



# CONDUCTING YOUR VIRTUAL JOB SEARCH

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## NARROW YOUR FOCUS

Choose a target job and target employers, and focus your efforts on that job and those employers. Find out what they need and what skills they are looking for. Unfocused job seekers apply for anything and everything. Consequently, they don't stand out in the applicant pool and employers tend to ignore them.

2

## USE THE BEST TOOLS FOR THE JOB

Has your Handshake @ Illinois Profile been updated recently? And is your profile visible to employers? Are you utilizing the SORR resume technique to create a powerful resume? Is your cover letter personalized for each job opportunity? It's worth the investment to customize your materials.

3

## NETWORK *(yes, you can do this virtually!)*

LinkedIn is one of the best venues for connecting with people who work at your target employers (and who worked there in the past). Use LinkedIn to connect with people who attended the same schools you have attended.

Alumni networks can be very powerful. Search for people working at your target employers who attended the same school you attended -- that's a starting point for expanding your network.

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## BE FINDABLE: PERSONAL SEO *(search engine optimization)*

Being appropriately visible online, using the "right keywords" for you and your target job/employers will enable your next job to find you. Review the descriptions for the job you want and incorporate as many of the skills, certifications, and other terms used into your online profiles, resume and cover letter.