

Trustoria.com Improves the Ability for Recruiters and Hiring Managers to Find Qualified Job Candidates

All Open Profiles Now Include Standardized Industry Data and Professional Specialty Keywords for More Complete Search Results

Trustoria, the national professional directory, has released extensive new industry data and professional specialty keyword tags for all of its 60 million profiles. Based on customer feedback, the site has restructured and standardized all industry-, professional category and job-specific terms. The increased detail and accuracy of this new data greatly improves the ability of recruiters and hiring managers to find job candidates with the specific qualifications that they need.

In simple resume databases, professional specialty keywords and past job descriptions are defined by the candidate who submits their resume. The result is a broad range of misleading and inaccurate terms that cause many qualified candidates to be excluded by a recruiter's specific search. A common example of this is in the information technology (IT) space where professionals with similar experience may describe themselves with an array of terms, such as; "specialist", "developer", "programmer", "support", "technician", "manager", "administrator", "professional" and more. The new profiles with standardized industry data and professional specialty keywords allow recruiters to search on their terms and still find all the appropriate candidates.

Trustoria.com has always been more than a resume database because the professional profiles are compiled from several different sources. This more complicated and complex design has made data standardization a challenge and goal for some time. Now, recruiters and hiring managers can identify the specific skills and experience necessary for a role, then conduct a more complete search. Nationwide candidate searches will be more accurate and result in more top talent found that meets the specific needs of the employer.

Find more qualified job candidates from a wider talent pool today at, Trustoria.com.

About Trustoria

Trustoria (<http://trustoria.com/>) is a comprehensive professional directory that includes every category of service, profession and business. It is the largest open collection of professional profiles in the world.

Consumers and professionals alike use Trustoria when they need to find professionals across their town or across the country. The profiles allow people to know the full professional history of a person before doing business with them.

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