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T E C H N O L O G Y

Florida Branch

Branch Meeting: November 4, 1998

Internet Resume Search Techniques

Update: Website Flipping

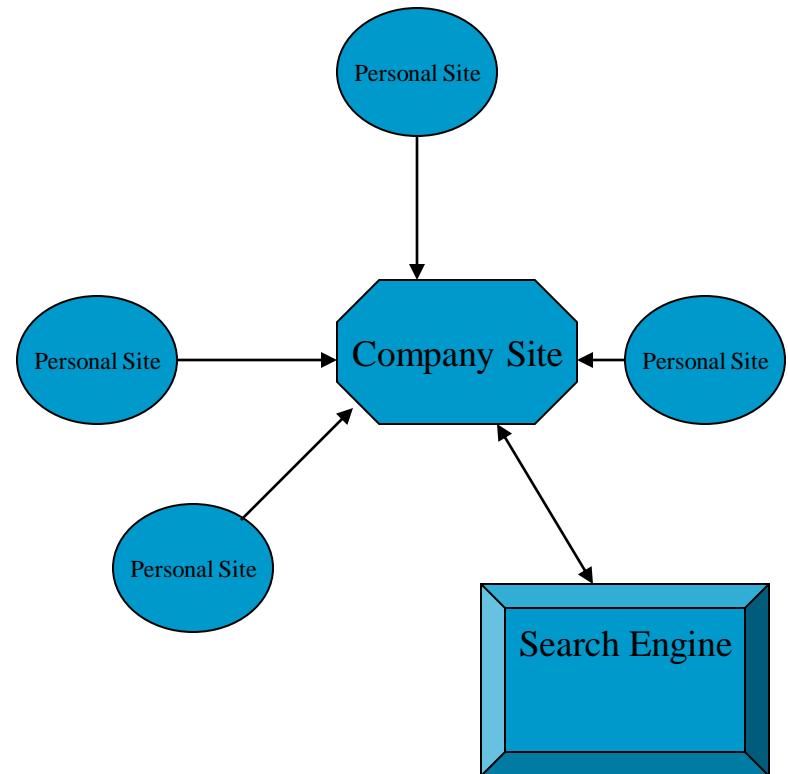


Internet Recruiting Trends:

- As the internet continuously expands, search tools have become more advanced offering alternatives in collecting documents that are not available through conventional searches.
- The sourcing of resumes via meta or specialized employment websites have created a feeding frenzy approach to sourcing resumes. Individuals who place their resume on sites such as the Online Career Center, The Monster Board, DICE, or Career Mosaic are encountering multiple responses to their resume within hours. Competition is heaviest in the IT, finance, and therapy fields. It has not been unusual for an applicant to receive twenty to fifty calls within the first week of placement onto a meta site.
- Recent studies have revealed a large amount of individuals posting to these sites are “passive” applicants who are merely testing the employment waters for “a better deal”.
- As in other forms of sourcing, “relationship recruitment” has come to the forefront in internet recruitment. The technique of approaching an individual who may or may not be looking for a position and who at the same time is not working with another agency.
- On a global scale, individuals are slowly decreasing their responses to job postings, given the ever expanding of opportunities for recruiters to find them. One popular mindset is; “if the recruiter wants me bad enough, he/she will find me”.
- The market pertaining to job posting websites has become concentrated, with big websites dominating the market. Becoming more expensive, and competitive.
- The largest segment of expansion on the web is better known as the personal site.
- Big Yellow, Bigfoot, Geocities, and most ISPs now provide free website space for their subscribers.
- One of the most popular items on these sites is the individual's resume.
- By far one of the most popular techniques of basic web design is the introduction of links onto a personal site. This technique codes a word or phrase to a link within another website. On many websites, this includes present and past employers.

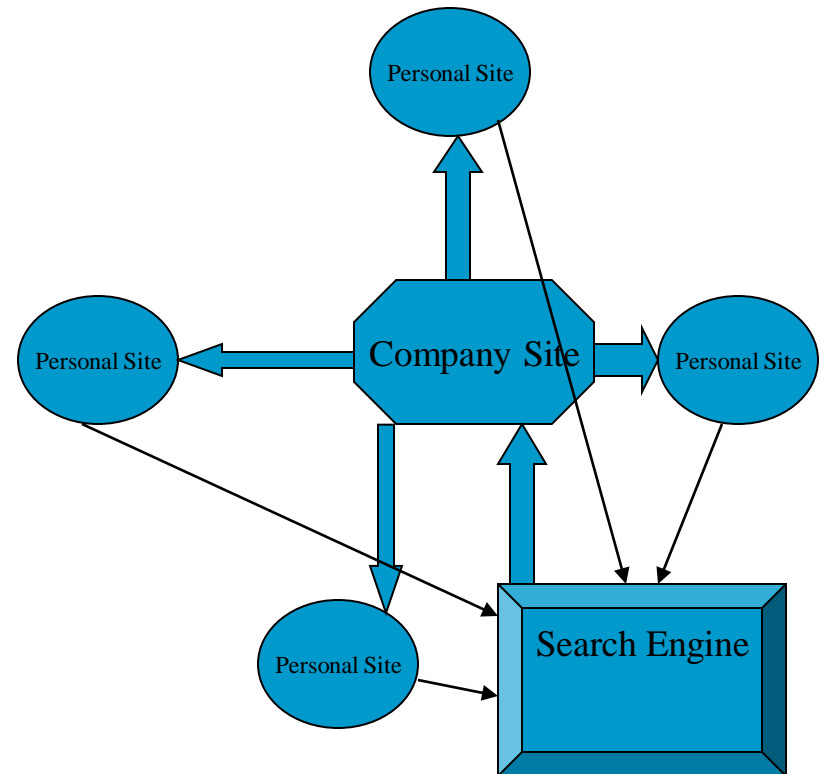
Website Link Interaction:

- Traditional search engines permit the search of a site based upon registration of the individual page.
- A virtual link is established between sites that can be traced by a smart search engine.



Website Link Interaction:

- A technique called “Web Site Flipping”, permits an individual to see all sites that point to a company or other website.





HotBot: www.hotbot.com

- Flipping of www.keane.com
- 1) Call up site (www.hotbot.com)
- 2) Type in company URL you wish to search.
- 3) Choose pull down menu item, “links to this URL”
- 4) Use default, anytime, any language, options.
- 5) Choose pull down menu item, “100”.
- 6) Press the “More Search Options”, radio button.
- 7,8) Type words you wish to include in the search results. (no Boolean operators permitted, i.e. AND, OR, etc.)
- 9) Press search radio button.
- 10) Click on link you wish to view.



Advantages/Disadvantages

- Unlimited Resource.
- Free.
- Source of applicant not part of “feeding frenzy”.
- Can focus on geographic area by company URL.
- Applicant most likely not actively seeking new employment.
- Cold e-mail, call required.
- Time consuming.
- Very limited for focused skill set searches.



Application into branch search strategies.

- Rick can incorporate these searches at random and enter into resume database.
- During retro-active searches a recruiter will be sent the resume and assigned a recruiter.
- After complete implementation of Resumix, resumes will become available via resume search feature within Resumix.