

# If You Don't Use These Keywords, Recruiters Will Never Even See Your Resume

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If you're applying for a position at a larger firm, your resume will be amongst hundreds — or thousands — that recruiters receive and if you don't use the right keywords, you'll risk a very good chance of never even crossing the recruiters' radars.

Companies are using a [keyword-searchable database](#) that scans resumes for words related to certain job vacancies. To figure out what keywords are vital to your position, [Katharine Hansen at Quintessential Careers](#) says you should be "scrutinizing job postings to see what keywords are repeatedly mentioned in association with a given job title."

[Barbara Safani of CareerSolvers](#) suggests using LinkedIn's skills section to find the keywords that would most likely be used in a company's search query [database](#). To do this, click on the "More" tab in your [LinkedIn](#) profile and enter a type of skill or description into the search box. This will result in a list of related skills to pop up, which you can use as keywords on your resume.

In the example below, entering the word "product management" produced keywords such as "product leadership" and "feature prioritization."

The screenshot shows the LinkedIn Skills & Expertise interface. At the top, the user's name 'Vivian Giang' and account type 'Basic' are visible. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is present with 'People' selected and a search button. Below the navigation, the page title is 'Skills & Expertise' with a sub-header 'Product Management'. On the left, there is a 'Search Skills & Expertise' input field and a list of 'Related Skills' including 'Technical Product Management', 'MRDs', 'Market Requirements Documents', 'Product Planning', 'Product Strategies', 'Services Product Management', 'Feature Definition', 'Feature Prioritization', 'Product Requirements', 'Product Evangelism', 'Defining Product Requirements', 'Product Management Skills', 'Pragmatic Marketing Certification', 'Product Leadership', 'Product Marketing', 'Product Managers', 'Technical Marketing', 'Technology Evangelist', 'Product Evolution', and 'Product Introduction'. The main content area features a 'Product Management' skill card with a '-5%' indicator. The card includes a description: 'Primary Industry: Telecommunications. Product management is an organizational lifecycle function within a company dealing with the planning, forecasting, or marketing of a product or products at all stages of the product lifecycle. The role consists of Product development and product marketing, which are different (yet complementary) efforts, with the objective of maximizing sales revenues, market share, and profit margins. The product manager is often responsible... More on "Product Management" at Wikipedia >'. Below the card are 'Add Skill' and 'See Suggested Skills' buttons. To the right of the card is a 'Relative Growth | Size | Age' bar chart showing 'Product Manag...' at approximately -10%, 'Market Requir...' at -12%, 'Product Plann...' at -14%, and 'Technical Pro...' at -15%. Below the chart is a 'Related Companies' section listing 'Microsoft', 'Cisco Systems', 'Oracle', 'Nokia', and 'Hewlett-Packard', each with a 'Follow' button. At the bottom right, there is a 'Product Management Jobs' section. The word 'LinkedIn' is centered at the bottom of the page.

LinkedIn

Although action verbs are important, Hansen says most of the keywords in the hiring database will be nouns. For example, if you listed that you "conducted cross-functional management for initial and follow-up contact" in a job description, the keyword here is "cross-functional management."

For a better chance of getting your resume through the screening process, Hansen suggests to shoot for 25 to 35 keywords.

Read more: [http://www.businessinsider.com/recruiters-use-a-keyword-database-to-screen-your-resume-2012-4?goback=%2Egde\\_59747\\_member\\_107641829#ixzz1sEo0ev6F](http://www.businessinsider.com/recruiters-use-a-keyword-database-to-screen-your-resume-2012-4?goback=%2Egde_59747_member_107641829#ixzz1sEo0ev6F)