BETTER RECRUITMENT STARTS WITH BETTER SEARCH:

CareerBuilder's Search Smart eBook

The insider's guide to better resume database search
(with tips and tricks for finding the best resumes)

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THE IMPACT OF SEARCH
ON THE RECRUITING PROCESS

When it comes to filling a job opening, there is an old adage that there are two ways to find a candidate: you either hunt or you farm. Search is about hunting, finding candidates for the purpose of filling open positions immediately.

Farming takes more time. It requires laying groundwork and cultivating relationships. This approach is what recruiting with social networks is about. While cultivating relationships that will grow over time is a great way to generate a pool of talent to fill eventual needs, this approach offers little benefit when you find yourself with an unexpected vacancy that you need to fill immediately.

As the economy makes its way to recovery, more companies are finding themselves with an urgent need to re-grow their staffs in order to keep up with increasing demand. The time to learn effective search techniques for filling one's candidate pool quickly and efficiently is now.

THE PURPOSE of this eBook is to teach you the tips and tricks for easier, faster and more effective resume database search – and finding that perfect candidate NOW.

THE RECRUITING LANDSCAPE:
THEN vs. NOW

THE RECRUITING LANDSCAPE has changed significantly over the years, but there has always been one constant: The need to recruit in a way that attracts the best talent — as well as a way to distinguish the best candidates from the rest.

Sourcing candidates has always been one of the greatest challenges of the recruiting process. Before computer database systems and the Internet became standard use in the workplace, recruiters had little choice but to keep paper resumes on file in cabinets. Imagine how long it took to manually sort through the dozens — perhaps hundreds — of resumes, collected over weeks, months and even years, in order to find new talent.

Because sorting through resumes was such a laborious task, recruiters ended up keeping only a few of what they perceived to be the best resumes on their desk, while many highly qualified candidates sat in those file cabinets untouched.

OVER THE LAST 10 YEARS, HOWEVER, the standard metal file cabinets have been replaced by sleek and fast electronic filing systems called resume databases. Resume databases can store up to millions of resumes, accessible at any time, from anywhere.

Because resume databases have almost limitless capacity, however, finding candidates through them requires a different approach to search than it did a decade ago. While today's resume databases are sophisticated, easy-to-use and efficient, to the untrained eye, they can appear to be overwhelming and, ultimately, more trouble than they're worth.
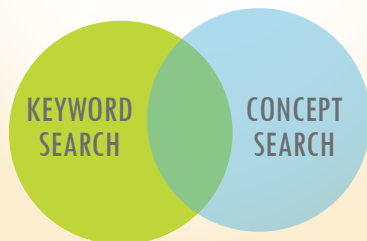
In reality, however, searching for resumes is easier than it has ever been — but it requires knowing how to efficiently use and navigate the vast abundance of resumes within the resume database. Once you do, you'll wonder how you ever got along without it.

TWO MAIN TYPES OF SEARCH:

SEARCHES ARE CONDUCTED ONE OF TWO WAYS: BY KEYWORD AND BY CONCEPT.

KEYWORD SEARCHING:

The basis to all resume searches is keyword searching. How many times have you conducted a keyword search and been frustrated because you did not get the results you had hoped for? The problem with keyword searching is that there is no intuition involved in the process. With keyword searches, the computer searches for exactly what is typed in the search box, unable to assume things about the type of results you are hoping to get, the way the human brain might.

CONCEPT SEARCHING:

Concept Searches utilize matching technology to compare two or more documents to find how closely various concepts — job titles and listed skills, responsibilities, and educational information — match among the documents and generate a score based on how closely they match. More on concept searching on page 19.

THREE BASIC RULES
OF KEYWORD SEARCHING:

Rule #1
PUT PHRASES IN QUOTES

Searching for a title with more than one word requires putting the phrase in quotes; otherwise, the database conducts a two-part search.

Typing in **Project Manager** (without quotes), for example, will turn up results where the words **Project** and **Manager** appear anywhere within the text. Putting quotes around the phrase **"Project Manager"** tells the search engine that these two words have to be together and exactly in the order that they are entered between the quotes.

Sample result for a search for Project Manager:
Marketing manager - Completed a five month project to rollout a new line of products

Sample result for a search for "Project Manager":
Senior Project Manager - Applies standard methods to identify alternative solutions as needed

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No matter how advanced technology gets, search software, in order to be truly effective, necessitates that users be explicit.

Rule #2

USE NOT TO EXCLUDE WORDS OR PHRASES

When conducting a keyword search, it's also important to remember that some job titles are subsets of other titles. For example, a search for **"Radiology Technician"** could generate a large number of results for **Radiology Technician Assistants**. Adding the word **NOT** to the search, however, will omit irrelevant job titles from search results by generating every result that applies to the first query that does not include the second part of the query.

Example: "Radiology Technician" NOT Assistant

Rule #3

AND AND OR CONNECT TERMS; PARENTHESES GROUP TERMS TOGETHER

Two more important terms to remember when searching are **AND** and **OR**. These terms are especially useful when searching for positions that often go by varying titles. A Software Developer, for example, may also go by the title Programmer or Software Engineer, or simply, Developer.

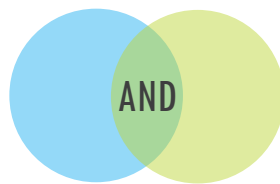Example: Developer OR Programmer OR "Software engineer"

This same position may require the candidate to know programming language as well. To ensure that the results also include mention of this skill set, simply put parentheses around the **OR** statements and then add **AND** followed by the programming language.

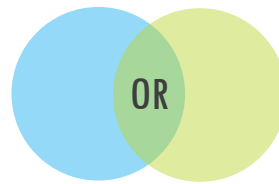Example: (Developer OR Programmer OR "Software engineer") AND Java

CONGRATULATIONS!

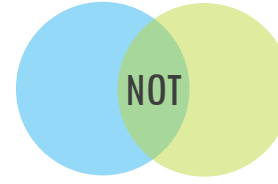You now know the basics of Boolean Search logic.

**VENN DIAGRAM SHOWING HOW
BOOLEAN SEARCH LOGIC WORKS**

AND   OR   NOT

Blue **AND** Green   Blue **OR** Green   Blue **AND NOT** Green

Keyword searching is very scientific; it requires thought and logic.
If keyword searching is not returning the right candidates, concept
searching is another option.

TIP:

Just because your company is hiring a Senior Marketing
Manager, do not limit your search to that term. The
equivalent position at another company may fall under
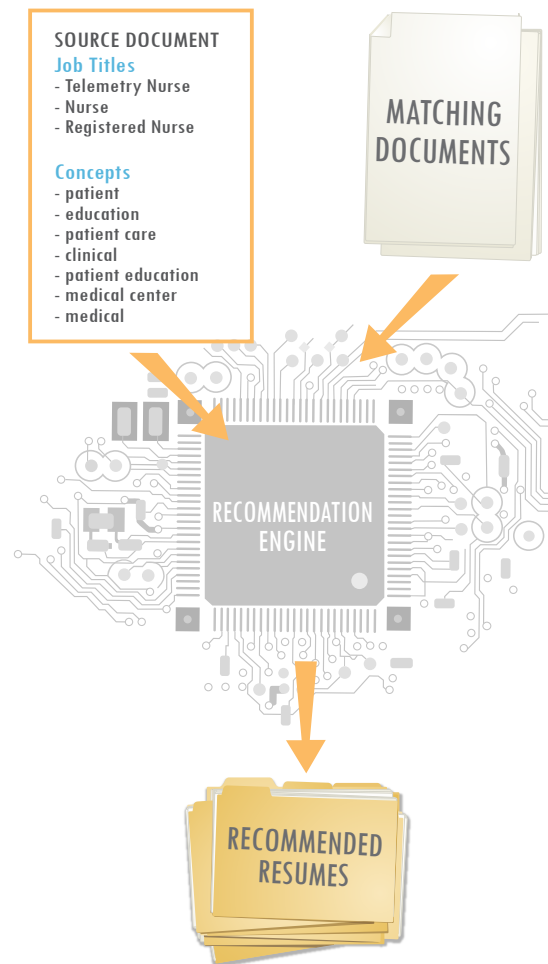the title of Director of Marketing.

CONCEPT SEARCH

CONCEPT SEARCH is one the newest ways to search for resumes, but it's not necessarily new in and of itself. CareerBuilder®, for example, has enabled concept searching since 2004 with its R2, or recommended resumes, matching technology.

If you've ever used or conducted searches on sites like Amazon.com, iTunes or Netflix, you're probably already familiar with a concept search. Just as these sites will recommend new products similar to ones you've previously viewed or purchased, CareerBuilder's R2 technology looks at resumes you've either uploaded or searched to generate other, similar resumes.

R2 enables recruiters to quickly find resumes based on specified criteria. The context-sensitive engine identifies candidates in several ways to find and sort applicants based on your desired requirements.

HOW CONCEPT SEARCH WORKS

SOURCE DOCUMENT
Job Titles
- Telemetry Nurse
- Nurse
- Registered Nurse

Concepts
- patient
- education
- patient care
- clinical
- patient education
- medical center
- medical

MATCHING DOCUMENTS

RECOMMENDATION ENGINE

RECOMMENDED RESUMES

As shown in the chart to the left, the Recommendation Engine matches the concepts and job titles from the source document — whether it is something you uploaded, something already contained in the resume database, or a set of concepts you entered manually — to other documents within the database.

This is similar to how movie rental site Netflix finds films to recommend for you: It picks out concepts from films you have previously rented — film genres, actors, directors, etc. — and finds other films in this database that contain these matching elements.

Concept searches enable users to search for resumes based on specified criteria, or the various concepts (such as job title, skills, or education level) their ideal candidate possess.

CareerBuilder's R2 technology, for example, enables you to select the resumes you would like matched in three different ways:

1. Upload a resume and search for similar resumes based on the uploaded resume.

2. Upload a job description of the position you are trying to fill.

3. Click on the link of a resume you like in the Resume Database, and instantly get a list of the top 100 matching resumes in the CareerBuilder® Resume Database.

When viewing a job posting, click a link to find the resumes that best match the job. The matching technology does all the selection, based on your selected concepts.

WHY USE CONCEPT SEARCH?

Concept searches minimize the time and labor put into resume database searches. If you've ever noticed the "recommended for you" features on sites like Netflix, Amazon or iTunes, you've seen that their search engines have already done the work for you to find movies, books, music or other products that might appeal to you, based on those products in which you've previously displayed an interest — no searching required.

Similarly, with concept searching within the resume database, there is no need to write elaborate or complex Boolean searches, or to be familiar with every skill or detail about the job that needs to be filled. The only thing you need is a job description, a resume of the person who just left the open position or even an e-mail from a hiring manager describing specific skills or qualifications needed. From there, you simply need to upload the document into the system in order to instantly generate a comprehensive list of recommended resumes.

TIP:

Curious to find a candidate on a social or professional network? Or connect a resume to a person's social or professional network? Search for a resume on CareerBuilder.com® and then click on Applicant Explorer to find additional links to that candidate on the Internet.

CONCEPT CLOUDS

One of the major differentiators of the concept search is that it generates a Concept Cloud. A Concept Cloud is the visual representation of the desired skills, titles and responsibilities that are used in a concept search are grouped together.

The Concept Cloud is a graphical representation of the document (job posting, resume, etc.) meant to help you visualize the concepts that are most relevant to your search.

RESUME

CONCEPT CLOUD

HOW DOES THE CONCEPT CLOUD AID WITH SEARCH?

The resume database uses the terms within the Concept Cloud as a gauge by which to score other resumes based on how closely they match your search query. The resume database can then provide a list of relevant, recommended resumes.

BENEFITS OF THE CONCEPT CLOUD

1. It provides a quick snapshot of the resume from the computer's point of view.

2. It introduces you to new words and terms you can then use in a keyword search.

3. It enables you to quickly compare one candidate to another, based on how closely candidates match up to various concepts.

ANALYZING THE CONCEPT CLOUD

When looking at the concept cloud, there are two things to pay attention to:

FONT SIZE
WORD TYPE

FONT SIZE:

The larger the concept appears in the Concept Cloud, the more relevant it is to your search. In this example for an Account Manager, the term "Inside Sales" appears larger — and is thus much more relevant to the search — than the term "Real Estate."

WORD TYPE:

Notice that the terms in the example below all refer to job titles, skills or actions. This example shows that one's search for an Account Manager may generate resumes of professionals who go by many different titles, such as "Account Executive" or "Sales Representative," but who share relevant skills and responsibilities. A keyword search for "Account Manager" on the other hand, would fail to generate resumes that, despite their overall relevance, did not include the term "Account Manager."

ceo • client base • cold call • company developer • consulting sales • corporate recruit • decision maker • full time • government • inside sales • lead generation • market share • marketing • outside sales • pharmaceutical • product demonstration • purchase • real estate • sales assistant • sales director • sales executive • sales manager • sales presentation • sales professional • sales representative • sales team • sales training • small business • software solution • team sales • vice president •

TIP:

WHEN DOING AN R2, OR RECOMMENDED RESUME, SEARCH ON CAREERBUILDER.COM®, the concept cloud is displayed on the top of the screen above the 100 recommended resumes. If you see a term that all resumes must have in the concept cloud of your initial document, you can click on it or multiple terms and the resulting resume list will be filtered down to just the resumes that contain that word or phrase.

WHY R2?

Why use concept searching with CareerBuilder's R2 technology? For the same reason to buy a book on Amazon.com. When you search for, view, or purchase books on Amazon, the Web site uses tracking technology to automatically generate a list of "recommended" books, based on your search history or indicated preferences. The beauty of Amazon's recommendation engine is that it enables you to discover items that you previously may not have found — or even considered — by conducting a keyword search.

CareerBuilder's R2 does for recruiters what Amazon's recommendation technology does for consumers. R2 enables recruiters to broaden their resume searches to discover a new seat of qualified candidates they may not find using a traditional keyword search.

TROUBLESHOOTING: COMMON MISTAKES

The best concept search results come from searches where the source document is clean, precise and describes the required skills and duties in plain grammar.
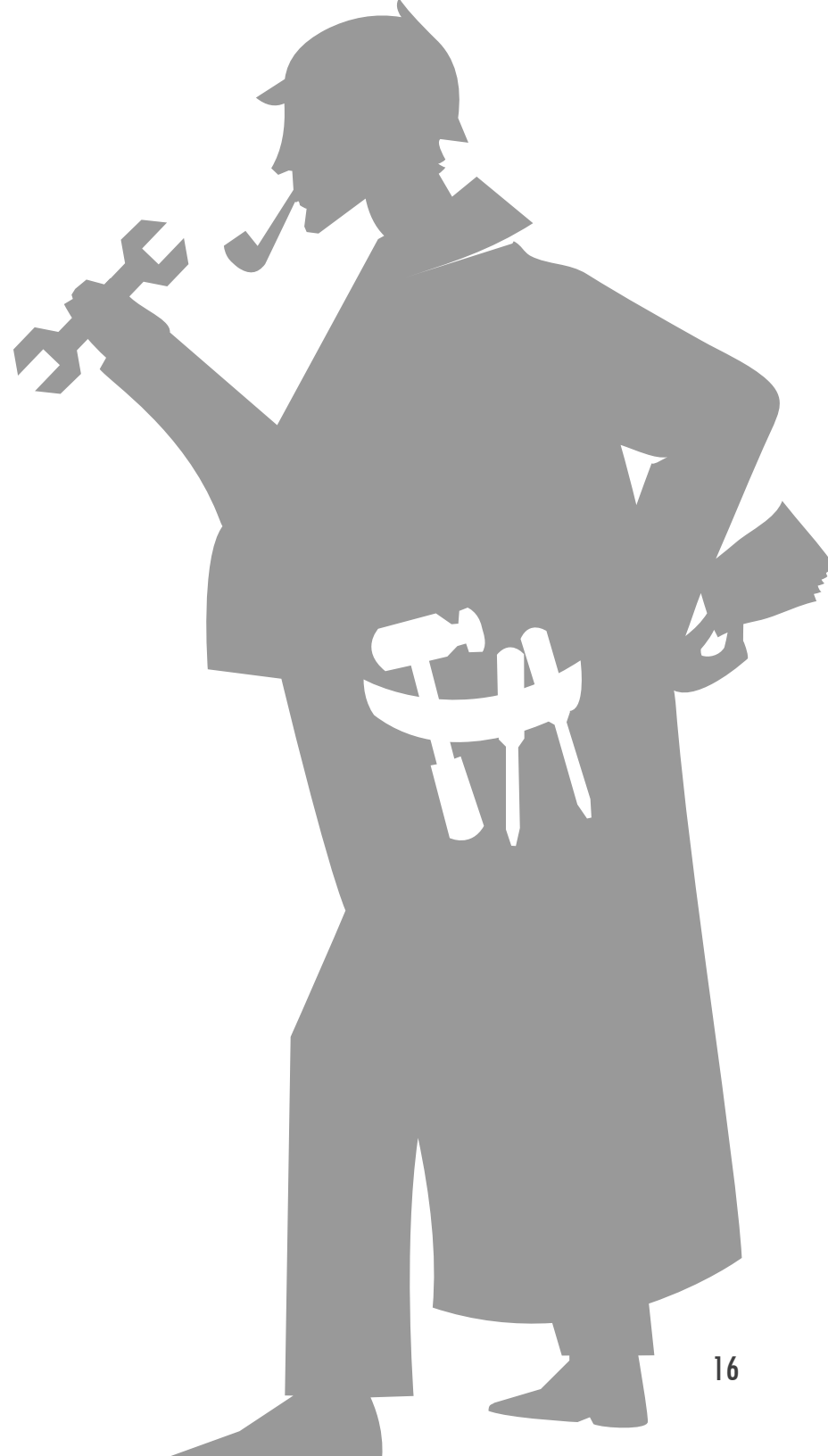
For the most effective and efficient concept search, remember the following…

When using a resume as a source document…

- **Remove irrelevant job history.** An uploaded resume that includes past experience could derail a search if that experience bears no relevance to the current position, as the concept cloud will capture the terms related to both current and previous (irrelevant) experience.

- **Make sure the most relevant information comes first.** The closer a concept appears toward the top of a resume, the more weight it is given within the concept search.

- **Cut out objectives and goals.** This section does not contain work related information and therefore does not add value to the concept search.

…Or when uploading a list of job terms or skills:

- Results do not get weighted correctly. If you upload a list of skills, each term is listed once and then they all get equal weighting. Concept Search engines work best when descriptions are written in a paragraph, and proper weighting can be assigned to the concept cloud.

WHY USE SEARCH, WHEN YOU CAN
USE SOCIAL MEDIA NOW?

With so many recruiters now adding social media to their recruiting mix, you may wonder if there's a need to bother with search at all anymore. While social media can certainly be a great supplement to the recruiting process, however, it does not discount the importance of the resume database.

The quick rise – and mass popularity – of social media is a unique phenomenon. It has connected friends and strangers all over the world in a way that no other medium ever has, making it an incredible communications tool with seemingly limitless possibilities. Even more recently, social media has become the hot topic in the recruiting world, with hiring managers and recruiters flocking to sites like Twitter, Facebook and LinkedIn to source and even screen candidates.

As mentioned earlier, social media can be an effective way to find candidates and fill your talent pool over time; however, when it comes to filling immediate needs, it does not compare to the resume database's power to generate candidates instantly.

SEARCH VS. SOCIAL MEDIA: THE ADVANTAGES OF SEARCH

Sure, users might not be able to take a fun, "Which 'Golden Girls' Character Are You?" quiz on a resume database, but resume databases provide an unmatched source of accurate, detailed and searchable data.

BETTER ACCURACY

Social networks were not created with an expectation for accuracy; they provide a platform to make connections and meet people. On social networks, there is no recourse or punishment for lying or bending the truth, whereas lying on a resume is unacceptable and is often grounds for termination; therefore, there is a higher expectation for accuracy and honesty within the resume database that social networks, blogs and wikis cannot provide. Candidates posting resumes to CareerBuilder®, for example, agree that they are posting accurate and true information.

MORE DETAILS

The information you might find on a social network is not as detailed as the information contained in the resume database, either. Rarely does a LinkedIn profile include a list of that person's salary information, and not all profiles contain detailed job descriptions beyond current or previous job titles. Without these descriptions, it is difficult to decipher if a candidate possesses the specific skill sets required for a certain position.

Job titles such as "Account Manager" or "Project Manager," for example, are commonly applied to a variety of positions with varying roles, responsibilities and levels of expertise. Depending on the industry, company or field, the responsibilities and skills needed for these types of positions could be vastly different. In order to understand what transferable skills a certain candidate possesses, additional details are necessary.

FASTER RESULTS

Sorting through profiles on social networks requires taking the time and labor to manually cut through the clutter of personal information that has no relevance to an employment search. The profiles in the resume database, on the other hand, are limited to information that is career-relevant, and make it easier for recruiters to find them.

Additionally, as noted earlier, building a pool of candidates through social networking requires time and resources that recruiters do not necessarily have when it comes to fulfilling immediate talent needs.

USING THIS EBOOK

Searching for candidates is not the complicated or time-consuming process it is often perceived to be; however, it is a skill. It requires knowing the best, most effective tools and techniques for finding the right candidates. Utilize the concepts in this eBook for faster, easier and more reliable candidate search results — adding up to faster, easier and better quality candidate recruitment.

KEY TAKEAWAYS:

1. Utilize both keyword and concept (resume database) searches. Together, these two methods will generate the best cross-section of resume results.

2. When conducting keyword searches, make use of quotes, brackets, and the words AND, OR and NOT.

3. Implement the additional skills, certifications, and job titles found along the way to refine the search in order to gain better results.

4. Review the document used in concept searches before uploading. Pay attention to the terms that show up in the Concept Cloud, and make sure the most important terms are the largest words in the Concept Cloud.

5. Invest time creating the search. Do not waste time digging through long lists of resumes that are not relevant to the intended search.

ABOUT CAREERBUILDER®

CareerBuilder® is the global leader in human capital solutions, helping companies target and attract their most important asset — their people. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 23 million unique visitors, 1 million jobs and 32 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and data analysis to HR consulting. More than 9,000 Web sites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company, The McClatchy Company (NYSE:MNI) and Microsoft Corp. (Nasdaq: MSFT), CareerBuilder and its subsidiaries operate in the United States, Europe, Canada and Asia.

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