

- ✦ 61 percent of all external hires were attributed to just two channels—the Internet (29.6 percent) and employee referrals (31.7 percent), up from 60 percent the prior year.

In the early 2000s, the use of Internet sources increased a notable 11 percent, from 20.5 percent in 2001 to 31.8 percent in 2003, with a slight decrease to 29.6 percent in 2004. Conversely, the increase in employee referrals (networking) was less than half that number—only a 5 percent increase—from 23.3 percent to 28.5 percent in 2003, with another increase to 31.7 in 2004. The data represent more than 280,000 positions that were filled in one year—roughly a quarter of the combined companies' total workforce of more than one million. Crispin and Mehler's study was conducted among primarily Fortune 500 companies—not necessarily representative of the entire hiring landscape throughout America, but nonetheless is indicative of trends in how candidates are found (what corporate America does usually filters down to small business and mom-and-pop America).

Where should you apply online? According to Crispin and Mehler's study, these sources accounted for the Internet hires:

- ✦ 67.9 percent from company Web sites
- ✦ 17.6 percent from niche job sites
- ✦ 8.7 percent from Monster.com
- ✦ 4.1 percent from CareerBuilder.com
- ✦ 1.8 percent from HotJobs.com

It bears noting that smaller companies—those without the resources to underwrite sophisticated recruiting functions at their Web sites—may source a higher percentage of candidates from niche and career sites, as well as from referral networking.

Regardless of the size of your target company, prioritize your online searches (and subsequent résumé posting) in this order:

1. Target company's Web site (jobs/employment page, when available)
2. Niche career sites
3. Major career Web sites, such as Monster.com, CareerBuilder.com, or HotJobs.com

Vary Your Keyword Search Terms

When searching sites for postings, vary the search terms with “first-cousin” titles. For instance, when searching for positions in Sales, closely related keywords might include Sales Representative, Outside Sales, Sales Consultant, Key Account Representative, or even Marketing Representative.

Company Web Sites

When targeting large companies, it's likely you'll be able to submit a résumé directly at the company's Web site. Roughly 75 percent of Fortune 500 companies have a Careers button on their home pages. More and more companies are following suit, as they recognize that sifting through their own résumé database can be more cost-effective and expeditious than sorting through résumé databases at mega sites such as Monster.com or CareerBuilder.com.

Niche Job Sites

Who fills more jobs than Monster? According to the *CareerXroads' Source of Hire Study*, niche boards fill twice as many jobs as Monster.com. Niche job sites specialize in employment for a particular functional area or industry. One of the best resources I've found for a centralized collection of niche sites is John Sumser's Interbiznet.com. The niche sites listed in this section are printed (with permission) from www.interbiznet.com/hunt/archives/030813.html. The lists are ordered by amount of traffic. (For updates, search for Job Board Rankings at [www.interbiznet.com/hunt/archives/.](http://www.interbiznet.com/hunt/archives/))

Review the following lists for sites appropriate to your functional or industry target. Search the sites on a weekly basis for relevant job postings. If the site has a job-alert feature, set up an account to receive e-mail notification of relevant positions.

Top Executive Sites

- ★ 6FigureJobs: www.6figurejobs.com
- ★ CareerJournal.com: www.careerjournal.com
- ★ ChiefMonster: www.chiefmonster.com
- ★ eKornFerry.com: www.ekornferry.com
- ★ ExecuNet: www.execunet.com
- ★ Futurestep: www.futurestep.com
- ★ MBA Jungle: www.mbajungle.com
- ★ MBA-exchange.com: www.mba-exchange.com
- ★ Netshare.com: www.netshare.com
- ★ Spencer Stuart Talent Network: www.spencerstuart.com

Industry Niche Sites

- ★ Absolutely Health Care: www.healthjobsusa.com
- ★ Allnurses.com: www.allnurses.com
- ★ AllRetailJobs.com: www.allretailjobs.com
- ★ AirlineCareer.com: www.airlinecareer.com

- ✦ CareerBank.com: www.careerbank.com
- ✦ ComputerJobs.com: www.computerjobs.com
- ✦ ComputerWork.com: www.computerwork.com
- ✦ Destiny Group: www.destinygrp.com
- ✦ Dice.com: www.dice.com
- ✦ Engineering Central: www.engcen.com
- ✦ Engineering Job Source: www.engineerjobs.com
- ✦ EngineeringJobs.Com: www.engineeringjobs.com
- ✦ HealthcareSource: www.healthcaresource.com
- ✦ Hcareers.com: www.hcareers.com
- ✦ HireBio: www.hirebio.com
- ✦ Jobs4HR: www.jobs4hr.com
- ✦ Jobscience.com: www.jobscience.com
- ✦ JobsInLogistics.com: www.jobsinlogistics.com
- ✦ Jobsinthemoney: www.jobsinthemoney.com
- ✦ JustTechJobs.com: www.justtechjobs.com
- ✦ Lawjobs.com: www.lawjobs.com
- ✦ Legalstaff.com: www.legalstaff.com
- ✦ Medzilla.com: www.medzilla.com
- ✦ NurseTown.com: www.nursetown.com
- ✦ Nursing Spectrum: www.nursingspectrum.com
- ✦ NursingCenter: www.nursingcenter.com
- ✦ SalesHeads.com: www.salesheads.com
- ✦ Sales Jobs: www.salesjobs.com
- ✦ TaxTalent.com: www.taxtalent.com
- ✦ Tech-Engine.com: www.tech-engine.com
- ✦ Techies.com: www.techies.com
- ✦ Telecomcareers.net: www.telecomcareers.net
- ✦ TVJobs.com: www.tvjobs.com

College Recruiting Sites

- ✦ AboutJobs.com: www.aboutjobs.com
- ✦ AfterCollege: www.aftercollege.com