

# If I can't find you, you're probably not "findable."

The how-to manual for making your professional presence known to recruiters.

- *Mike Tischer, Recruiting Research Expert*

Dear Jobseekers -

I know what it's like to be looking for a new job. It feels like you need to fire off a cannon, or send up smoke signals, just to get noticed. You apply online constantly, aimlessly searching through job boards, and online employment pages. I feel you, my friend.

I also know that with a little bit of help from yours truly and the power of the Internet, you can shine like the star that you are.

Now I'm not going to brag too much on my credentials, but I fancy myself as swinging a pretty big club in the recruitment research space. I've worked with thousands of people who all use the Internet to find jobseekers just like you. I teach them some pretty cool techniques - real CSI stuff like how to search for people based on:

- their skills
- degrees or credentials
- their titles
- industry buzzwords
- their membership in an association
- and much, much, more

But you know what?

They can't find you, and all the wonderful things that you've done, if it's not published somewhere on what we'll define soon enough as the "open web." So, to make it easier on you and them (after all, they're the people looking to give you a job), I'm going to give you the skinny on how to be "findable."

If you work hard, this will take about a day and a morning to set up. The upside is that time will be your only investment. The total cost of the resources you'll use and this advice is precisely nothing.

(Thank me with a lovely fruit basket, or bottle of libation after you get a gig!)

So if you're ready, let's light this fuse and get you noticed!

**Make a list of relevant "searchable" information.** (Maybe an hour of brainstorming.) Okay, this isn't as difficult as you might think. I'm not asking you to write your auto-biography. All I want you to do is grab a piece of paper and pen (or even better - an Excel spreadsheet), and make a bunch of columns, filled with the following (if applicable) data:

- **Employers.** *(Include the present) Make sure you include subsidiaries, and parent companies. (ACME Widget Company, a Subsidiary of ABC Manufacturing). That way, if the recruiter/researcher searches for EITHER company...viola! You're on both.*
- **Job titles.** *This is tricky, because companies are a little nutty, and make up goofy titles, like "Director of Client Experience" when they should have used "Customer Service Manager." So write down the actual, and the generic.*
- **Functional tasks.** *Again, tricky. Companies use shortened buzzwords from time to time to describe functions. For instance, if you worked at a company that prints labels, you might refer to a process as "flexo" or "narrow web" versus "flexographic printing." Like titles, list the normal as well as the "cool" terms. (Remember, you're trying to be found...not be cool. You'll have more than enough "cred" in your craft when you're working at a gig you love.)*
- **Equipment and techniques.** *Here you want to mention things like specific types of machines, software, measuring devices. If the item has a specific brand that is an industry standard, or emerging technology include it. While you don't necessarily need to mention specific version numbers, be sure to be somewhat concise with product names. "Illustrator" is a product by Adobe, but it can also mean a profession, so use the full term "Adobe Illustrator" "Adobe Photoshop" and so on.*
- **Schools/Programs/Degrees.** *Recruiters are often tasked with finding people that came from a specific school, or took specific classes. Write out school names in their entirety, as well as generic names for curriculum, and degrees.*
- **Certifications / Credentials.** *If you've completed a certification or received an industry-specific credential, be sure to include it in this list - both the abbreviation, as well as the full name. This is critical. I teach my researchers to go to state licensing boards, and credentialing sites to look up this information to incorporate into searched, since it is one of the most accurate indicators of proficiency.*
- **Professional Associations.** *Again, list both the acronym, and the full name.*
- **Languages.** *This is a game-changer in many fields, as recruiters are being asked for people with international language skills more and more. Only list it if you're fluent.*

Okay, with any amount of effort, you likely have a bunch of data in some or all of these column suggestions. Believe it or not, the hardest part is pretty much done. You've just created a series of "landmarks" of characteristics that a recruiter or employer can find you by - each one being sort of like Internet beacons that can get the attention of a recruiter/researcher.

**Next, you have to set your beacons up in places where they'll be found.** The easiest and least expensive way to be found on the Internet is via "professional" social media. Most social media is picked up by search engines like Yahoo, Bing and Google; the latter being probably the most used tool for candidate searching, sometimes referred to as "sourcing."

**How the search engines work.** (WARNING - GEEK SPEAK AHEAD) All of the major search engines work similarly. First, they constantly find pages identified as publicly accessible (the "open web") through a process called "spidering." Next, they make a digital copy of the page (referred to as "caching"). Then, from the top of the page working down, they store the text and graphics into a database, associating it to the characteristics of the page it came from - the page address (URL) what the title of the page is, and when the page was last updated.

Now, while the search engines are in constant "spider mode" it is impossible for the engines to do this for every single public page on the Internet in real-time, so they date-stamp the page to determine when it was processed last. It's also impossible for the engines to do this in its entirety for every page. Really large pages with lots of graphics and text sometimes get cut off - the engine makes the assumption that the top of the page likely contains enough relevant, indexed information to guide the researcher to it.

For all practical purposes, the strategy is simple - you want your searchable data to be on the open web, sit high enough on public pages in order for it to be indexed, and you want to be able to append it on a frequent basis so that while the address and titles are fixed, the content is updated and date stamped as new. (END OF GEEK SPEAK!)

**“Why should I do this? What’s wrong with job boards?”** You might already have your stuff on CareerBuilder, or Monster right now. Nothing wrong with that, but I’ll let you in on a little secret. Conventional job boards are very different from the open web from an accessibility standpoint. While they are free to the jobseeker, the recruiter/employer often has to pay for access to them, so you’re relying on them to have a subscription to find you. What’s more, since your data is accessible via a fee, it’s probably hidden from the search engines. (Yes, even from Google. Google only picks up a patina-thin layer of the entire Internet.)

Even if the job board’s free, and/or the recruiter pays for access to it, there’s often a conflict of interest that occurs behind the scenes. Human Resource managers scour boards all the time, collecting resumes and storing them into their database. When a recruiter (who’s often a contracted, third party vendor) is asked to find candidates for a client’s position, the last place they want to go is the job boards. Chances are, the HR department already has the resume, and will likely not pay the recruiter to find someone they already had...regardless of whether or not they were smart enough to call the candidate in the first place.

Big box job boards are great for temporary staffing, but are a bit like a rummage sale for professional, medical, and technical talent. So, if you want a highly proficient professional "agent" in your corner, you want to be elsewhere. You're not rummage material - you're a shiny diamond, unknown to the employer.

With that being said, here are the top, free "open web" social tactics you should be working.

**[Setup a LinkedIn account, like NOW.](#)** (2 hours, max) This is low-hanging fruit for recruiters. If you don't know what LinkedIn is, it's a little like a resume, facebook, and professional singles bar...rolled into one. You list your educational, and work experience, your expertise, credentials, certifications and awards, and you can join relevant discussion groups. You absolutely should do all of these things.



One of LinkedIn's most valuable functions is to build networks of professional peers who will refer you to others, all to expand your reach to first, second, and third degree relationships. Also, people can endorse each other - a great way to build up a reference library.

Unlike job boards, LinkedIn is on search engine's radar. If you "Google" my name (Mike Tischer), chances are that one of the first items you'll find is my [LinkedIn page](#). That's great news to you, because the site is massive, and highly trafficked, so as a whole, it gets spidered more frequently than others, and your profile should get noticed. This should go without saying, but don't make your profile "private." Like my Uncle Jed used to say "That's ain't gonna work no-how."

While LinkedIn is free to everyone, they offer a "premium" paid version that allows recruiters to search using powerful geographic criteria, and years of experience, so be sure to include dates of the earliest applicable jobs in your profile.

- A LinkedIn profile is different from a resume. On a resume, you're looking to do a 1-2 page summary of objective, work, and educational experience. On LinkedIn, it's all about being "findable." Think of it as your professional highlights, and stats page. Be sure to use to fill the "Skills and Expertise" area with the relevant terms from our exercise.
- While many recruiters can find you using various search tactics, it's still incredibly valuable to build out your network. Once you've set up your profile, spend a little time seeking out recruiters in your industry focus, vendors you've worked with, professional peers and joining groups.
- LinkedIn allows you to connect a WordPress Blog, and documents that people in your network can view.

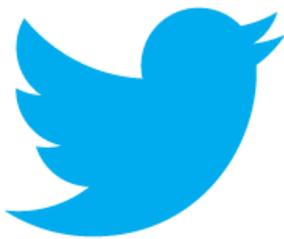
[Start a WordPress site.](#) (Two hours tops.) Listen, you don't need to be Ernest Hemmingway, or Mark Twain to have something to say. In fact, all you really want your WordPress site for, is to post a searchable, and an electronic document version of your resume. You can also add a professional-looking picture or two, some information about hobbies and such, and if you want to, exercise your inner author and write about your industry. Stumped for content? Do a Google search for news articles you find interesting, and use WordPress's "Press This" codec (a FireFox browser add-on) to help you post great articles right to your site. "Tag" everything – including your resume entry – with the terms you came up with.



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**BONUS** – once you have your LinkedIn profile, and WordPress site set up, you can "sync" the two, so any new items you post to your site will show up as activity in LinkedIn. (Remember, a steady stream of *relevant activity* is a key to being "seen.")

[Tweet it up.](#) (30 minutes to set up.) Twitter is a service that lets you send brief (a mere 140 characters) messages to a network of followers. It's also a bit addicting, and kind of a trap. It's really easy to tweet irrelevant stuff, and use Twitter as a conversation tool – like texting or instant message. Don't do it. Comment on good articles, express yourself professionally first, then personally on it...but avoid being Kim Kardashian...please. (Seriously, please?)



If you already have a personal account, and you post jokes, zingers, snarky replies, and forward others' equally unprofessional comments, kill it, or rebrand it as quickly as possible. Start a second/new account, and keep it *mostly* professional.

*Note: No one wants, or expects you to be all professional, all the time. Heck, I'm as polarizing a person as you can imagine. But, if you use social media as a place to try out new comedy material, to play games, or worse yet – as a verbal political weapon behind the guise of "anonymity" - it probably won't go unnoticed.*

**BONUS** – Tweets can be connected to your WordPress site. Link them up, so new posts on your WordPress site show up in your Twitter feed, and new Tweets show up in WordPress. (It's pretty easy to do, really.) Also, do a search for, and add other people's feeds to your profile, so they in turn will add yours. Seek out recruiters and "retweet" their posts...they'll LOVE YOU for it.



[Get on Google+.](#) (An hour or two to set up) The jury's still out on Google+ from a social media perspective, but it is factual that there are plenty of recruiters using it, and you really can't ignore the Google, can you? Now, this social media tool doesn't play well with others; there's no auto-post connectivity between your Google+ page and the aforementioned. Nonetheless, you can repost things manually, and you can "+1" things when you want to share them.

[Create an about.me page.](#) (30-40 minutes to set up.) Last site/page/profile...I promise. Your about.me page brings all the "stuff" you just created together in a one-page summary - a place where you can post a picture of that great-looking mug of yours, all of your tags, and links to your other newly-created social media pages and tools.



While you're at it, use about.me's search function, and "favorite" some pages of relevance. I always check out the page of the person checking out my page.

**Wire it all (most of it) together.** I've eluded to this, and it's important that you take the time to do it. Make sure that all your social stuff is interconnected, and functioning accordingly. You should be able to perform the following tasks.

- Write a WordPress post, and have a notification of the post show up in both Twitter, and LinkedIn.
  - Make sure you have "[publicized in WordPress](#)" set up accordingly to do this.
  - Make sure your LinkedIn profile [includes your WordPress feed](#).
- Download a copy of your resume on WordPress.
  - Create a "My Resume" page on your site, and upload document versions of it. Documents in both Microsoft Word (use the old version ".doc", not ".docx") and Portable Document Format (.pdf) are smart choices.
- Post a "Tweet" in Twitter, and have it show up in your WordPress site.
  - Make sure your Twitter account is "[embedded](#)" in your WordPress site.
- Be able to "+1" and share your posts (and any other page you want to) on Google+.
  - Enable "[sharing settings](#)" in WordPress, so you or anyone reading your stuff can repost it to their favorite social media site – facebook, tumblr, G+, wherever.
- "Preview" your LinkedIn, WordPress, Twitter and Google+ pages on your about.me page.
  - Be sure to use all of their link tools.

If you've done of this, and everything works the way it should, there's only one thing left to do.

**MAKE SOME NOISE!** Yep, you gotta make a little noise in order to get noticed. Here's the cool part – you just did the hard work. Everything else is kinda cake. Here are some maintenance tips you want to commit to.

- Go out and get a copy of the FireFox browser if you don't have it already, and install Press This. Find great articles of professional relevance, and "press" them to your site.
- Continuously seek people in LinkedIn, WordPress, about.me, and Twitter to connect with.
- Join groups of interest to you on LinkedIn.
- Request recommendations on LinkedIn from people who can speak to your professionalism.
- Tweet ideas, and links to your pages, and retweet/favorite the good posts that people you want to connect with are posting.
- Include links of your new social presence in your email signature, and resume.

Commit 20-30 minutes a day on this. It'll take a bit of time, but you'll see results immediately. The long-haul payoff is that you can build a community...one that you can rely on for this job search, as well as your next.

Trust me, the juice is worth the squeeze.

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