

AN INSIDER'S GUIDE ON

# WHERE TO APPLY

So many job seekers spend their days applying to all the right jobs – via all the wrong places.

In this guide, we explain which channels you should be using to apply for jobs.



# INTRODUCTION

If you're searching for jobs online right now, your biggest problem might be where to start. LinkedIn, Indeed, niche job search sites, employer websites – there are hundreds, perhaps thousands, of apps and sites and angles to try.

The problem, of course, is that you only have so much time and energy to spend on your job hunt, even if you're devoting full-time working hours to the search. It's easy to squander your valuable job search time on the wrong channels – or too many of the right ones.

To make the best use of your resources, you need to know what each job search tool does best. Then you can focus your efforts on the channels that make the most sense for your specific needs.

Read on to learn which channels you should use based on your specific circumstances.

# THE CHANNELS



LINKEDIN

**Best for:** When you have a connection or want to link up with a recruiter.

LinkedIn boasts over 700 million users, but if you're looking for work, you're probably more interested in the fact that the professional social network also offers more than 20 million open jobs.

When should you use LinkedIn to find these jobs? When you have a contact that can connect you with someone inside an employer that's hiring. To do that, click on the Jobs tab at the top of each page, then search for jobs by title, skill, or company, plus location. When you click into each listing, you'll be able to see if you have any connections at the company.

Don't have an inside track? Click the company name to get to their page, then click People. You may have a connection who can introduce you to someone at the organization.

# THE CHANNELS



INDEED.COM

**Best for: When you need a job fast.**

Indeed not only aggregates job listings from all over the web, including employer sites, but it also allows you to sign up for email job alerts based on your search criteria. You can choose to receive these alerts daily, weekly, or monthly, depending on how actively you're searching. Employers who need help ASAP are labeled "Urgently hiring."



GLASSDOOR.COM

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# THE CHANNELS



FLEXJOBS.COM

**Best for:** When you need remote, freelance, part-time, or otherwise flexible work.

Unlike the other sites on this list, FlexJobs charges a monthly fee. However, if you're looking for flexible work, including telecommuting-friendly or part-time positions, you may regard it as money well-spent. FlexJobs vets all its listings, so you don't have to worry about weeding out work-from-home scams while you're searching.



GOOGLE FOR JOBS

**Best for:** When you're tired of seeing the same job listing five times.

If you use Google – and you do – you'll find Google for Jobs' interface familiar and easy to use. It's also easy to access: just start at Google and type in your keywords, e.g. "graphic design jobs" and see open jobs in your area. Want to search in other areas? Add a location to your search, e.g. "graphic design jobs in Pittsburgh." Google for Jobs also saves time by weeding out identical listings.

# THE CHANNELS

## NICHE JOB SEARCH SITES

**Best for:** When your industry, job, or circumstances demand a tailored fit.

Depending on what you do for a living, a niche job site might be the best resource for your search. The big sites and search engines often aggregate listings, but they might not have every opportunity from your industry or area of interest. A few niche job sites worth trying:

- Idealist.org for non-profit jobs
- K12JobSpot for education jobs
- Snagajob for hourly jobs, and
- Stack Overflow for tech jobs
- Good Food Jobs for food industry jobs

Not sure if there's a niche job site for your search? Ask connections in your field what they use to find work.

# THE CHANNELS

## EMPLOYER WEBSITES

**Best for:** When you want to go right to the source.

Do you have a dream employer in mind – or maybe a whole list of them?

If so, head directly to the careers page of your favorite companies. They'll have job listings and may also provide links to other resources like mission statements, employee benefits, and work-life balance expectations.

Plus, when you submit your application, you'll know it's going to the right place.

# WHAT'S NEXT

While where you apply is important, so is the quality of your application. Head over to our [Resume & Cover Letter Center](#) to learn how to optimize your job application and increase your likelihood of getting hired.

# JOIN THE COMMUNITY

Join our Facebook Group, [Career Connections](#), for more career advice, networking and Q&A opportunities with our team of job search experts.

# QUESTIONS?

Helping job seekers is our top priority! We go to extra lengths to ensure that the content we produce and the knowledge we share is meeting your needs. If you have a specific question to ask, or have a request for information on a specific topic, we would love to hear from you. Head over to our [Q&A Form](#) and let us know what's on your mind.