

Job Hunters turn to tech tricks to optimise job hunt

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TheLadders.co.uk finds that Britain's high earners are turning to web tricks to ensure that their CV is top of the pile

- 76% have updated CV in last three months
- 32% still unhappy with CV
- 58% using web tactics to boost job chances

As the UK faces unprecedented levels of redundancies, it seems that employees from the Board Room to the post room are updating their CVs, focusing on tools and tricks more recognizable on the web than in the job market.

According to a poll of 300 senior job seekers by TheLadders.co.uk, 76% of Britain's high earners have updated their CV in the last three months with 58% of them focusing on incorporating "keywords" to make their CV stand out online. According to the study, this was more important to job seekers than work experience (50%), skills (47%), education (9%) or order (28%).

Keywords, which are more commonly used by web developers to enable search engines like Google to find websites, are now being adopted by many professionals who want their skills and experience to stand-out to recruiters.