

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!

Information Technology

Application Technology	Information Security	Research & Development
Architecture	Infrastructure Development	Resource Management
Artificial Intelligence	LAN / WAN	Root Cause Analysis
BSS / OSS	Licensing	SDLC
Business Continuity	Mergers and Acquisitions	Software Configuration
Business Transformation	MIS	Solutions Delivery
Capital Budgets	Multiplatform Integration	Systems Administration
Change Management	Needs Assessment	Systems Configuration
Data Centre Operations	Network Administration	Systems Deployment
Data Gathering	Process Reengineering	Technical Documentation
Database Administration	Product Launch	Training & Development
Disaster Recovery	Product Testing	Vendor Management
End-User Support	Program Management	VOiP
Enterprise Systems	Programming	Web Based Technology
Fault Analysis	Project Management	Workflow Management
GIS	Quality Assurance	Yield Management