

# 3 Get Hired in SEO: Application Essentials (Quick Guide)

Job hunting can feel tough, especially when you're starting.

- "How do I make my resume stand out?"
- "What goes in a portfolio?"

Don't worry!

This guide simplifies creating application materials that get noticed.

## Key Takeaway:

Tailoring your application and showing concrete proof of your skills (even from projects) makes a huge difference.

You've got this!

## Action:

- Pick one job description.
- Spend 10 minutes researching the company.
- Draft just the first paragraph of your cover letter, mentioning your specific interest based on that research.

# 1. Your SEO Resume: Keywords & Proof

Think of your resume as your marketing tool for getting an interview.

- **Keywords are Key:**

- Job descriptions have keywords (like "keyword research," "technical audit," "GA4").
- Applicant Tracking Systems (ATS software) scan for these.
- **Action:**
  - Look at 3-5 job descriptions you like.
  - Find the common skills/tools mentioned.
  - Weave these *naturally* into your resume (Skills, Projects sections).

- **Show Proof (Even Small Wins):**

Did you work on a personal blog? Volunteer for a non-profit? These count!

- **Action:**
  - Use bullet points starting with action verbs.
  - Quantify results whenever possible (e.g., "Optimized Google Business Profile, leading to a 45% increase in 'Get Directions' clicks" or "Wrote 10 blog posts based on keyword research for [Project]").
  - If you can't quantify results, describe the *action* and *scope* (e.g., "Audited a 50-page website using Screaming Frog").

- **Keep it Clean & Clear:** Use simple formatting, clear headings, and bullet points. Proofread carefully!

- **Key Sections:**

- Include Contact Info, a brief Summary/Objective (focused on your goal & key skills), a categorized Skills section, and an Experience/Projects section detailing your work.
- Add Education/Certifications (like this course!).

- **Tailor It:** Adjust your resume slightly for *each job* to match its specific keywords and requirements.

## 2. Your SEO Portfolio: Show, Don't Just Tell

Your portfolio is where you *show* your skills in action.

- **What to Include:**
  - **Case Studies (Most Important!):**
    - Detail 1-2 projects (personal site, volunteer work).
    - Explain the **Situation**, **Task**, **Action** you took (be specific!), and **Result** (use screenshots!).
    - Even if results are modest, explain your *process* and *thinking*.
  - **Sample Work (If needed):** Sample technical audit, keyword research report, or content brief for a public site (add a disclaimer).
  - **Skills & Tools:** List them visually.
  - **About You & Contact Info.**
- **Where to Host It:**
  - **Ideal:** Simple WordPress site (shows basic web skills).
  - **Great Alternatives:** Notion, Gamma.app (free/cheap).
  - **Basic:** Well-structured Google Doc/Slides link.
- **Make it Professional:** Clean design, easy to navigate, mobile-friendly, proofread!

### 3. Your Cover Letter: The Personalized Pitch

Yes, people still read good cover letters! Make it count.

- **Research is Crucial:** Briefly research the company's website, mission, or recent news.
- **Connect Your Skills to THEIR Needs:**
  - Don't just repeat your resume.
  - Explain *how* your specific skills (from your resume/portfolio) can help *them* achieve *their* goals (based on the job description and your research).
- **Keep it Concise:** 3-4 short paragraphs.
- **Enthusiasm & Professionalism:** Sound genuinely interested and confident (but humble).
- **Clear Call to Action:** Express eagerness to discuss further in an interview.
- **Proofread!**