



# LEVEL UP YOUR JOB SEARCH

## STEP ONE

### CREATE A GOOGLE CUSTOM SEARCH ENGINE

Sign In to Google Custom Search Engine:

- Go to the Google Custom Search Engine website.
- Sign in with your Google account.

Create a New Search Engine:

- Click on the "Add" button to create a new search engine.
- In the "Sites to search" box, enter the websites you want to include in your search. For example:
  - [linkedin.com/jobs](https://www.linkedin.com/jobs)
  - [indeed.com](https://www.indeed.com)
  - [glassdoor.com](https://www.glassdoor.com)
  - [monster.com](https://www.monster.com)
  - [ziprecruiter.com](https://www.ziprecruiter.com)
  - [careerbuilder.com](https://www.careerbuilder.com)
  - company websites
- Name your search engine (e.g., "Job Search Engine") and provide a description.
- Click on the "Create" button.

Customize Search Engine Settings:

- After creating the search engine, you will be taken to the control panel.
- Click on the "Basics" tab to review and adjust basic settings.
- Click on the "Search features" tab to add refinements and other features.

## STEP TWO

### REFINE YOUR CUSTOM SEARCH ENGINE

Add Refinements:

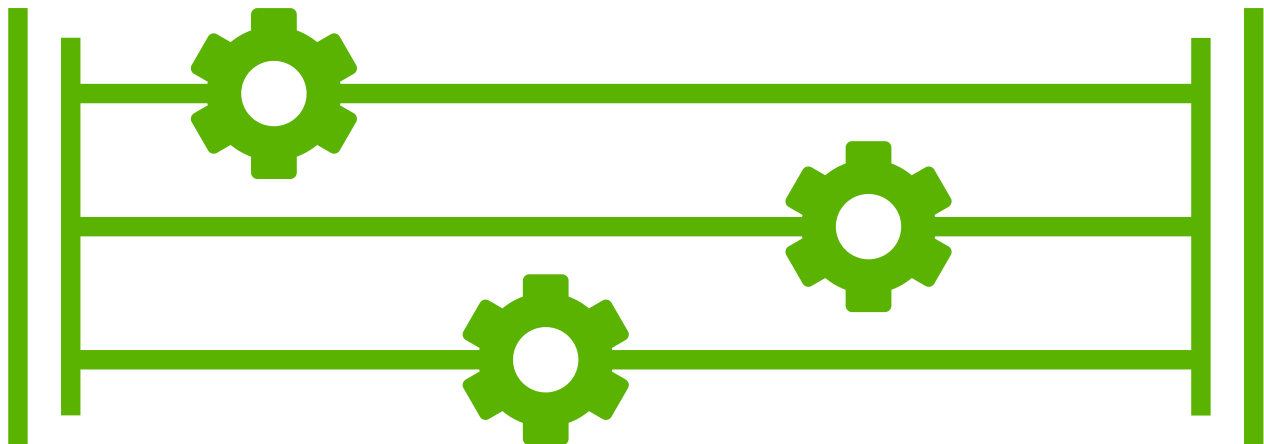
- Refinements help narrow down search results based on categories or specific parameters.
- Go to the "Search features" tab and click on "Add" under the "Refinements" section.
- Create refinements such as:
  - "LinkedIn Jobs" for site.com/jobs
  - "Indeed" for site.com
  - "Glassdoor" for site.com
  - "Monster" for site.com
  - "ZipRecruiter" for site.com
  - "Company Websites" for specific company career pages

Configure Search Layout:

- Choose a layout that suits your needs (e.g., Full-width layout or Compact layout).
- Customize the appearance to match your preferences.

Advanced Settings:

- Enable "Image search" if you want to include images in your search results.
- Enable "Autocomplete" to provide search suggestions as you type.



## STEP THREE

### IMPLEMENT YOUR CUSTOM SEARCH ENGINE

Get the Search Engine Code:

- Go to the "Setup" tab in the control panel.
- Copy the HTML code provided.

Add the Search Engine to Your Website:

- If you have a website or a blog, paste the HTML code into the appropriate section of your site's code.
- If you don't have a website, you can use the public URL provided by Google to access your custom search engine.

## STEP FOUR

### ENHANCE JOB SEARCH WITH PARAMETERS

Search for Jobs:

- Use your custom search engine to search for jobs on the specified websites.
- Enter search queries with complex parameters such as "Software Engineer AND (Python OR Java) site .com/jobs" or "Marketing Manager AND remote site .com".

Advanced Search Queries:

- Use Boolean operators (AND, OR, NOT) to refine search results.
- Use quotation marks for exact phrases (e.g., "Product Manager").
- Use site-specific searches to narrow down results to a particular website.

## STEP FIVE

### EMBED AUTOMATIONS FOR TRACKING

Use Job Application Tracking Tools:

- Integrate job application tracking tools like Huntr, JibberJobber, or Trello to help job seekers keep track of their applications.
- These tools allow job seekers to save job listings, track application status, and manage follow-ups.

Automation with Zapier:

- Use Zapier to create automations that track job applications. Here's how:
  - Create a Zapier Account: Sign up for a Zapier account if you don't have one.
  - Create a New Zap: Click on "Make a Zap" and choose a trigger app, such as Gmail or Google Sheets.
  - Set Up Trigger: For example, use Gmail to trigger when a new job application email is received or Google Sheets when a new row is added.
  - Add Action: Choose an action app like Trello or Huntr to create a new card or job entry.
  - Map Fields: Map the relevant fields (e.g., job title, company name, application date) to ensure information is accurately transferred.



## STEP SIX

### OPTIMIZE AND EXPAND YOUR SEARCH ENGINE

Add More Sites:

- Continuously add more relevant job sites and company career pages to your custom search engine.
- Examples include specific industry job boards, remote job sites, and freelance platforms.

Monitor and Adjust:

- Regularly monitor the performance of your custom search engine.
- Make adjustments to refinements and included sites based on user feedback and evolving job market trends.

## EXAMPLE

### SEARCHING FOR A REMOTE MARKETING ROLE

Query on LinkedIn Jobs:

- Go to your custom search engine.
- Enter the query: Marketing Manager AND remote site:linkedin.com/jobs
- Review the job listings that appear in the search results.

Query on Indeed:

- Go to your custom search engine.
- Enter the query: Marketing Manager AND remote site:indeed.com
- Review the job listings that appear in the search results.

## EXAMPLE

### TRACKING JOB APPLICATIONS WITH ZAPIER

Set Up Zapier:

- Create a new Zap with Gmail as the trigger app.
- Set the trigger to "New Email" with a specific label (e.g., "Job Applications").
- Choose Trello as the action app and set the action to "Create Card."

Map Fields:

- Map the email subject to the card title (e.g., job title).
- Map the email body to the card description (e.g., company name, application date).

Automate Tracking:

- Each time you receive an email related to a job application, a new card is created in Trello, allowing you to track your application status and manage follow-ups.