

## The Secret Of Using Keywords On Your Resume

By Barbara Poole, founder of [www.employaid.com](http://www.employaid.com)



Keyword advertising is a very large component of today's marketing campaigns as search engines, Google AdWords, click throughs and search engine optimization has become part and parcel of the Internet. But what about keywords on your resume?

As recruiters are charged with filling vacancies with better qualified candidates and at a quicker pace, it has become necessary to rely on resume databases that can quickly sort candidates according to key characteristics such as job titles, responsibilities, educational background and soft skills. By utilizing keywords on your resume you can improve the chances that your resume will be filtered into that pool of candidates that the recruiter wants to consider. Here's the best way to make this useful tool work for you.

Choose the best words. The easiest way to do this, of course, is to look at the job posting. The employer has already done all the work for you by laying out exactly what they are seeking in a potential candidate. Take

note of the qualities they have listed, such as 'excellent communication' or 'superior project management skills.'

Next, check out the company website. Look at their values, organizational goals or company history as well as their career section to find suggestions on what characteristics are important in their culture and employees. Some words hold more value than others or reach across many companies. Organization, communication, and teamwork are three words that you see over and over on websites and in job postings. Be sure to include them. Using a variety of action words to describe your work experience will go a long way and provide impact. Try not to repeat the same ones over and over - consider created, designed, and initiated instead of just developed. Make it generic. The whole idea behind using keywords is to ensure you use terms that most recruiters and employment databases will recognize. Therefore, if you use acronyms - OD - you should also include the full term - organizational development. While an MBA might be immediately recognizable to the system, other terms may not. When in doubt, spell it out. Select the best placement.

Once you have determined the words that you want incorporate into your resume, the next step is to figure out where. While you can drop many of them into work experience, achievements and skills, you may find it helpful to create a keyword list at the end of your resume. The purpose is to include any additional words that might not otherwise fit into the body. This is especially helpful for job titles that you have not held, but aspire to. For instance if your experience has been as a manager, you should consider adding 'director' in your keyword list.

THE WORLD'S LARGEST ATTORNEY RESUME SERVICE

# ATTORNEY RESUME

• 800-737-9344

The whole idea behind developing keywords for your resume is to provide a target list that will move your resume to the top of the heap and make you stand out as the ideal candidate.