

## Key Words

Keywords are specific or descriptive words that identify, define, or describe a topic, a skill, an area of expertise, or industry specific terminology. Keywords are contained in the job description or posting, and will be different for each job. These differences are due to the ways various employers write their descriptions or postings and how they define keywords.

The presence or absence of keywords influences whether the résumé /cover letter will be screened in or out. Include keywords in the various documents you prepare for a job search.

The following job description shows keywords (circled) that can be used in a résumé and cover letter:

Process weekly time for non-exempt part-time staff and resolve discrepancies prior to exporting for payroll processing.	
<b>Responsibilities &amp; Job Duties:</b> <ul style="list-style-type: none"> <li>Record transactions into the HRIS system.</li> <li>Assist in conducting SOX testing.</li> <li>Maintain key account schedules for accrued expenses.</li> <li>Review and maintain vendor files</li> <li>Other duties as assigned by management.</li> </ul>	<b>Qualifications &amp; Experiences</b> <ul style="list-style-type: none"> <li>4-year college degree and 1 year of Accounting experience</li> <li>Understand basics of Accounting &amp; Payroll principles.</li> <li>Discretion in dealing with confidential &amp; delicate information.</li> <li>Effective organizational skills and ability to multi-task.</li> <li>A high standard of integrity &amp; commitment to quality of work.</li> <li>Proficient with MS Word and Excel required; experience with MS PowerPoint and HRIS systems preferred.</li> <li>Strong interpersonal skills</li> </ul>

A method for ensuring your experience can match a hiring firm’s keywords is to develop a “Qualifications Summary” document. Most online application systems enable you to upload documents related to the job search. If you have the ability to upload supplemental documents, create and upload a document in a format like the following:

### Qualifications Summary

Employer Requirement	My Qualifications

In the left column, list the hiring firm’s requirement point by point taken directly from the job posting. In the right column, list your qualifications that match each requirement.

To determine which words in your résumé are used the most, copy and paste them into Wordle.com, “create a new wordle,” or use Jobscan.com. You will be able to see which words stand out in your résumé and cover letter. Then, compare them to the job posting. Are keywords prevalent in your documents? If not, revise your documents to include essential keywords.