



## Quick Tips: Keyword Search Matters

### **BASIC TIPS:**

- Keywords in your resume can be important in terms of standing out and being noticed by employers.
- Keywords increase your chances of having your resume reviewed by recruiters and hiring managers.
- Employers use what are called applicant tracking systems to scan your resume for keywords or phrases often included in job descriptions. If these keywords are not included in your resume, it may not be reviewed by a recruiter.
- Employers recommend scanning job descriptions for the positions you're applying to for keywords. They suggest incorporating keywords into your cover letter and resume where possible.

