

# Is Your Resume Impressing Resume Robots and Other Realities of Job Search

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Experienced Helping Develop 4,000+ Resumes



If you always do  
what you always  
did, you'll always  
get what you  
always got.



# What You Will Learn

- Best Practices For Resume Format and Content.
- ATS.
- Resume Robots.
- Word Basics—Clear Formatting and PDF Issues.
- Jobscan.
- Cover Letters.
- What Else To Do?

# Resume Format

<https://www.youtube.com/watch?v=gxsl-tgM-ZE>

→ ↻ 🏠  <https://www.youtube.com/watch?v=gxsl-tgM-ZE> 70% ⋮

 YouTube

Search



**ATS = APPLICANT TRACKING SYSTEM**

**zipjob**

⏸ ⏪ 🔊 0:06 / 2:12

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# Who Will Read My Resume—Mostly No One

- According to a study by Preptel, a job search firm, **75 percent** of all **resumes** are **never seen** by a real **human** being. Instead, they are filtered out by ATS without a second glance. Apr 9, 2019

<https://blog.careerminds.com/75-percent-of-resumes-are-never-read>

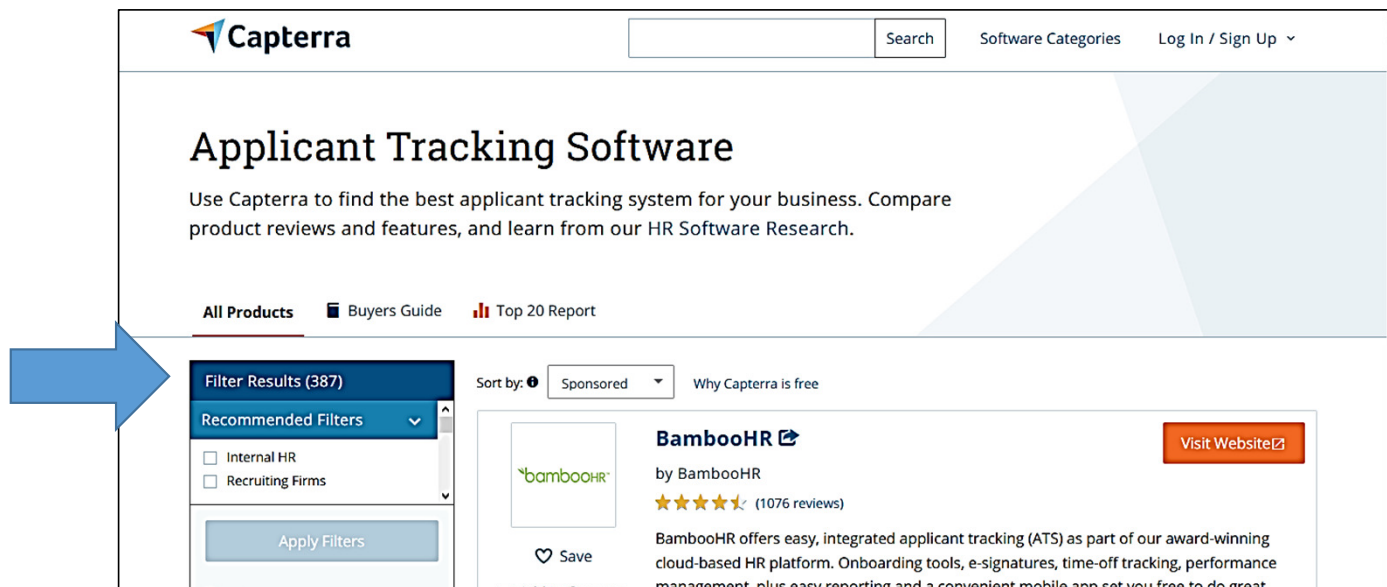
# What is an ATS

- An applicant tracking system (ATS) is software that manages the recruiting and hiring process, including job postings and job applications. It organizes and makes searchable information about job seekers. As its name implies, an ATS tracks candidates through the hiring process. It helps scheduling, issues notification alerts and sends automated emails to candidates. But these systems are far more than organizers.

# How Many ATS Are There?

## Maybe 387

- <https://www.capterra.com/applicant-tracking-software/>

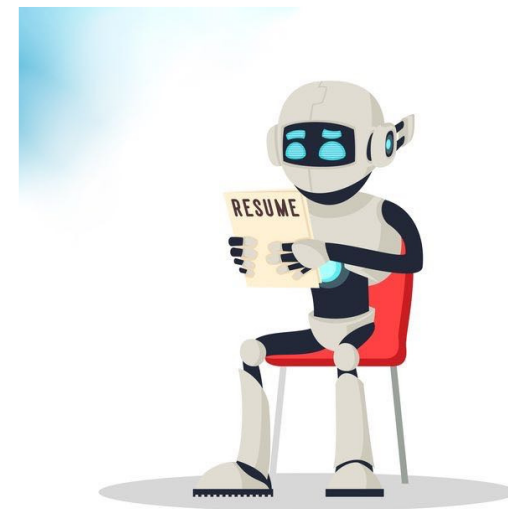


The screenshot displays the Capterra website interface for 'Applicant Tracking Software'. The page features a search bar, navigation links for 'Software Categories' and 'Log In / Sign Up', and a main heading 'Applicant Tracking Software'. Below the heading, there is a sub-heading 'Use Capterra to find the best applicant tracking system for your business. Compare product reviews and features, and learn from our HR Software Research.' The page includes navigation tabs for 'All Products', 'Buyers Guide', and 'Top 20 Report'. A blue arrow points to the 'Filter Results (387)' section, which shows a 'Recommended Filters' dropdown menu with options for 'Internal HR' and 'Recruiting Firms'. The main content area displays a product listing for 'BambooHR' by BambooHR, featuring a 4.5-star rating (1076 reviews) and a 'Visit Website' button. The product description mentions that BambooHR offers easy, integrated applicant tracking (ATS) as part of its cloud-based HR platform.



# What is a Resume Robot

- <https://www.themuse.com/advice/meet-the-robots-reading-your-resume>



# How To Write A Resume To Appeal To Robot Recruiters

9,177 views | Mar 25, 2019, 01:23am

## How To Write A Resume To Appeal To Robot Recruiters



**Bernard Marr** Contributor  
Enterprise Tech

Did you know that recruiters spend only **6 seconds reviewing each resume** they receive (if they read it at all)? And those are just the resumes that actually make it to a human for review. First, resumes must pass the filtering algorithms of an applicant tracking system (ATS). Knowing the uphill battle your CV or resume must go through to simply get a call back for a first interview, it's important to know how to write a resume that will appeal to a robot recruiter.

<https://www.forbes.com/sites/bernardmarr/2019/03/25/how-to-write-a-resume-to-appeal-to-robot-recruiters/#6097f2d89dfa>



## ***Reading Your Résumé***

**NEW RÉSUMÉ-FILTERING TECHNOLOGY MEANS THE OLD RÉSUMÉ RULES MAY NO LONGER APPLY.**

**Have  
you  
ever**

applied online for a job you thought you were perfect for, only to never hear back from the employer? Your résumé may have been kicked out of the application pool because you designed it for human eyes—not for the robot eyes of Applicant Tracking Systems (ATS), the recruiting tools many organizations are now using to help streamline the hiring process. That means, if you want your résumé to make the final cut, you should consider letting go of outdated rules and **focus on making it robot-friendly first.**

# ROBOT-FRIENDLY RESUME

## The Dos:

### USE KEYWORDS

from the job description in  
**YOUR RÉSUMÉ.**

Put your contact information  
at the top of the page  
**(BUT NOT IN A HEADER).**

**USE AN EXECUTIVE SUMMARY**  
and create a bulleted list  
of qualifications and skills.

**USE WEB-STANDARD FONTS**  
(SUCH AS ARIAL, TAHOMA,  
OR VERDANA).

**FOLLOW BEST PRACTICES**  
when formatting  
work history  
information: Start with  
the employer's name,  
followed by your title,  
then the dates you held  
the title.

Use proper capitalization and  
**PUNCTUATION.**

**SPELL CHECK.**

**UPLOAD** ✓  
your résumé, rather  
than cutting and pasting

As more employers use ATSs, it's vital for candidates to upgrade their résumés to help ensure they don't get overlooked. Résumés should now be optimized to stand out to an ATS, not just to a recruiter or hiring manager.

## The Don'ts:

Don't feel forced  
to adhere to the standard  
**1-PAGE RÉSUMÉ.**  
(ATS robots don't care about  
length; in fact, a longer résumé  
may improve your chances.)

Don't get hung up on  
**FANCY FORMATTING.**  
Focus on clearly  
organized sections.

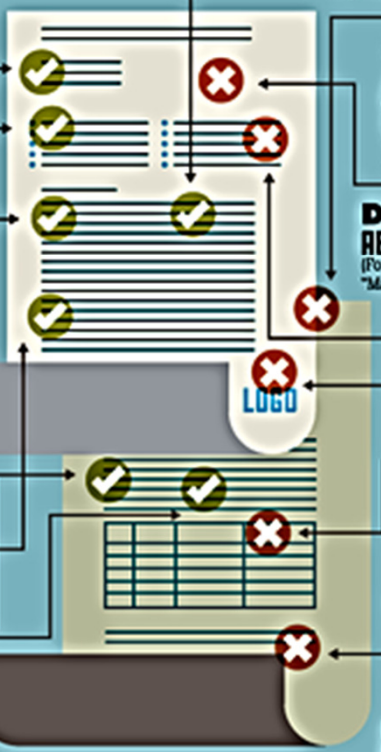
**DON'T USE ABBREVIATIONS.**  
(For instance, spell out  
"Manager" instead of "Mgr.")

**DON'T USE TABLES.**

Don't use  
**GRAPHICS OR LOGOS.**

**DON'T USE**  
headers or footers.

**DON'T SUBMIT A** ✗  
**PDF.**  
They're unreadable  
by some software.



# Word Processing Basics

# Word Vs. PDF

- <https://www.zipjob.com/blog/pdf-vs-word-for-sending-your-resume/>

## Word or PDF for Emailing a Resume?

The best format to send your resume in is usually Microsoft Word. A PDF is also acceptable but it may be difficult for some ATS to process it. If you're sending it to a large company, stick to Word.

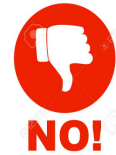
Below we'll discuss the different file formats and when to use them.

(We also have an important tip for you at the end of the article regarding what you name your file.)

# Word Processing—Limiting or None of the Following



- One inch margin all around.
- Clear formatting—this is an option on Word also.
- No fonts with serifs.
- Set tab for 5.5 to get date on the right side.



- Limit bullets.
- No one page.
- No pdf unless requested.
- No extraneous spaces or tabs
- No Headers.
- No Fonts with Serifs.
- No Graphics.
- No symbols such as & \ |\* -

# Word Basics

- After you are sure there are no spelling or grammar errors:  
Word>Options>Proofing>Hide Spelling Errors and Hide Grammar Errors. Otherwise, if a word is not in the dictionary of the recipient, it might appear as misspelled, even if it is correct.



# Resume Content

# What is Resume Optimization Software

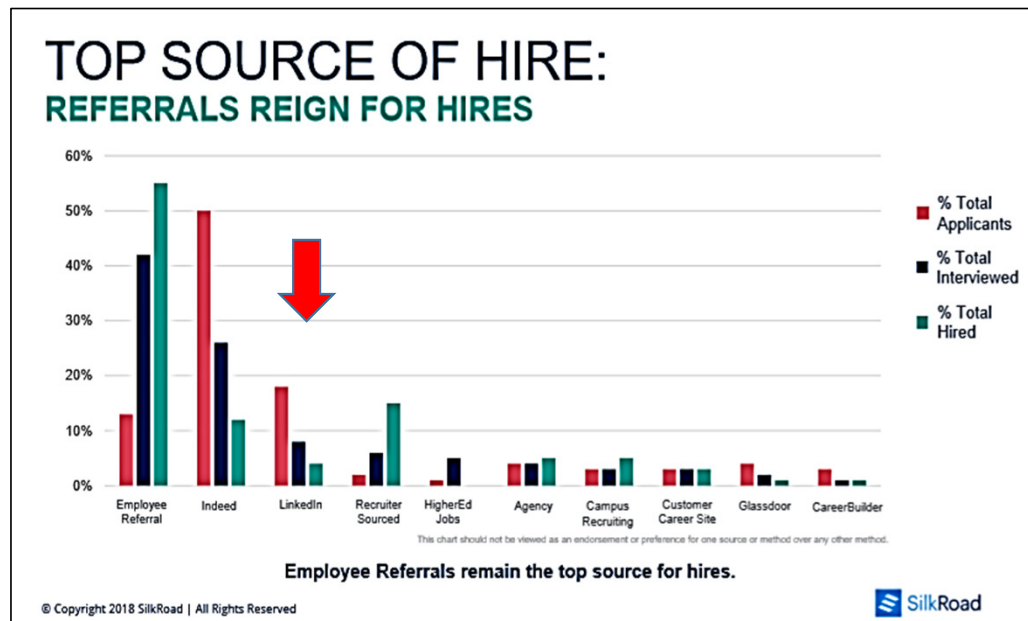
- Resumes can be optimized for format or content. Prior slides were related to optimization format.
- Next slides are related to resume content. You've made it through the ATS—now what should happen? Here is where you need to have content matching key words in the job listing.

# How Many Resume Optimization Software Are There? Hard to Know

- See: <https://www.toptenreviews.com/best-resume-writing-software>
- However, be sure the format is ATS friendly.

# Why LinkedIn May or May Not Be Your Friend

- Not as much of a source of hires as is generally touted.
- In my experience, it is slow and recruiters do not always remove filled positions.
- Also, you are not networking with people who know your qualifications.
- Silk Road Sources of Hire Report, based on 650,000 Interviews.



# What is Jobscan? <http://www.jobscan.co>

The screenshot shows the Jobscan Premium dashboard. At the top, there's a navigation bar with the Jobscan logo and links for SCAN, LINKEDIN, SCAN HISTORY, JOB MATCHER, MORE, and MY ACCOUNT. A notification banner at the top says "Please complete your profile for personalized recommendations".

The main content area is titled "WELCOME TO JOBSKAN!" and includes a "Premium (via@gmail.com)" label. A large orange banner highlights "WELCOME TO JOBSKAN PREMIUM!" with the text "JOBSKAN PREMIUM HAS ALL YOUR BASES COVERED TO OPTIMIZE YOUR JOB SEARCH".

Below the banner, there are four columns of features:

- PERFECT EVERY JOB APPLICATION**
  - Unlimited resume and cover letter scans against job descriptions
  - Power Edit your resume (New)
- EBOOKS AND TEMPLATES**
  - ATS Revealed eBook
  - Cover Letter Template
  - 20 ATS Friendly Resume Templates
- BOOST YOUR PROFESSIONAL E- PRESENCE**
  - Optimize your LinkedIn profile for the jobs you want
  - Track your LinkedIn profile improvements
- FIND BETTER JOBS BY ALIGNING SKILLS**
  - Job matches based on your skills, not just a job title
- BRUSH UP ON THE BASICS**
  - Learning center with how-tos on every aspect of your job search

On the right side, there's a "TO-DO LIST" with items like "Optimize LinkedIn", "Review your matched jobs", "Visit our learning center", "Complete your profile", and "Create your first scan". Below that is a "BLOG POSTS" section with "Jobscan Reads" and "LinkedIn Optimization Guide". At the bottom right of this section is a "PROFILE IMPROVEMENT" form with a "First Name" input field and a "SAVE" button.

Below the feature columns, there's a statistics table:

TOTAL SCANS	UNIQUE RESUMES	UNIQUE JOBS	TRACKED INTERVIEWS
984	767	615	0

Below the statistics, there's a "MOST RECENT SCAN" section. It shows a "PLANNER" link and a progress bar for a scan of "Resume Snippet: Financial..." with a "40%" completion rate. The job description is "FINANCIAL PLANNER https://occupationalinfo.org/25/250257014...". There's also an "INTERVIEW?" section with "Yes" and "No" options.

At the bottom right, there's a "Support" button.

I do not have a financial interest in Jobscan, but I am provided with free scans.

# Jobscan

- [https://www.jobscan.co/faq?sscid=11k4\\_e39g5](https://www.jobscan.co/faq?sscid=11k4_e39g5)
- Five free scans monthly.

I do not have a financial interest in Jobscan, but I am provided with free scans.

# Jobscan Offers

- See: [https://www.jobscan.co/faq?sscid=11k4\\_e39g5](https://www.jobscan.co/faq?sscid=11k4_e39g5)
- Five free scans monthly.
- Most importantly—provides a matching score and lists terms that are omitted from your resume. You can edit your resume (summary) to have at least a 70% matching score.
- May provide ATS friendly info.
- LinkedIn Optimization.
- Suggest Jobs.
- Power Edits

I do not have a financial interest in Jobscan, but I am provided with free scans.

# Jobscan Tutorials-

<https://www.jobscan.co/jobscan-tutorial>

**Jobscan**  
Premium

+ SCAN + LINKEDIN SCAN HISTORY JOB MATCHER MORE - MY ACCOUNT

## JOBSCAN TUTORIAL

Our step-by-step walkthrough of how to use Jobscan to optimize your resume and cover letter

Home Resume Writing Guide Resume Tips Cover Letter Tips About ATS LinkedIn Tips

Jobscan Learning Center » The Jobscan Tutorial Learning Series

PART 1 Jobscan Tutorial

PART 2 Jobscan LinkedIn Optimization Tutorial

PART 3 Jobscan Video Series

PART 4 Jobscan Coach Tutorial

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- Scan History
- Resume Manager
- Job Matcher
- Learning Resources
- Get Started

How to Beat Applicant Trackin... | Watermark | Share

Resume Match Report - how w... | Watermark | Share

**Jobscan**  
www.jobscan.co



## Do I Really Need To Modify My Resume—I Am Providing A Cover Letter?

- Many **recruiters** don't **read cover letters**. But it's always important to include a **cover letter** with your **application** and use it to explain things your resume might miss. Even if you choose to write a short, simple one, a well-written **cover letter** can be the thing that lands you the job. Jan 9, 2020.

# How Many Resumes Should I Send?

- The answer to this depends on the extent to which you are tailoring your resume.
- You will need fewer tailored resumes to get interviews.



# How Do I Know If My Resume Is Working— What Else Should I Do?

- Develop a secondary approach—apply to known openings related to your secondary skillset.
- Get additional training and certifications—low cost through MOOCs.
- Network—at professional meetings, on-line, and/or job fairs.
- Don't network more than ten hours per week and don't focus on strangers.
- Script and practice interview questions.
- Volunteer.