

Enhancing a Job Search Using Google Tools: Tips for PhD Students and Post-Docs

A Case Study and Reference List for PhD Students and Post-Docs

Technology lowers the activation barrier for candidates to apply to positions posted on job boards or company websites. With just a few mouse clicks, a resume is on its way to a potential future employer. The downside is that it is more challenging to distinguish oneself from a flood of applicants. Standing out from the competition is the key to a successful job search. Job seekers can utilize a variety of online tools to differentiate themselves. Google Maps can be used to locate target companies with office, lab, or plant locations within a tolerable commute radius for those that are geographically constrained. Once an interview is secured, Google Search, Google Scholar, Google Patent Search, Google Finance, and Google News Alerts can all be utilized to learn in-depth information about the company and its employees. This knol describes various technology tools and illustrates how to effectively leverage each in a search for employment.

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Over the past couple years, I have experimented with various Google Products that can be useful when conducting a search for employment. There are many Google Tools that can be effectively leveraged regardless of the company or industry you are targeting. This knol is geared specifically to PhD students and post-docs and endeavors to share some ideas on how these resources can be utilized to:

- identify and target companies or other organizations of interest