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**Whether you're a first-time job seeker or a seasoned veteran, searching for a job on the Internet can be a daunting task.**

When looking for career opportunities online, most job seekers use different techniques than they typically use while looking for information on the internet. They focus their search on job boards like Monster, HotJobs, and Career Builder, vertical job search engines like Indeed and SimplyHired, and college career services websites.

Despite the wealth of resources to search for jobs, it's still difficult to find meaningful information about companies and the jobs that they offer. Surprisingly, there is a free tool that you likely use every day that is also one of the best job search resources in the world. It's Google. That's right!

If there's information on the Internet, Google finds it. Google can help you find new career opportunities that you didn't know existed, and it will also help you become a better informed job seeker, so that you don't waste time applying for jobs that probably aren't a good fit.

### **Why You Need to Be a Smart Searcher**

Despite how it seems, Google isn't magic. They do their best to organize information so that most people find the right stuff most of the time. For instance, when you type the word "jobs" in to Google, you will mostly find results from the major job boards, because that's what most people are looking for. If you want specific information about companies and the careers that they offer, you need to be specific in what you search for. With a little extra effort in how you conduct your online job search, you can greatly improve the quality of the jobs that you find, while also learning significantly more about the companies offering these jobs.

Now, before we tell you how to be a job search ninja, let us first explain a little bit about how Google works.

Google has robots that scour the Internet for information. These robots can only index certain information on the web, so that leaves a number of situations where information gets excluded from Google's index. Most of the time, relevant job information shouldn't be too hard to find in Google, but using the tips below will help you find more specific and helpful information than you would find doing a simple search.

The following search tips will be especially helpful when your online job search yields unsatisfactory results because the company that you are investigating has failed to optimize its Careers page.

### **How to Use Google to Find a Job: The Search Basics**

There are many different ways of manipulating Google's search results, but these are the methods that are most applicable when searching for jobs.

### **"Using Quotes"**

Use quotes in Google to find a job. When you use quotes in Google, you are able to search for an "exact phrase". So if you type in: jobs in Connecticut, you will find all types of pages that include both the word jobs and Connecticut. However, if you type in: "jobs in Connecticut," Google will only return results with that exact phrase somewhere on the page.

### **Like Search Terms**

If you put a "~" in front of a search term, it will search for the term you type as well as similar search terms. So if you want to search for: Connecticut jobs, you can type in: Connecticut ~jobs and it will give you results with Connecticut jobs, careers, employment and other like terms.

### **Addition by Subtraction**

A lot of the time the problem with Google is that it gives you TOO MANY results. To more easily find the information you want, you can exclude keywords by typing in a (minus sign) - before a search term that you'd like to exclude. Say you would like to search for jobs in Connecticut, but you don't want results from Monster, Careerbuilder, or Hotjobs. You could search for: jobs in Connecticut -monster -careerbuilder -hotjobs.

Now that you've hopefully read through this brief article with a few tips on using Google for your job search, here is one last job search tip for Google. Be creative. Think about what you're looking for, and then think of the different ways that information you seek might be described or posted online. Using the techniques described above, it's easy to craft searches that will bring answers to your questions.

*Willy Franzen, Onedayonejob.com, from Cornell University in 2006 and quickly realized how frustrating the job search can be for new grads. That's why he started One Day, One Job - the insider's guide to unique and exciting entry level job and career opportunities for recent college graduates. Every day they profile a new employer and highlight their entry level jobs.*