Quick Tips: Keyword Search Matters

BASIC TIPS:

- Employers will scan your resume, cover letter, and application for key words. Your application may be put into the yes or no pile according to the number of hits that you get on these key words.

- Many companies use recruiting management software to screen the resumes of candidates for job openings. This means that keywords are crucial in order to score an interview.

- The keywords that you use should appear in job descriptions. This will increase your chance of being selected for an interview.

- Review the job posting and description and incorporate these words into your resume.

- Focus your application by using keywords that the employer will feel are most relevant to the specific job that the company is trying to fill.