



Recruitment Strategies That Work
HireEffect

THE IMPORTANCE OF KEYWORDS, AND THEIR USE ON A RESUME AND ONLINE PROFILES



Fact:

More than 80% of resumes are automatically searched for job-specific keywords before they ever get to a human eye.

Recruiters select keywords and use them to pull resumes out from an Applicant Tracking System (ATS) or other resume database.



Fact:

Keyword logic also applies when recruiters search online profiles like LinkedIn, Facebook, and Twitter!



Tip:

Use keywords in a section early in the resume. Use a Professional Profile, or Summary of Qualifications, not just a list of key words.

Take advantage of the Summary or “About Me” section of profile pages.



Tip:

Use keywords liberally throughout your resume and profile.

Your accomplishments are a great place for job and industry-specific keywords.



Fact:

Some applicant-search software not only looks for keywords, but even ranks them on a weighted basis according to relevance; the importance of the word to the job criteria.



Tip:

Use the keywords you see in job ads and job descriptions in your tailored / targeted resume.



Note:

Generally, the more specific a keyword is to a particular job or industry, the more heavily it will be counted. Skills that apply to many jobs and industries tend to count less.



Tip: Use specific keywords more than once (when applicable), especially if they are used more than once in the job ad / job description.



Caution: Take care not to overload, or “stuff” – you still want your resume to make sense and your profiles to be attractive to the human eye, not boring or scattered.



Fact: You don't know (and can't know) the exact form of a keyword that the recruiter / hiring manager will use as a search criterion



Tip: Use various forms of your keywords, synonyms, and both the spelled-out and acronym versions of common terms.

Ex: "strategic" and "strategy"
"sales" and "business development"
"CRM" and "Customer Relationship Management"
"BPO" and "Business Process Outsourcing"



Tip: Remember that humans can make certain assumptions that computers can't.

Ex: "cold-calling" means "sales" to a human, but unless "cold-calling" is being used as a specific search criterion, search software seeking "sales" experience may not find your resume...



Tip: Be specific, and spell out your skills, your strengths and your **RESULTS!** Your results are what set you apart.

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