



Jump Start Your Career With A Blog

From Sheila Ann Manuel Coggins, Your Guide to Web Logs.

Job Search Web Logs

If you keep a blog, you will become an expert, says Rebecca Blood, author of The Weblog Handbook: Whether you write about your avocation, your day, your business, or your take on foreign affairs, when you publish a blog you are sharing information. As you research and write, you will gain an expertise in your subject (even if that subject is nothing more than what catches your eye). As you publish, you will accumulate a body of work, no matter how short the individual entries, and in this you create an online representation of your thinking.

That's why it makes sense for job seekers to keep blogs. Well, that's what Jason S. Gorham (CEO, Career Meta Search and founder of Job Search Blogs) and his company believe as well. Here's a short interview about using Job Search Blogs as a way to start your career. It also talks about why employers should sit up and take notice of job search blogs as a great way to hire someone.

What is Job Search Blogs?

Job Search Blogs were developed to give job seekers an alternative way to showcase their talents and skills outside a resume, and to provide employers insights about the candidate. It was first launched on April 2004.

Why did you come up with this service?

Actually, I was reading a Money Magazine article and it talked about people forming websites and passing leads to one another to help them find jobs. Mark Carey, the webmaster for Job Search Blogs, came up with the idea to leverage the power of blogs to enhance the job search and recruiting experience. I thought it would be a perfect fit for us. Mark is an experienced blogger and offers web presence management and search engine optimization services through his company, Mark Carey Consulting.

Did you develop your own weblog software or are you using an existing weblog software?

The service is powered by Movable Type. Job Search Bloggers can edit the MT templates to customize the design of their blogs.

We chose Movable Type due to its enhanced feature set, its ability to customize the service, and to enable community features like the forum view in which all bloggers posts can be viewed together on one page.

How easy is it to start a job search blog on your service? Does it cost anything?

Yes, it is easy. To request a blog, simply fill out the request form. There is no cost involved.

Since the blogs are created manually, it may take a few hours (or a few days) until new blogs are ready. There is no formal application process, but we do ask that people use the blogs for the stated purpose: job search-related topics.



Why do you think job hunters should keep a blog?

My nine years of recruiting experience tells me employers never give a resume a chance. You may have a skill they are looking for, but you may not have put it on your resume, or maybe you didn't showcase it in a way they would notice. The standard is recruiters should be able to look at a resume and understand you in 10 seconds. The blog gives you staying power. They can come back to over and over again. It also gives you more space to describe yourself. Something you couldn't do on a resume.

What are the advantages of a job search blog over a typical web site/online resume?

A job search blog provides a much more in-depth view into the thought process, skills, and personality of the job seeker. Even looking at personal blogs, you can tell a lot more about a person by reading their blog rather than on their resume.

Why should prospective employers look at the possibility of hiring someone through blogs?

Traditionally, employers read resumes and spend 1-3 hours interviewing a candidate before offering a job. There is only so much that you can learn about someone in this process. When a job seeker has a job search blog to supplement their resume, employers can learn a lot more about the candidate before the interview.

What are your top tips for job hunters using blogs as a tool to look for employment?

Always stay professional. Employers generally don't care if you have dogs, cats, and enjoy riding camels. Don't give away any confidential information you think will assist you in obtaining the job (i.e. social security number, date of birth, etc.) Make sure you give a lot of targeted information. That is one problem with resumes, you could have worked for 20 years and recruiters still can't figure out what you do. A picture may be worth a thousand words, but don't include one. I don't feel it would be appropriate. Don't put your salary expectations. You never know what the company has to offer and you don't want to lose out because they think you are looking for "X" amount of money.

Do you have anything else you'd like to share with potential job hunters and prospective employers regarding blogs and blogging?

Blogging can give others, including prospective employers, a lot of information about a person. Job Search Blogs can prove useful in assisting employers in making more informed hiring decisions.

