by Randall S. Hansen, Ph.D.

Here are the keys to successfully navigating your next job search on the Internet. Follow these simple Internet job-search rules and you should achieve success in this strategic tool of job hunting.

• **Do** make job-hunting on the Internet an integral part of your job-search strategy. And **do** utilize all the job-hunting tools the Net offers beyond job sites.

• **Don't** expect the Internet to be the magic elixir that gets you a new job...perhaps as many as five percent of job-seekers find a job solely through the Internet.

• **Do** be sure to use all possible job sites, including the general job sites (such as FlipDog.com, Monster.com, and others), as well as industry-specific sites, geographic-specific sites, and job-seeker-specific sites.

• **Do** take advantage of all the features each job site offers you, including posting your resume, searching (or browsing) for jobs, and registering for job search agents.

• **Don't** be passive in your job-search. **Do** post your resume and apply for jobs, but then **don't** just sit back -- follow-up with each potential employer.

• **Do** consider using online newspaper classified want ads as part of your job search strategy.

• **Do** take advantage of all the resources on the Internet to conduct company research.

• **Don't** spend all your job-hunting time in cyberspace. Integrate your Internet job search into a comprehensive job-search campaign that devotes plenty of time to traditional job hunting techniques, such as cold-calling, developing a great resume and especially, networking.

• **Do** pay close attention to each employer's or recruiter's instructions for submitting your resume in response to a job posting. Should it be emailed, emailed as an attachment, faxed? What type of resume?

• **Do** consider using a resume distribution service. These services "blast" your resume to thousands of recruiters, headhunters, and potential employers -- for a fee.

• **Don't** respond to job postings that you aren't qualified for -- you're just adding to the clutter employers need to sift through -- and you're just wasting your time and the employer's time.

• **Do** consider putting one or more versions of your resume on the Web, giving employers 24/7 access to your credentials. And **do** consider developing a Web-based portfolio. Finally, **do** make sure you submit your Web pages to key search engines.

• **Do** go directly to each employer's Website and browse current job openings, review the employer's requirements, and apply to each employer directly. See our Quintessential Directory of Company Career Centers.

• **Do** know key strategies for sending email cover letters. And **do** know how to prepare a scannable resume.

• **Do** take advantage of our Guides to Job-Hunting on the Internet -- one for students and one for established job-seekers -- to help you learn how to maximize your Internet job-hunting experience.

• **And do** read our article, Maximize Your Internet Job Search.

Questions about some of the terminology used in this article? Get more information (definitions and links) on key college, career, and job-search terms by going to our Job-Seeker's Glossary of Job-Hunting Terms.