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## Can Employers Find You?

How to format an e-resume for max searchability.

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By *Helen Oliff*

Do you know what it's like to set up a search agent, then get back hundreds of job listings you don't really want? Employers do, too. They get thousands of e-resumes for any one job, and somebody has to screen them all. If your resume could just get through this screening process, your chances of getting hired are dramatically increased.

To help employers find you, try to think like they do, think like a computer. Here are some tips from industry experts, recruiters, and employers on how to make your e-resume more searchable.

1. **Use the top half of page 1 for the most important information.** Employers search for their most important criteria first – the same way they write job listings. Plus, many search engines pull hits based on the top half of page 1. So put your contact info, keywords, objective, achievements and your 10 most recent years of experience first.
2. **Use page 2 for non-critical information.** List other jobs, education, affiliations, or particulars like Spanish, Veteran, Will Travel.
3. **Put a keyword list at the top.** Include hard and soft skills in this order: technical knowledge, key action words (implementation, development), and relevant personal qualities ("organizational skills" or "detail-minded"). Include daily-use software (MS Project, Word, etc.) and cliché skills like teamwork and time management--provided they're important to your job.
4. **State clear and specific objectives.** Yes: "To be a DBA working with Sybase on HR, payroll or customer systems." No: "To use my technical and communication skills in a growing high-tech firm."
5. **Consider every critical job skill that employers might want.** Consider this sample keyword list of critical skills and facts for an Oracle project manager: "Oracle. Project management for Oracle HR application. Team leader for 6-month implementation of Oracle Version 7.6. Development of Oracle Payroll application. Team builder. Organizational skills. Budget Management. Meets deadlines. \$80,000 salary." This list immediately makes 13 search combinations possible--all simple, specific, and unique: Oracle + project management, Oracle + development, Oracle + HR, Oracle + Team Leader, etc.
6. **Just saying "Oracle" doesn't work.** Direct hits are like sales