

The Importance of Keywords in a Resume

Remember the “Resume” sole purpose is to get you an “Interview”.

- Face to face (and/or phone) time to sell yourself to the prospective employer

How are you going to accomplish this?

- Keywords equal (=) separation from the competition.
- Must be able to distance yourself from other resumes that the HR Department is receiving.

Why do employers use software to screen resumes?

- Numerous resumes for positions are sent in electronic format to the employer’s websites. The employer can then search these resumes to weed out those not qualified.
- Large companies with multiple departments; such as banks need help to deal with finding qualified candidates for each department.
- Employers input relevant information from the data base (postings) can be searched and sorted.
- The data base can vary greatly from industry to industry.
- Once employer has used their internal screening processes they now have developed their talent pool for that particular position.

This saves the HR Department in the following areas:

- Money
- Time
- Efficiency
- Weeding out process
- Finding the perfect talent pool (candidate) in which to interview from.

Tailoring the Keywords to the Specific Job:

- When reviewing the company's posting of a position; focus on words that stand out so you can post your keywords related to that position.
- Must have a resume tailored for each position you are applying for.
- Do not have one version of your resume.

Example: "A Company is looking to add a candidate. These individuals will possess the following skills."

Educational Background – Bachelor's Degree, Master's Degree, and/or Doctoral Degree in relevant field of Study.

Work Experience – A minimum of two (2) years of experience in that selective management position.

Personal Characteristics – Ability to set and meet deadlines, maintain employee relationships.

Manage time and tasks efficiently.

Skills – Computer data entry, spreadsheet experience; as well as networking and internet abilities.

The right candidate must be detailed oriented and demonstrate experience in all areas.

Now you must pull out keywords and phrases based on the job position.

Here are the Keywords that your Resume should be listing:

- Deadline Orientated
- Executive Management Experience
- Time and Task Management Skills
- Computer Abilities
- Spreadsheet Experience
- Detailed Orientated
- Networking Experience

No matter how qualified you maybe you will never find the job of your dreams without taking your resume writing seriously.

RECAP:

- Find jobs posting you are interested in with the company of your choice.
- Look for keywords and or phrases in the listing.
- Tailor your resume to those bullet points with your keywords.
- Get by screening process.
- Get the interview or interviews.
- Sell yourself.
- Secure employment.