

Identifying Keywords for Your Job Search

Include keywords that are related to your occupation and/or industry. Find keywords in:

- current knowledge of the industry
- current knowledge of the profession
- trade journals; business magazines
- professional association publications
- job postings
- contacts with whom you network
- newspaper and popular press articles
- your current job description
- company literature/web sites (business terms; keywords in all job postings, for themes)

Keywords / jargon words-phrases in your resume add to your visibility on Internet databases and when your resume is searched on an electronic database; resume readers are looking for these profession and/or industry-related keywords, too.

Keywords may be nouns or results-oriented action words. One caution: revise any keywords/phrases that are specific to your *company* to reflect a function, competence or expertise that is generic to your industry or profession.

Some Examples (not specific to professions/industries):

Acquisition	High-growth	Quality improvement
Capital/operating budgets	High-profile	Regulatory
Compliance	Import-export	Reseller
Corporate identity	IPO	Retention
Customer Relationship	Merger	Revenue stream
Management (CRM)	Multinational	Standards
Distributor	P&L	Start-up
Documentation	Precedent-setting	Strategic planning
Entrepreneurial	Productivity	Supervisory
Forecast	Projection	Turnaround

Find keywords in:

your current knowledge of your profession / industry
 job description
 job postings
 professional journals
 trade publications
 professional association web sites and conference publications
 from others in your profession / industry, company literature, web sites.

What are the KEYWORDS for the OCCUPATION / JOB(S) you are targeting?

What are the KEYWORDS for the INDUSTRY(IES) you are targeting?