

Search strategies for Job Seekers

Brainstorm Keywords



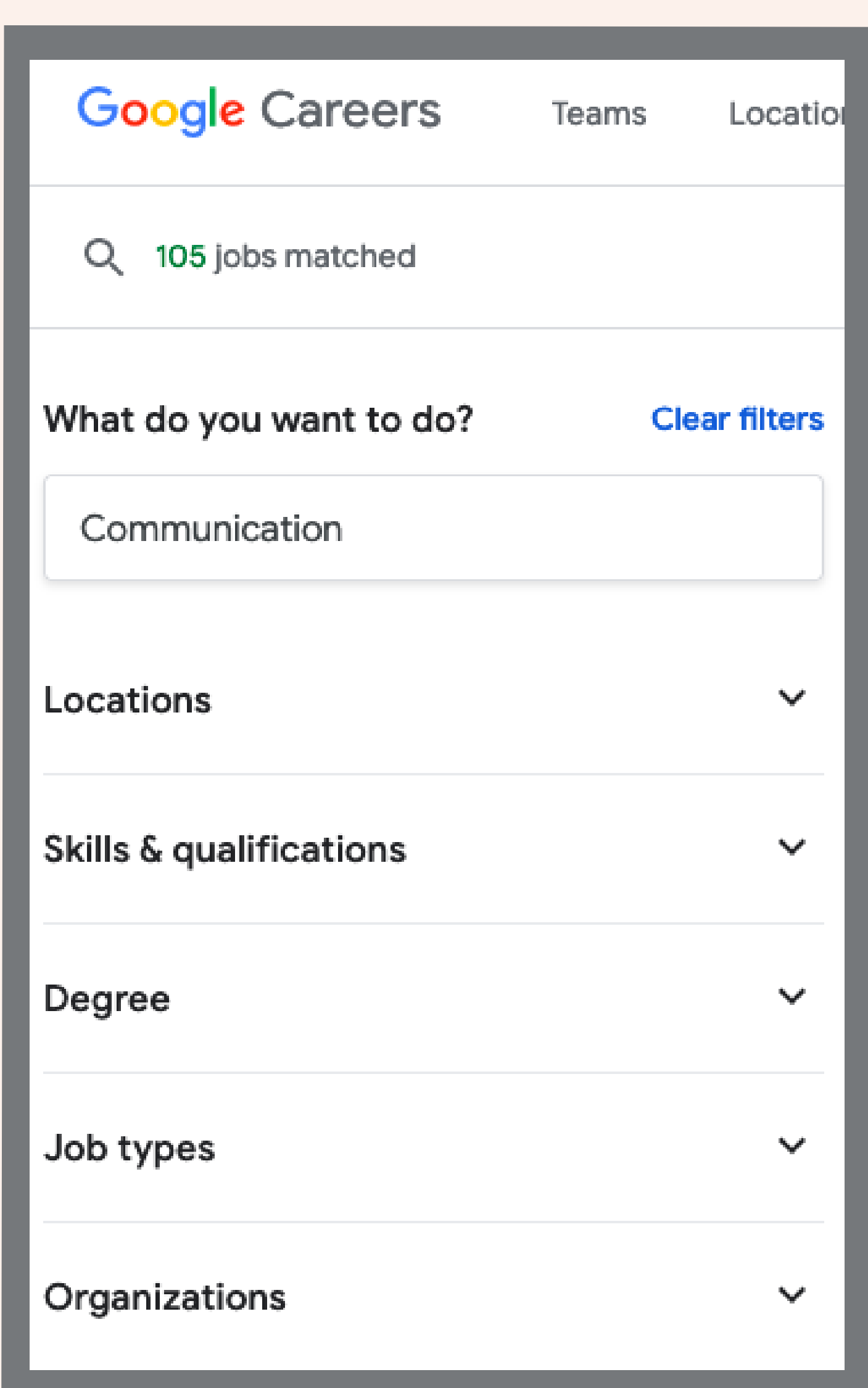
Just like academic research, you'll need to take your potential career and break it up into **keywords**, which are the essential words that describe your inquiry.

For job search engines and boards, you might type in a major, a job title, or associated skills. It can be helpful to brainstorm and use alternate or synonymous terms. Not every job posting will use every keyword, so try multiple combinations to find relevant posts.

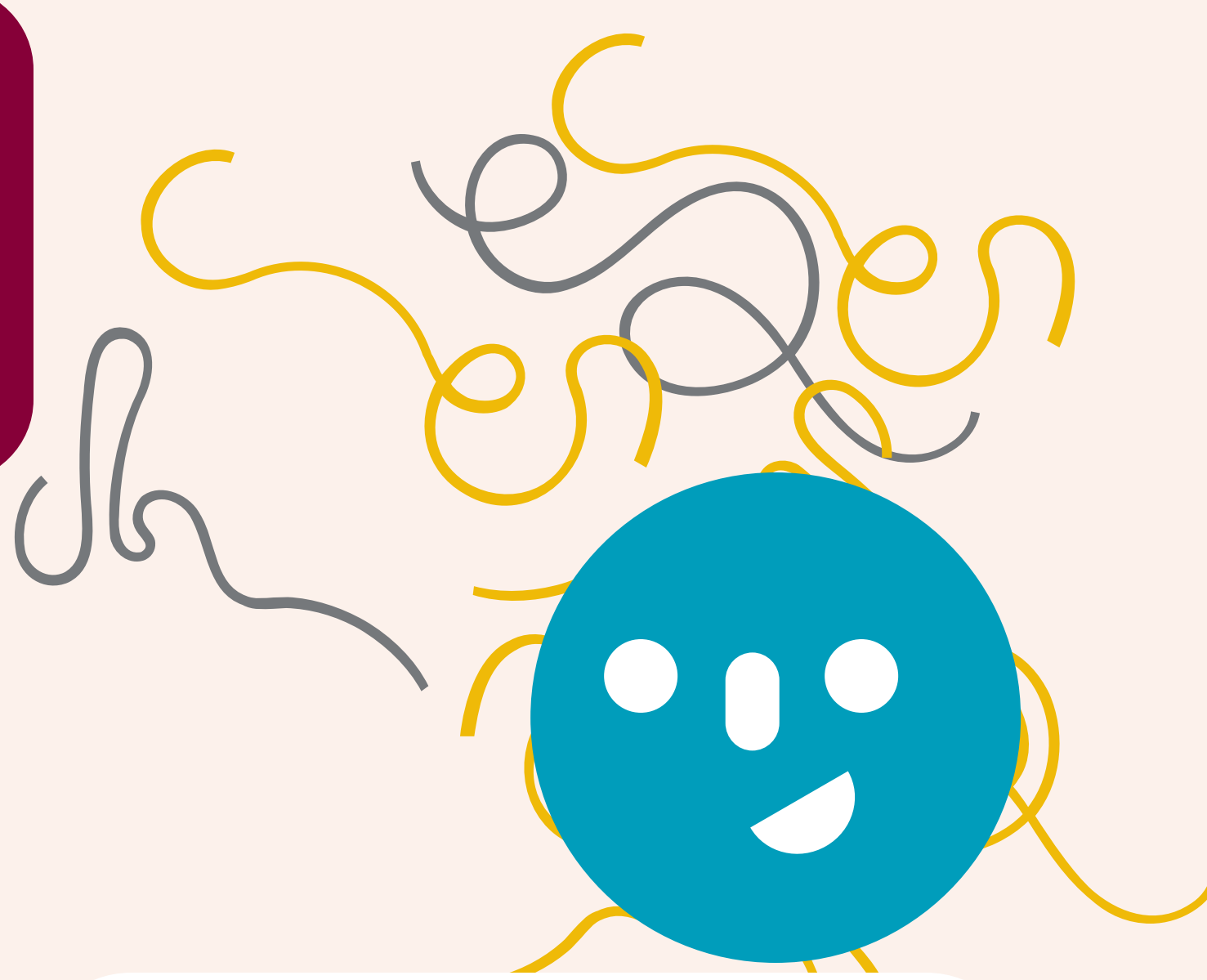
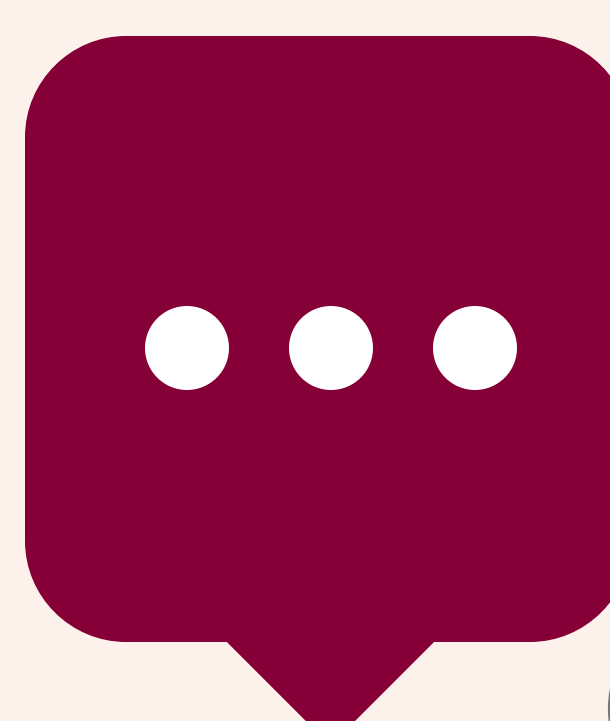
Example: Psychologist OR Psychology OR Counseling OR Clinical

Example: Instructional Designer OR Trainer OR Curriculum

Use Filters Strategically



Filters are checkboxes and options to narrow or refine your search without additional keywords. While in library resources the common filters are date or peer-review, in job search boards, it might be the location or salary. Use filters to customize your search for you.



Be Mindful of the Algorithm



Search algorithms, or the rules a search engine applies to your results, are different on each website. You'll want to **critically review your results** to see how your search is interpreted.

Be mindful that the most relevant positions won't always be at the top of the search results page. Job search engines make money through promoted, recommended, or sponsored positions, where employers pay to be higher in the search results regardless of your keywords.



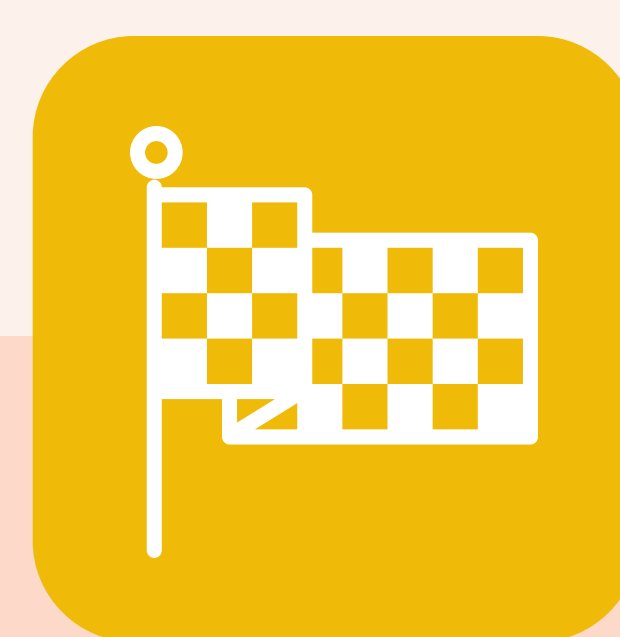
Practice Keywords

Keywords are also used to find resources for your research papers. Learn more about keywords for academic research with [our tutorial](#).



Explore Filters

You may have already used filters in OneSearch. You can practice filters for research in the library's [OneSearch tutorial](#).



Learn about the algorithm

Most algorithms are proprietary, but search engines and job boards will also have about or how-to pages that explain some of the things their search prioritizes. If you're having trouble with relevant results check out the about or help pages for the site.