

With the increasing prevalence of scanning technology, employing keywords in a resume to attract maximum attention - by a human and/or computer scanner - has become a critical component of building an enticing resume. **Keywords are the terms deemed by the employer to representing the essential job attributes.** Each employer, industry and profession has specific keywords. Companies and recruiters search resumes for specific keywords / key phrases to find the candidates with the skills, qualifications and expertise to fulfill the job requirements. Incorporating keywords into a resume and cover letter help you to secure optimum attention and outperform your competition.

The words you select should portray your Value Proposition and match what the employer is seeking. Incorporating job specific and employer pertinent keywords in the top third of page 1 of your resume significantly elevates your chances of attracting the employers' interest in your candidacy. How do you find the "right" keywords to secure maximum attention? Utilize your knowledge of the company, profession, industry and review online postings of similar positions. Each profession has the potential for hundreds of keywords; the list below is just the tip of the iceberg! With the prevalence of electronic search capability, failure to incorporate the "right" keywords is not an option!

### Administration

Accounts Payable	Employee Handbook	Organizational Development
Accounts Receivable	Event Planning	Payroll
Administrative Support	Executive Support	Policies & Procedures
Agenda Preparation	Facilities Management	Practice Management
Billing Systems	Filing Systems	Process Improvement
Board of Directors	General Accounting	Project Management
Bookkeeping	Health & Safety	Recruitment
Budget Administration	Human Resources	Resource Management
Call Centre Management	Inventory Control	Sales Support
Capital Budget	Legal Counsel	Statutory Reporting
Client Relations	Media Relations	Strategic Planning
Contract Negotiations	Meeting Minutes	System Administration
Corporate Records	Mergers & Acquisitions	System Integration
Corporate Secretary	Office Management	Training & Development
Customer Service	Operational Budget	Travel Arrangements
Document Management	Operations	Vendor Management