



### KEYWORD OPTIMIZATION

In a technology driven job market, your job search marketing portfolio must be keyword optimized to increase the odds that your credentials are pulled for relevant job opportunities. Effective keywords are relevant to your targeted position and function. Just as you enter keywords to find job opportunities online, prospective employers and recruiters use similar keywords to find you!

The Keyword Identification worksheet will help you brainstorm for the best words and phrases that are relevant to your targeted job and industry. You will use these keywords in your resume, social media profiles, and cover letters.



Here are some helpful ways to determine the keywords and phrases for your personal career brand:

- Utilize the prominent technical skills that are most relevant to your position as keywords.
- Utilize the prominent business competencies that are most relevant to your position as keywords.
- Utilize the generic job title of your desired position as a prominent keyword or phrase.
- Utilize specialty certifications, licenses, and memberships relevant to your target.
- Pull job descriptions relevant to your targeted function and look for commonly repeated words that relate to their desired qualifications. **TIP:** Whenever you apply to a particular position, you will need to revisit your resume and cover letter to be sure your documents are keyword optimized for that particular position!
- Ask a recruiter that specializes in your area of functional expertise and/or industry about keywords that best suit your targeted goal.
- Join online discussion groups on social media websites such as LinkedIn and take note of the words professionals in those current positions or companies are using in their discussions.
- Read trade magazines and journals to identify buzzwords being used in your specific industry and functional area of expertise.
- **REPEAT! REPEAT! REPEAT!** Keywords are most effective when they are creatively and appropriately repeated throughout each of your job search marketing materials.

**Action: Download the Keyword Identification Worksheet:** [This worksheet can be downloaded in Word format under Meridian Career Compass.](#) Complete the exercises requested, and be sure to save a copy for your own records.