**Keywords**

In today's job market, your resume will probably go through at least one keyword search before it lands on an employer's desk. In order to pass that search, you need to have the right list of keywords for your resume and you need to know how and where to put those keywords on your resume.

Each list of keywords is determined and entered into the engine do the resume search by the recruiter or hiring manager who's looking for a job seeker to fill a job opening. She or he makes that list based on the job requirements. Be sure to read the job listing thoroughly and customize your resume accordingly.

**What are resume & cover letter keywords?**

* Keywords are buzzwords that identify a profession.
* Keywords are terms and phrases hiring managers supply to human resources recruiters to create job postings and find matching resumes.
* The keywords in a resume give important information about the job seeker.
  + Technical expertise
  + Management Skills
  + Industry know-how’s
  + Your education and/or training
  + Licenses/certifications

**Why are they important to place in my resume and cover letter?**

* They can connect current resumes with current job openings
* Ensure that searches for future job openings will pull appropriate resumes out of the database and put them in front of hiring professionals
* Make sure you use keywords because applicant-tracking software the organization is using will not pull your resume in the search results without them

**Where do I find keywords that relate to my medical field?**

* Make a master list of keywords that appear in similar jobs from other job postings and bulletin boards.
* Search as if looking for the specific job you want without regard for geographical location, since this exercise is intended to generate keyword
* Go to Websites that represent companies and associations related to the candidate’s target industry in search of other buzzwords