Why a Resume Must Be Optimized for Key Words and Phrases

Did you know that your resume may never be reviewed by a human?

Imagine the frustration of finally finding that perfect job opportunity online after months of searching or from calling in favors from your job search network only to be cut from the job candidate pool by a computer **even before a human being reviews your resume**. It happens all the time as a result of resume management software.

With so many people chasing so few jobs in today's economy, hiring managers have turned to computer software to review the hundreds, and in some cases thousands, of resumes submitted for each job opening. There are too few hiring managers to review so many resumes. Some experts say that over 80% of resumes submitted to major employers are reviewed by a computer.

The computer software scans the resumes for evidence that job candidates are qualified for the job opening. Only resumes that meet the requirements of the software are passed on to a human for serious consideration.

How does the computer select the resumes that have a real chance at gaining an interview? The software looks for key words and phrases that match what the employer has indicated are important to the job opening. These words and phrases may be industry-specific, may indicate certain job skills and accomplishments, and may include words from the job title and description. No key words and phrases in the resume equal no interview.

Where the words and phrases are located in the resume also matters. They need to appear both at the beginning and in the body of the resume. Density of key words matters also. It is not sufficient to have the words and phrases appear only one time in the resume. For particularly important concepts that are central to the job responsibilities, you will want to have the resume checked electronically for sufficient word and phrase density to prove that you really are qualified for the job.

Be sure to prepare your resume with optimally located key words and phrases in mind. Better yet, leave it to the experts (such as **AlphaDogResumes.com**), and hire someone to write your resume based upon their experience and computerized research and review into what exact words and phrases matter for that "perfect" job for which you have been looking so long.

Key words and phrases are crucial if you are going to **Dominate Your Job Search**®.