

The importance of [iResumePro](#) to your ProfessionalBranding strategy

An online-resume is an independent website – it is beyond the scope here to show you how to design a website- suffice it to say you can have an [iResumePro](#) designed by the team at TransitiontoHired.com or create your own.

If you are going to create your own website it will support your ProfessionalBranding efforts but by itself will not do much. It is what you do in terms of driving traffic or attracting attention that will get it noticed.

Best practices for your online resume:

1. Your profile needs to clearly point out your SCA.
2. You need at least one prominent ‘Call to Action’ on your on-line resume. In other words you must state *call me* or *contact me* –prompt the viewer to take action.
3. Always include at least one link to a downloadable version of your resume in PDF format. Even though most people work digitally many of the bosses are still old school and like paper to read and write on. HR or whoever finds you will pass on the paper version to the decision maker. Again make sure you prompt the viewer by adding a call to action- for example – *Download resume* include a downloadable PDF version of your full resume or prompt the viewer to contact you for one.
4. One great thing about having your own web site is you can add testimonials. Ask your references for testimonials as well as use those you have on LinkedIn to bolster your cred and get social proof acting for you.
5. Your resume should have 3 major points/highlights that convey the benefit the employer will get from hiring you.
6. You should illustrate your accomplishments with bullet points using the PAR or RAP formula from the book.

7. Make sure your site header, your page title and your site description contain your most important key words. If your key words are Manufacturing Engineer Boston, then see if you can get domain name www.MannufacturingEngineerBoston.com, the web site page title should be the same, Manufacturing Engineer Boston and the Header should include Manufacturing Engineer Boston plus your Name and the word resume following your name ex: Manufacturing Engineer Boston, Brian Smith, Resume and the description of your site should contain Manufacturing Engineer Boston and Boston Manufacturing Engineer, for SEO.
8. Your meta tags should include all combinations and permutations of your keywords. Meta elements provide information about a given Web page, most often to help search engines categorize them correctly. They are inserted into the HTML document, but are often not directly visible to a user visiting the site. Even though these are less important today they still make a difference.
9. They have been the focus of a field of marketing research known as search engine optimization (SEO), where different methods are explored to provide a user's site with a higher ranking on search engines. In the mid to late 1990s, search engines were reliant on meta data to correctly classify a Web page and webmasters quickly learned the commercial significance of having the right meta element, as it frequently led to a high ranking in the search engines - and thus, high traffic to the website.
10. Although not as important as in the past- in order to have relevance you also have to work on generating backlinks.