.com
- ziprecruiter.com

A Sample of Job Search Engines

- indeed.com
- dice.com
- jobvertise.com
- juju.com
- jobspider.com
- bilingualcareer.com
- careercast.com

Using the Search Forms

When using job sites start broad, listing only the term "paralegal" or "legal assistant" and entering a location. Most sites also allow for advanced searches, which can help to focus your search. However, this can also eliminate some potential search results. For instance, if the jobseeker only looks for paralegal jobs under the area of "legal" or "law," paralegal positions that were posted under the "government" or "corporation" categories will likely not be listed in the results. So again, start broad, then narrow your search as needed.



The image shows a job search interface with the following elements:

- Keyword:** A text input field containing "paralegal".
- Search Jobs:** A button to execute the search.
- Show All Jobs:** A link to view all search results.
- Advanced Search:** A link to expand search options.
- RSS Feed:** An RSS icon and a link to subscribe to job updates.
- Country:** A dropdown menu set to "United States".
- State:** A dropdown menu set to "Colorado".
- City:** A text input field containing "Denver".
- Zip:** An empty text input field.
- Distance:** A dropdown menu set to "25 miles (40 km)".
- Industry:** A dropdown menu set to "All".
- Occupation:** A dropdown menu set to "Attorney / Paralegal".
- Company:** An empty text input field.
- Job Type:** A dropdown menu set to "All".
- Min. salary:** A text input field followed by a dropdown menu set to "hour".
- Sort By:** A dropdown menu set to "Distance".

Using the Search Results

Depending on the site, search results are either listed by order of relevance or by the date the job was posted. Many sites will post "premium" job postings (where the employer has paid an additional fee) at the top without regard to relevance.

Once you locate a job in which you have an interest there are various ways to proceed. You may be asked to register with the site. This is typically free, but it does mean that you may receive emails from that site as well as other sites with which your email is shared. Thus, it is recommended that you set up a free email account just for job search communications. It's easy to set up a new free email account with *yahoo.com*, *gmail.com*, or other online services. Remember, though, not to use cute, suggestive, or otherwise unprofessional email addresses, such as *greeneyedgirl@yahoo.com*. Once registered the site will either provide you with a form to fill out or the ability to upload and send your resume to the potential employer.

Some sites do not require registration and take the searcher directly to either information about the employer, an email link to the employer, or to a form.

It is important to remember that your first contact with the potential employer is the most critical. Thus, if the form asks you to type the content of the resume within the text box, or if it provides you with the opportunity to write a digital cover letter, take that communication seriously. Do not assume that you can just send a "cleaned-up" version later. Be motivated when creating your first contact. Be positive and, most importantly, do not fill out a form in haste.