# Resume Keyword Research

This playbook outlines the procedure for conducting keyword research to customize a resume effectively. It emphasizes the importance of selecting industry-relevant keywords to tailor a resume for a specific job target.

### Step 1: Understanding

Gain a clearer understanding of the role keywords play in resume filtering systems and how they can impact your job search success.

### Step 2: Identify Job Target

Determine the specific industry and job position you are targeting for your job search.

### Step 3: Collect Job Descriptions

Gather several job descriptions for your targeted position from various sources like company websites, job boards, or industry publications.

### Step 4: Analyze Descriptions

Examine the job descriptions to identify frequently mentioned skills, certifications, and qualifications that are relevant to your job target.

### Step 5: List Keywords

Create a list of the most relevant and recurring keywords found in the job descriptions, including both technical terms and soft skills.

### Step 6: Incorporate Keywords

Strategically embed the identified keywords into your resume, ensuring they naturally fit within the context of your experiences and qualifications.

### Step 7: Review and Edit

Review your resume for readability and to ensure that the use of keywords does not compromise the flow or clarity of information.

### Step 8: Feedback

If possible, seek feedback on your keyword-optimized resume from industry professionals or career advisors to refine it further.

### Step 9: Finalize Resume

Make any necessary adjustments based on feedback and finalize your resume in preparation for job applications.

## General Notes

### Keyword Use

Be careful not to 'keyword stuff' your resume. While keywords are important, overuse can appear unnatural and may be flagged by automated screening systems.

### Ongoing Updates

Keep updating your keyword research as job market trends and industry terminology can evolve rapidly.