



Electronic Recruiting – How To Get “Hits” on Your Resume

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In today’s electronic age, recruiters frequently utilize job boards, websites and other electronic means to source qualified job candidates. In order for your resume to appear in an electronic search for the jobs to which you apply for online, it needs to contain certain KEYWORDS.

What Are Keywords?

A keyword is a word or a group of words that are critical to the job that an employer is looking to fill. Keywords are buzzwords that are used to describe the essence of the job—these are the words used by recruiters searching through applicant databases and job sites for resumes that match the requirements on their job descriptions. Keywords could be a job title such as “Office Manager”, “ER Nurse” or “Marketing Assistant.” Keywords could also be action words such as “developed customer database” or “managed staff.”

To ensure that your resume gets “hit” in a keyword search, you need the right words to appear on your resume.

What Are the Right Words?

Think of the education and ex-

perience you have had and the job you want, and brainstorm the words or phrases that would be used in the description of the requirements for that job. Make a list of keywords that can be included in your resume. If you can, get a copy of the job description for the job you want, and pick out some of the words used. If you have the skills, education, etc., add those words and phrases to your resume when you apply for the job.

When developing your list of job-related keywords make a list of the following:

- Job titles that are used for your current and previous jobs.
- Other job titles that might be used to describe the type of work you do.
- Names of job-specific, profession-specific, and industry-specific tools that you use or are qualified to use because of education and/or experience (e.g. hydrocollator, or microdermabrasion machine, etc.)
- Software and hardware that you use or have been trained to use, particularly if it’s unique to your job, industry, or profession (e.g. Microsoft Project, SAP, etc.)
- Industry and professional organizations that you have

joined.

- Professional and/or technical acronyms. The more of these the merrier, as long as they are appropriate to your experience and education.
- Applicable education that you

Applicant tracking systems will search for keyword matches – the more matches, the better, which often determines whether or not a recruiter opts to view your resume. Once you are confident that your resume reflects a strong match, submit that targeted resume online.

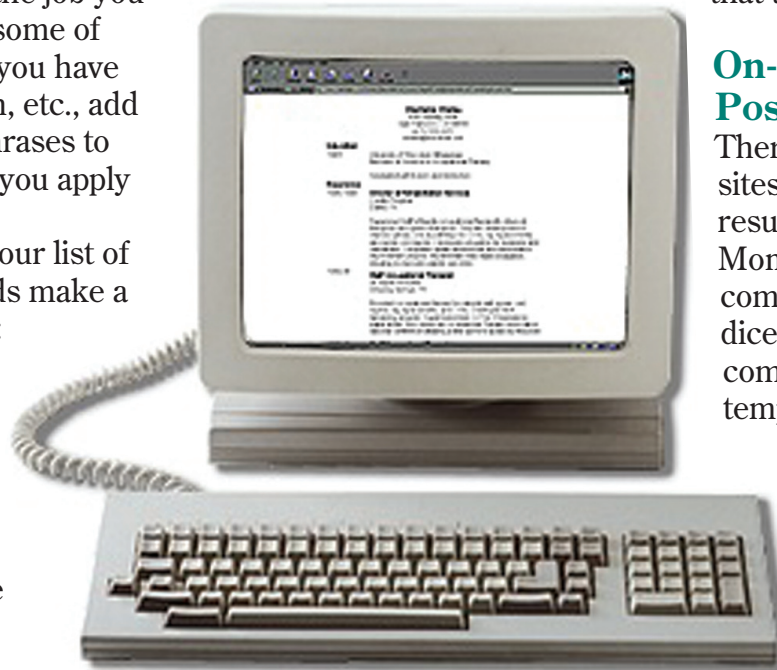
On-line Resume Posting Sites

There are many online job sites where you can post your resume. A few of them include Monster.com, CareerBuilder.com, hotjobs.com, job.com, dice.com, washingtonpostjobs.com, usjobnetwork.com, nettemps.com and craigslist.com.

You may also want to do a google search to find out if there are electronic job boards specifically for your field of interest. For example, if you are in the Information Technology field, a popular website

used by recruiters sourcing IT professionals is DICE.com. Or if you are a nurse, you may want to post your resume to Nurses.com. The possibilities are endless. Happy posting.

For assistance with your resume feel free to contact The HR SOURCE resume writing service on 301-459-3133. We will get your resume in tip top shape in no time!



have (degrees, majors, applicable course work, post-graduate courses, and certifications, etc.)

- Other jargon (common “insider” words, terms, and acronyms specific to the profession and/or industry) that describe your work, typical products and/or services involved, and the people who do your job. After you have created your list of keywords, figure out how and where to add the most relevant ones to your resume.

The HR SOURCE is a professional staffing and consulting firm. The HR SOURCE also provides a variety of human resource outsourcing services. For more information, visit our website at www.thehrsource.com.



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