



Tips & Tricks for

Online Job Searches



By Bonnie Johnson, Marketing & Communications Manager and
Paula West, Digital Experience Project Manager, AgCareers.com

Most people turn to the internet when beginning their job search. Even if a friend or family member initially tells you about a job opening, you are likely to complete one or more steps of the process online. You may think personal interactions, phone or video calls, and in-person conversations fill the job search and application process, however, it often begins with a simple online keyword search and submitting your application and resume through a digital platform like AgCareers.com.

KEYWORDS

We are all familiar with beginning any online search by inputting relevant keywords into the search bar. Just as you use keywords to find job openings, they are also essential to getting your application noticed by employers too.

We asked the AgCareers.com network of 100,000+ social media followers, “Do you know how to use keywords when applying for jobs?”

35% Yes, I do!

37% I think so/
not sure!

28% I have NO
idea!

A significant trend in online job searching and hiring is using keywords. As many companies and sites use Applicant Tracking Systems (ATS), it is essential to understand how keywords

work. This ATS technology electronically manages applications and screens candidates.

It is a necessity to incorporate keywords into your resume and cover letter. Applicant Tracking Systems & employers look for words in your resume and cover letter that match the job description. Customize your resume for each position by including job posting keywords matching your qualifications. You will notice keywords and phrases that are emphasized or repeated in the position description; build these words into your resume.

However, do not go too far be wary of stuffing keywords into your document, avoid copying straight from the job description, or overusing these words inappropriately. You should make sure that the terms used are not just listed but that they also make sense in a sentence. Your overstuffed resume may make it through the ATS, but hiring managers will likely throw it aside. If you randomly inserted keywords throughout your document to make it past the ATS, the people behind the system will notice in the next step of the process.

ONLINE PROFILES

If you are searching for jobs and researching employers on the web, they are likely also looking online for more information about you. Review your social media content and google yourself—what comes up? What will employers find? Will it help your job search or derail it?

It is important to update your digital profiles, including your volunteering and activities related to your chosen job field. Many employers search our

profiles, work history, education, and online shared content. You want to be sure that you are highlighting yourself in the best way possible and not sabotaging yourself. People often need to remember to investigate and question their association with others. Who are you following? What comments have you made on others’ profiles? It may be time to unfollow some accounts that do not align with your values.

SEARCHING ON AGCAREERS.COM

The AgCareers.com site has an entire menu devoted to search tools. Beyond the simple keyword search or city/province front and center on the homepage, you can also use the advanced tools to search through jobs by various criteria.

- Internships
- Temporary Jobs
- Recently added jobs
- Job Title
- Industry
- Location

Beyond that, the advanced search button provides a simple, effective method to narrow your results. Search by region, job type, years of experience, remote/work-from-home opportunities, an exact phrase, or even exclude words from your search. >>>

AGCAREERS.COM PROFILE

When you visit the AgCareers.com website, it is also beneficial to create a candidate profile. You can use several tools from your profile to help you manage and expand your career search. These tools include the resume database, application history, and job search agents. You can access all these tools from your job seeker dashboard when logging into AgCareers.com.

RESUME

Take advantage of your time as a student; it is a perfect time to create your profile and upload your resume. You can update your profile with work and education experience anytime. Upload new resumes as often as needed for employers to browse using our resume database. Employers search the resume database daily.

If you are already working, you do not need to worry about your current employer seeing your account or resume, as there is an option to 'hide' from employers. You can still save your resume in the account, keep it confidential, and not upload it to the resume database. Use the uploaded resume on file to apply for positions posted on AgCareers.com without allowing employers to see it in the resume database. You can also save multiple resume versions and cover letters to your job seeker profile to organize and streamline the application process later.

SAVED JOBS

Rarely do you have time to apply for a job the minute you find it. You can save jobs to your AgCareers.com account to come back to later. Click "Save this Job" in the upper right corner of the job listing. Your saved jobs can be viewed by clicking "Saved Jobs" on your dashboard.

JOB ALERTS & AGENTS

Once you've built your profile, you can subscribe to job alerts for positions or companies you are interested in. When searching on the site and coming across a job that interests you, click on the green box that says, "Want notifications for new jobs like this?" Input your email, and you also have the choice to input your phone number for text alerts. You may follow a particular employer and receive alerts when they post a new job. At any time, you can adjust these alerts or stop them.

If you constantly search the same keywords when you visit AgCareers.com, save time by creating a Job Search Agent. The agent stores a search that will run each time you log in. This agent lets you quickly see the positions that meet your search criteria when logging in to your account.

Keeping track of your applications and knowing that the system processed them is vital. If you apply to positions on AgCareers.com with your candidate account, it will save an application history for you. Your "Application History" is found on your dashboard.

EMAIL UPDATES

Register for AgCareers.com email updates to stay current on the latest jobs, career search strategies, professional development, human resources trends, and education in the agriculture and food industry. There are several newsletters to choose from to suit your needs. AgCareers.com offers a weekly newsletter with active job postings, job seeker tips, and event information. There is also a Career Success Kit published monthly during the school year. This kit helps you gain confidence and provides resources as you begin your career path. Additionally, we dedicate the Skill and Trade newsletter to those in the trades. Register for the AgCareers.com newsletters here:



Online searching has undoubtedly simplified the job hunt. You can now search from anywhere, anytime. This simplified job search may provide the opportunity to rush through the application process. Allocating enough time to thoroughly edit the information you provide and upload all your materials is essential. Many online tools can be very beneficial if used and used properly. Start by setting up your AgCareers.com Candidate Profile today at www.AgCareers.com! **AG**

