

Lesson 2: Résumé for Search Engines **and Online Submittals**

Student Guide Pages: 233-236

Lesson Objectives: By the end of the lesson, your students should be able to:

- understand the importance of online résumé submittal
- have a clear understanding of the do's and don'ts of online submittal
- identify the correct keywords to use in résumés to increase chances of hire

Lesson Summary:

Utilizing every medium to get noticed in the hiring process is crucial. Students must understand that the appropriate layout, creation, and marketing of online résumé submittal is an important aspect of this process. After this lesson, students will understand the need for discovering appropriate keywords to add to their online résumé submittal for optimization of potential search engines, as well as how to create an online résumé that is easy to find and read and will make a positive impression on a future employer. There is a need for

a résumé website, with a link for all correspondence with potential employers.

Possible resource:

1. <https://www.ziprecruiter.com/blog/how-to-make-your-resume-search-friendly/>

Review Questions:

What are the six most important rules in online résumé submittal?

Answer:

1. one-inch margins on all sides for perfect page presentation
 2. twelve-point, fixed-pitch font such as Courier
 3. a website for your résumé with your website URL added to all email correspondence
 4. asterisks instead of bullets
 5. no continuous lines, as the computer may read it as a page break
 6. no script fonts, graphics, or artwork
- What is the quickest way to ensure that your online résumé will be noticed by a prospective employer?

Answer: Put yourself in the shoes of your potential employer and research the *jargon*, the words and language popular in your chosen industry, then utilize those keywords in your

online résumé.

- How do you discover the best keywords to use in your online résumé submittal?

Answer: Student résumés need to contain keywords that directly target the jobs they are interested in. These should reference specific job requirements and qualifications, including skills, software and technology competency, relevant credentials, and previous employers.

Homework:

Instruct students to create an online résumé, based on what they've learned in the lessons and webinar.

Class Activity:

Students can review the résumés of their classmates and offer feedback and suggestions for improvement, based on what they've learned. Students can also do keyword/jargon searches online in class, utilizing the website resources in this lesson to come up with all the most commonly used words in particular industries, to help determine the terminology they should use in their online résumés.

Additional Information:

In this fast-paced world, many people are hired when their résumés are seen online. This is all the more reason to do it properly. It may seem impersonal, but a prospective employer commonly review résumés online before setting up a face-to-face with the candidate.

Fun Facts:

Résumés originated in feudal England, a creation of the lord of a local guild, to be used as a letter of introduction for travelers visiting distant areas of the kingdom.

Notes: _____

10 Tips for Writing Résumés for Online Submittals

1. Know the six most important rules for online résumé submittal:
 - one-inch margins
 - twelve-point, fixed-pitch font such as Courier
 - a website and link to your résumé
 - asterisks instead of bullets
 - no continuous lines that might be mistaken as page breaks
 - no script fonts, graphics, or artwork
2. Resource for information regarding online résumé submittals:
<https://www.ziprecruiter.com/blog/how-to-make-your-resume-search-friendly/>
3. The quickest way to ensure that your online résumé will be noticed is to put yourself in the shoes of the employer and choose keywords the employer will likely search.
4. Most companies use recruiting management software to screen candidates for job openings. Keywords connect you with a potential hire.
5. Your keywords should reference specific job requirements, including skills, software and technology competency, and credentials.
6. Many hires are decided by online résumés, before an interview is ever conducted.
7. Make certain your online résumé is free of typographical and grammatical errors, especially incorrect spelling of company or employer names.
8. Submit in plain text, a Microsoft Word .doc or .docx for easier translation on all computers.
9. Google and Bing are two of the largest search engines.
10. Résumés are not optional; they are mandatory. Be certain yours is as professional as possible.