

WORTHINGTON CAREER SERVICES/BUCKEYE RÉSUMÉS

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INTERNET JOB BOARD POSTING F.A.Qs

Q: WHY DO I NEED TO POST MY RÉSUMÉ WITH YOUR SERVICE? I HAVE ALREADY POSTED TO THE INTERNET ON A LARGE JOB BOARD.

A: How many sites did you post your documents on or did you stop with *Monster*? In addition, did you activate your own custom **Search Agent**? If you did not create your own custom **Search Agent** you would have to surf the entire Web each day to be sure you are not missing any exciting new job opportunities. Alternatively, if you wait and surf every few days, you run the risk of 100's of other jobhunters sending in their Résumé in before you. Do you have hours and hours to spend surfing?

Our service multiplies the chances of you finding a great job. We post your Résumé information on up to 25 different Internet based career sites, or Job Boards. Simply, complete one short form and we do the rest. Think of the time that you can save by hiring our service to do all the work for you. We will take the information that you have provided and post your credentials on up to 25 different job-posting sites easily and correctly. Your Résumé will be seen by as many as 1.5 million employers and recruiters daily with our service. We also offer Top 10 lists, and specifically designed site lists. Check out our renewals pricing as well.

Q: WHICH SITES WILL MY RÉSUMÉ BE POSTED ON?

A: The exact sites vary from month to month. We rank the job search banks monthly as to popularity and post your Résumé accordingly. Naturally, much of the **Top 25** remains the same. Monster and Headhunter are always within the 25. Specialty sites often vary as new ones are added and closed. The Internet changes frequently. You will always be notified of the exact sites you are on via your **Post Report**.

The sites we choose offer a portfolio of services and information for both job-seekers and employers, with searchable databases with thousands of job openings in several industries, professions, and locations. All of our sites allow for posting capabilities, and some form of searching or agent technology. This technology continuously matches your Résumé against job openings. These services are free to the job-seeker, but employers pay the site for access.

Q: WILL MY INFORMATION BE POSTED EXACTLY AS I ENTERED IT?

A: Because each site gathers information a little differently, there will be cases where we will interpret your answer and post what we think is the most similar answer amongst the available choices on the career Job Boards. Not all of the information blocks will be entered, but your full Résumé and credentials will be on the site for review by employers and recruiters in a professional manner. Do not worry if all of the information blocks are not filled in or checked. This will not affect your Résumé negatively, but may actually increase the odds of your Résumé being search and read.

Q: WILL THE SEARCH AGENT HAVE MY EXACT INFORMATION?

A: The **Search Agent** of every job bank has its own way to process your information. We make every effort to enter your information exactly as you have given it. Where the site requirements do not match your information exactly, we will interpret your answer as best we can to give you the greatest response. In activating your search, we will identify your keywords and phrases, which will optimize your Résumé potential to be found in each of the job boards or Résumé banks. That means

the odds are in your favor that your **Résumé** will be selected before much of your competition.

When the **Search Agent** finds a job position it thinks you would be interested in, or it feels you qualify for, it automatically emails you the job notice. You decide whether to apply for that specific job by emailing them back, or applying for the job in their specified manner.

Q: WHAT IS A RÉSUMÉ BANK, JOB BANK OR JOB BOARD?

A: In short, that is the place on **Monster** or **Headhunter** where recruiters and employers go to post jobs openings. These sites are updated daily as jobs are filled and new jobs are posted.

Q: HOW DO I KNOW THAT I HAVE BEEN POSTED?

A: We will send you an e-mail posting confirmation report or **POST REPORT** with information on how to access the Websites we have posted you on and where available your logon information to access your postings on those sites. Not every site will allow you to logon and see your posting. You will be able to enter your username and password on the sites that allow you to view their accounts.

Lastly, many of the 3rd party or networked career Websites will independently send you their own confirmation report of your posting. Please expect to receive numerous e-mails.

Q: WHO WILL SEE MY INFORMATION?

A: Any recruiter or potential employer can view your **Résumé** when they visit the **Résumé** banks looking for candidates. About 1.5 million employers and recruiters search the net every day. In addition, your personal **Search Agent** will crawl the Web looking at all the new job postings. You will be notified by e-mail that these openings exist and you can apply yourself. Unlike our competition who do not have a **Search Agent** feature, your **Résumé** will be disseminated to hiring authorities even if they failed to find your **Résumé** when they searched for candidates.

Q: HOW IS MY PERSONAL INFORMATION SAFEGUARDED?

A: We will never sell your name or other personal information to anyone. However, the Job Banks have been known to do this and you may receive unsolicited e-mails. Our service will not rent or sell any information-gathered from your use of our Website. Your personal information will not be shared with any third party for any reason except, as it is required for the proper submission and posting of your **Résumé** to the appropriate job board or the activation of the **Search Agent**.

Our firm has no control over the privacy practices of third parties. Your personal information may be harvested and used by others. Unauthorized mailings called spam may result. We strongly urge you to read and understand the privacy practices of each site and contact that site with any questions or reservations you might have.

Our service may from time to time send you unsolicited email of new products or services that we reasonably believe may have some interest. These products or services may or may not be proprietary to our service. We invite your comments in helping us to make our firm the best we can be.

Q: HOW LONG WILL IT TAKE MY SEARCH AGENT TO FIND ME JOB LEADS?

A: Most of the time you will be posted and your **Search Agent** activated within 7-10 days of our receiving your order. After activation, our experience has been that it takes less than 6 hours to begin receiving job-opening notices. Our reports are scheduled to be e-mailed on a weekly basis after the initial report.

Q: WHAT DO I DO WITH THESE JOBS LEADS?

A: Your personal **Search Agent** will crawl the net 24/7 looking for jobs that fit keywords in your Résumé. When it finds jobs it thinks you would be interested in, it sends you an e-mail. That e-mail will have a “hotlink” on it. You cannot miss it – it is blue in color. Click on this hotlink. In most cases, take you to the Website of the hiring authority. There you will read about the job, salary, location, etc. It will probably give you the address and telephone number of the hiring company or the recruiter, and their fax number just in case you would like to fax your Résumé or mail it instead of applying on line. At the end of the description, most sites will have one button which says, “click here to send Résumé.” Why send your Résumé by fax or letter, when a simple mouse click will send your Résumé on its way?

Q: WHY CAN'T I DO ALL THIS MYSELF?

A: Sure you could. We could all do our income taxes, too, but most of us would rather let an expert or computer program do it. Assuming you had the time and technical savvy to do it right, do you have over 12.5 hours to cut and paste your Résumé to all 25 sites? Moreover, activate **25 Search Agents**? What do you know about keywords? Can you optimize your chances of being noticed by potential employers and recruiters searching the net? Do you know which sites' job banks specialize in your industry? We know how to increase the odds of your Résumé being “searched” and “read.” What is the use of being posted on the Job Boards if a potential employer never opens your Résumé? Do you know that unless you come up as the first 10 searched Résumés your professionally written Résumé may never be read? We have the experience to see that you are noticed! Make sure your Résumé is read!

Q: HOW DO I KNOW IT WORKS?

A: You can measure the results yourself. How many e-mailed job leads do you have? With our service you'll never have to guess if your Résumé ever reached anyone with a job opening or wonder if your Résumé was one of the ones retrieved when some recruiter or company conducted their last database inquiry for a job you'd die for. Just suppose they found 50 possible candidates and kept only the first 25 Résumés that popped up – and you were #36. Yes, you qualified but your Résumé will never be seen and you will never even be considered. That's what could happen if you only place your Résumé in the job sites' Résumé database and do not activate the **Search Agent**. Maybe now you realize why you never hear back from anybody.

Q: I'M NOT SURE WHAT I WANT TO DO

A: Then let us activate parallel searches in as many different industries or positions you wish. Unlike other services, we do not restrict you to just one or two industries or positions. Just tell us what jobs, industries, positions, or geographical regions you would like to explore, and we will do the rest.

Q: CAN I REMAIN ANONYMOUS OR CONFIDENTIAL?

A: Certainly. In place of your name, address, and telephone at the top of your Résumé, use only your e-mail address as a means of contact. To disguise your e-mail address use one of the free e-mail accounts like Hotmail. If you want us to set that up for you, we can at no additional charge.

Most sites allow you to enter your information confidentially. Customers who want their contact information hidden may do so upon request. In some circles, job seekers that protect their identity are more desirable than those who do not. The assumption is, frequently, that you are employed (probably at a senior level), and have an existing job that you are protecting. However, in many cases, the confidential Résumé may make it more difficult for the potential employer to reach you, at least initially, because of the limited contact information. The trade off is privacy for security. As your Résumé circulates in cyberspace over time, your Résumé that is confidential will protect your identity and, possibly, your future employment many years from now. To make your Résumé confidential and safe consider the following steps:

- Minimal contact information makes it harder for your identity to be stolen or for your employer to discover your job search. Remove your standard contact information except for your personal email account. Never use a work email account.
- Replace your email address with one that is harder to trace to you personally, like a Hotmail account.
- Modify your employment history, particularly for the current position held, which minimizes potential risk to existing employment. Remove your current employer's name and replace with a generic description.

Q: WHAT IS YOUR GUARANTEE?

A: No one can guarantee a job offer. What we can guarantee is that you will receive at least 30 new job openings via e-mail in 30 days. You may receive more or you may receive less. If you do not receive these hits we will repost your documents free, or give you a three-month renewal free. The choice is yours. Quality is very important to us. If you notice an error or omission, or would like to charge anything on your posting, notify us immediately and we will correct the problem.

Q: WHY SHOULD I USE YOUR SERVICE INSTEAD OF A BLASTING SERVICE OR A DISTRIBUTION SERVICE?

A: Résumé distribution, Résumé submission, and Résumé blasting they are all the same thing. You have your documents sent out one-time-only for the same fee as a three-month posting. Why target recruiters and companies that may or may not have current job openings when you can post for three months and receive job openings as they occur. Our service is clearly the better value.

Q: HOW LONG WILL IT TAKE TO POST MY RÉSUMÉ TO ALL OF THE SITES?

A: Generally, we will complete the posting process within 72 hours of placing your order. We cannot however control how quickly the 3rd party or networked Websites display your information. This means that once our work is complete it may take the Website time to update their databanks. If you continually have problems logging on to a site, notify us immediately. Nevertheless, remember to allow the sites to update their databanks and post your Résumé. Some sites use cookies in their logging processes. You might try requesting your password again via their icon. This will enable the cookie to be sent to your computer and allow you to logon.

Q: HOW WILL PROSPECTIVE EMPLOYERS CONTACT ME?

A: Employers and recruiters will see your contact information on-line at one or more of the various sites and will contact you directly. You can expect numerous e-mails from many of the sites. Be aware that some sites do not send confirmations. Review your **POST REPORT** for details.

Q: HOW SHOULD I TRANSMIT MY RÉSUMÉ AND COVER LETTER TO YOU?

A: You may cut and paste your documents into the form provided or email them to us as an attachment. We can take Word or ASC II documents. Remember that all formatting is lost on the Job Boards. Most employers and recruiters will contact you directly for a formatted copy of your documents once they have retrieved your information from the databanks. Due to browser limitations, the Résumé may not appear perfectly formatted in the text window of the sites. **THIS IS OK!** It will appear readable to the recruiters and employers. Most recruiters use this copy of your Résumé to match your skills to their open jobs. Most recruiters will ask for a formal copy of your Résumé in Word or other formats before submitting it to clients. We recommend that you send us all of your documents in ASC II text.

Q: I AM REVIEWING MY POSTING AND ON A VIEW, SITES STATISTICS WERE SHOWN. WHAT IS A SEARCH? WHAT IS A CLICK? WHAT IS AN APPLICATION?

A: A search indicates the number of times your Résumé showed up when employers searched our Résumé database. A click indicates the number of times and employer clicked on your Résumé to view the details of it. Application indicates the number of times you used that Résumé to apply on-line for a job. Most people simply do not want or have the time to be professional Internet database search experts. The skills required to harness the research power of the Web are complex and constantly changing. That is another benefit of using our service because we have the technical experience and ability to **activate JOB AGENTS** to your information.

Q: HOW MANY DOCUMENTS CAN I POST ON A SITE? MY RÉSUMÉ IS OVER FOUR PAGES.

A: Most sites have space requirements of about 10K characters. That is about three pages. Enough for a two page Résumé and cover letter. Consider that when submitting your documents.

Q: WHAT DOES "NETWORKED" MEAN ON MY POST REPORT?

A: This means that your site is connected to another site by a partnership agreement. When we opened an account for you on the mother site and posted your information the networked site has direct access to that information. Nevertheless, you cannot logon to a networked site.

Q: WHERE IS MY COVER LETTER?

A: Depending on space requirements your cover letter will either be below your Résumé on the site or in the cover letter section of the site. Check below your Résumé you will probably see the document there, if not check the cover letter icon and you will find it posted there.

Q: WHY DO YOU ACTIVATE JOB SLEUTH? THIS SITE IS NOT A JOB BANK.

A: We use this site to activate a large **JOB SEARCH AGENT**. True, you can not post any documents to this site, but it does search many sites and in some cases local newspapers. Sites searched from this site include HOTJOBS.COM, JOBSINTHEMONEY.COM, CAREERWEB.COM, NETTEMPS.COM, USJOBBOARD.COM, DICE HIGH TECH, AND JOB BANK USA. We consider this site to be of great benefit to our clients.

Q: HOW DO I DEVELOP MY KEYWORDS FOR MY RÉSUMÉ AND POSTING FORM?

A: Use words or phrases that an employer or recruiter would use while searching for someone like you to fill their next job. When developing your list of job-related keywords, be creative, but not inaccurate.

- Standard job titles, particularly if current or former employers used non-standard titles.
- Names of job specific, profession-specific, and industry-specific tools that you use or are qualified to use because of education or experience.
- Software or hardware that you use or have been trained to use, particularly if it is unique to your job, industry, or profession.
- Names of techniques that you use or are qualified to use.
- Industry and professional organizations that you belong to or are an officer of.
- Trade shows, and conferences that you have attended and/or presented papers.
- Professional and/or technical acronyms as long as they are appropriate to your experience and education.
- Classes of employers who offer your services.
- Applicable education that you have such as degrees, majors, course work, post-graduate work and certifications.

Be sure that your documents include words, phrases, and acronyms in all the traditional appropriate places. In addition, consider adding a section near the top or bottom of your Résumé named "skills" or "keywords," where you can use as many of your keywords as possible.