

# Naymz: Leveraging Job-Search 2.0 Tools



## *Job-Search Strategies for Today's Jobseekers*

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## **A Naymz by any other name.**

Naymz actually came to me via a Twitter post. If you're remotely aware of how Twitter works,

you know individuals Tweet about what they're up to, what they're interested in, and those on the business side of things, Tweet about stuff revolving around, well, business.



The service was thrown out in passing, and since I had seen it mentioned periodically before, I thought, oh hell, I'll finally head over and check it out.

I must admit, my first impression of Naymz in 2008 wasn't exactly positive. At first glance, the site's interface was basic and straightforward.

Like countless others, the service was (and still is) free to join. The layout was somewhat different, but the overall landscape resembled that of other

online services ... you build a network, and voila!

But Naymz is different on several levels. What makes Naymz unique is its ability to secure a RepScore (**benefit #1**) which is determined by a number of menial administrative functions, such as completing your profile, but also by the endorsements received.

A RepScore is particularly interesting, especially for those where reputation is vital; i.e. managers, executives, business owners, consultants, and so on.

Tom Drugan [<http://tom.drugan.name>], co-founder of Naymz.com, commented about RepScore in a JibberJobber blog comment: *“Your score is not only determined by the amount of people vouching for your good name, but also the RepScores of those references. A reference with a RepScore of 10 holds much more weight than a reference with a RepScore of 2.”*



Another unique feature of Naymz is the Trufina ID & Background check (**benefit #2**) which is included when members upgrade.

An investment of 100 bucks or so gets you to the next service level — *an affordable investment for those in business, but for jobseekers, the cost might be too much when factoring all other job-search expenses.*

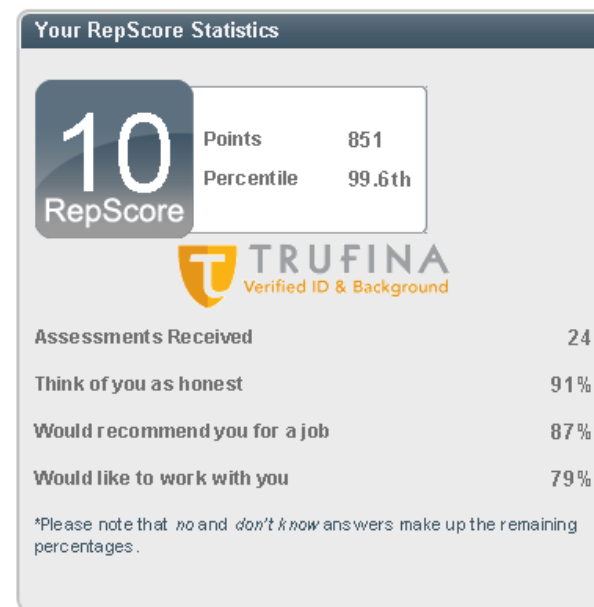
With today's online environment, it goes without saying that verifying a person's legitimacy is more crucial than ever ... and for jobseekers, the added bit of verification could go a long way with hiring managers.

### **Why would you consider joining and using Naymz?**

Well, obviously for the reasons just mentioned; i.e. background verification and RepScore. But beyond that ...

I find stats included with Trufina (**benefit #3**) to be intriguing. For example:

1. Do raters think you're honest?
2. Would raters recommend you to friends and family, or for a position?
3. Would raters use you or your services?



Again, crucial details for those considering you for employment, or for some other purpose. When factoring the value Trufina offers, the investment for full membership certainly comes into full focus.

## Search Engine Positioning

A large benefit associated with Naymz is the ability to receive paid search engine placement (**benefit #4**) once you receive a RepScore of 10. Within 48 hours of joining Naymz, I secured a score of 10 and within another 24 hours, my name was present within Google Sponsored Links.

As a business professional, I find this feature to be highly beneficial – and think jobseekers will too. In fact, I started receiving website traffic almost immediately. Also, I noticed my Naymz profile [naymz.com/teenaarose] became indexed within Google after a short time as well.



The screenshot shows a Google search for "teena rose". The search results are divided into organic and sponsored sections. A large red arrow points to the sponsored link for "Teena Rose" on Naymz.com. The organic results include links to "Teena Rose, Professional Resume & Cover Le" (www.teenaarose.com), "Teena Rose, Executive Resume Writer - Linke" (www.linkedin.com/in/teenaarose), and "Expert Teena Rose | JobDig Career Search an" (www.jobdig.com/experts/Teena\_Rose.html).

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Google teena rose Results of about **81,400** for teena ros

Web

Try your search on [Yahoo](#), [Ask](#), [AllTheWeb](#), [Live](#), [Lycos](#), [Te](#)

1. [Teena Rose, Professional Resume & Cover Le](#)  
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[www.jobdig.com/experts/Teena\\_Rose.html](#) - 21k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#) - [History](#)

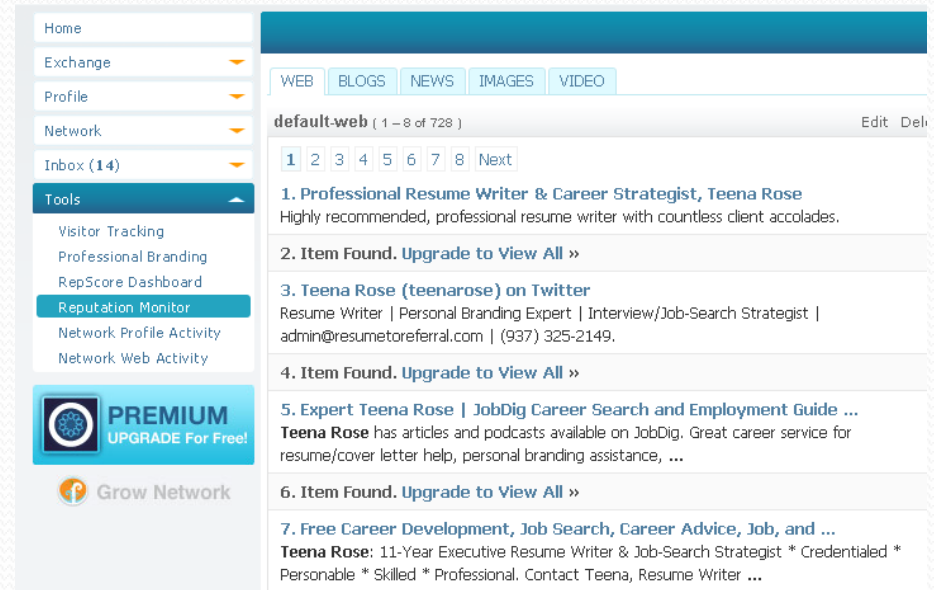
Sponsored Links

[Teena Rose](#)  
Utilize Endorsed Resume Writer for Career and Salary Growth  
[www.naymz.com](#)

No doubt about it, Naymz appears to be liked by Google ... and well, a person can't go wrong when dealing with a service that Google hasn't turned on yet.

## Reputation Network

Another great feature of Naymz is the Reputation Network (**benefit #5**), which scours the Internet (i.e. blogs) in search of recent mentions of your name. A nice feature, especially for those wishing to control digital dirt, while building their online brand.



The screenshot displays the Naymz Reputation Network interface. On the left is a navigation menu with options: Home, Exchange, Profile, Network, Inbox (14), and Tools. The Tools menu is expanded, showing: Visitor Tracking, Professional Branding, RepScore Dashboard, Reputation Monitor (highlighted), Network Profile Activity, and Network Web Activity. Below the menu is a 'PREMIUM UPGRADE For Free!' button and a 'Grow Network' button. The main content area shows search results for 'default-web ( 1 - 8 of 728 )'. The results are numbered 1 through 7, with 'Next' and 'Edit Del' options. The first result is '1. Professional Resume Writer & Career Strategist, Teena Rose' with a description: 'Highly recommended, professional resume writer with countless client accolades.' The second result is '2. Item Found. Upgrade to View All >'. The third result is '3. Teena Rose (teenarose) on Twitter' with details: 'Resume Writer | Personal Branding Expert | Interview/Job-Search Strategist | admin@resumetorefferral.com | (937) 325-2149.' The fourth result is '4. Item Found. Upgrade to View All >'. The fifth result is '5. Expert Teena Rose | JobDig Career Search and Employment Guide ...' with a description: 'Teena Rose has articles and podcasts available on JobDig. Great career service for resume/cover letter help, personal branding assistance, ...'. The sixth result is '6. Item Found. Upgrade to View All >'. The seventh result is '7. Free Career Development, Job Search, Career Advice, Job, and ...' with a description: 'Teena Rose: 11-Year Executive Resume Writer & Job-Search Strategist \* Credentialed \* Personable \* Skilled \* Professional. Contact Teena, Resume Writer ...'.

At first, the Reputation Network and Search Engine Positioning might seem unnecessary for those on the job-search side, but both services are part of a larger purpose called personal/professional branding. As the job-search landscape changes, building an online reputation will be an increasing necessity ...

and in that context, Naymz is forward-thinking.

## Thumbs Up!

I give Naymz a thumbs up, but with a little reservation.

What concerns me is the ability for other services — that might have more market share, for example — to “borrow” and apply the same ideas and services offered by Naymz.

Good luck to you!

  
**RÉSUMÉ TO REFERRAL...**  
*Résumé and Career Services*

Regards,



*“Job-search 2.0 tools help you be proactive - rather than reactive - when it comes to your search.”  
—Teena Rose*