



## USING INDUSTRY KEYWORDS

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### LINKS & RESOURCES FOR JOB SEARCH

## WHAT IS A KEYWORD?

A **'keyword'** is a word or short phrase related to the qualifications associated with a particular job or industry. This may include abilities, skills or tools and should not be confused with a **'buzzword'**, which includes common phrases that have become clichés on a resume.

Keywords can be included in your skills, education, and experience sections on your resume, cover letter, and LinkedIn profile. Applicant tracking systems (ATS) screen job applications for these keywords to determine whether a candidate meets basic requirements for a job.

## HOW DO I FIND KEYWORDS RELATED TO MY INDUSTRY?

### ONLINE RESEARCH

Use search engines to search for keywords related to your industry.

Example: "Accounting keywords for resume"

### JOB POSTING

Use keywords scattered in the "Qualifications" or "Job Responsibilities" section of a resume. If there is no posting, search for similar ones and highlight recurring skills that appear in those postings.

Example: "Utilized MS Excel to complete financial reports and analyze relevant data in collaboration with finance team."



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## WORD CLOUDS

Copy a job posting into a word cloud generator. The bigger the word, the more frequently it appears in the posting, and thus the more important it is to the hiring manager. Try [worditout.com](http://worditout.com)!

Example: Be sure to implement the keywords “team”, “financial” and “management” if they represent you!

**Job Description for Accounting Intern**

Job Duties

- Complete monthly financial closures
- Prepare account reconciliations in compliance
- Complete financial reporting

Qualifications



## Applicant Tracking Systems for Resumes

Chances are, if you are applying online for a job, your resume is going to be screened and ranked by an Applicant Tracking System - or ATS. ATS are databases used by most mid to large sized companies to help manage the large volume of resumes they receive. ATS scan and screen out resumes that do not reflect the desired qualifications or are formatted in a way that the system cannot read. If you have a resume that is ATS-friendly, it significantly increases the chances of being seen by a hiring manager and contacted for an interview.

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## Optimizing your resume for ATS

**File format:** When prompted to upload your resume, it is best to follow the directions exactly – if you are asked for a resume in .doc format, be sure that is what you supply.

**Don't get fancy:** Automatic tracking systems cannot scan and interpret tables, text boxes, graphics, headers, footers and columns. It is best to use plain sans serif fonts like Calibri or Arial. You can also have a resume formatted for in-person networking or emailing. This is where you can showcase your creative skills and formatting.

**Keywords:** Make sure your resume contains keywords from the description of the job you are applying for. ATS are challenging because they only understand exact matches. Pay attention to the specific wording and phrasing used in the job description. For example if the job description says Microsoft Word is a requirement, do not write MS Office.

## Useful Tools

### Jobscan

<https://www.jobscan.co/> is a great tool from LinkedIn that will scan your resume against a job ad for key word matches. It will also provide useful tips to make it more ATS compatible. It also offers resume writing guides and templates.

### LinkedIn Learning

In addition to all the amazing skills you can learn here, LinkedIn Learning (<http://humber.ca/linkedinlearning/>) also has up-to-date information on resumes and other job search related topics. **This service is free for Humber students.**