

Inside TIPS to Getting Resume Through Automated Applications

The job market is tough and having the skills and knowledge of where to apply, what materials to prepare and a few extra inside tips can make all the difference. The following tips provide online job seekers the tools and knowledge required to not only navigate the tangled web of thousands of online jobs, but most importantly how to differentiate themselves from the thousand of job seekers vying for the same positions.

Complete All Fields In The Application

90% of organizations use some type of technology to post and track their open positions. With the current influx in available job seekers, more and more recruiters are relying on software to help wade through candidates to find the right fit. These tools allow recruiters to search virtually all fields related to applicants, making it essential to complete as many of the fields during the application process as possible.

Your Resume (Why it's important to have one)

Your resume is one of the most powerful weapons you have as a job seeker, not only because it's your opportunity to present yourself as the best candidate for the Job, but because many of the applicant tracking systems being used today auto-rank candidates based on the content of the resumes received. These same systems allow recruiters to perform searches against a resume's content.

Please note, this doesn't mean that you should rely solely on a resume-- you need to make sure to complete all of the fields you come across in the application process in addition to having a strong resume. The combination of the two is the best way to stand out from the pack.

Your Cover letter

Cover letters, although not always required, are a nice way of targeting your application to an employer. You may not change your resume every time you apply to a different company but you should be changing your cover letter. It is a great way of selling yourself to organizations and highlighting why you are the perfect fit for the open job.

Where do I search?

There are a lot of great places to search online for career opportunities. Some of the key targets to consider when starting your search include:

1. Company Websites

Most organizations have some degree of online presence for employment opportunities, and more and more organizations are leveraging applicant tracking systems to not only post their jobs but to also deliver their brand message and core content to job seekers. The benefit to the job seeker is a robust experience where they can research the organization and learn what it's like to work there before deciding to apply. This is a great place to start if you have a target list of companies you are interested in working with (perhaps by industry or trade). If you don't have a list, a simply Google search will help you narrow down companies to visit and research.

2. Employment Websites

75% of organizations allocate some level of spend to job postings. The tough part for the job seeker is determining the job boards he or she wants to use for the job search. There are a variety of sites, such as Simply Hired and Indeed, that aggregate and house jobs from thousands of websites making the search process easier. Sites like these are a one stop shop for jobs from all over the web.

3. Social Networks

With the rapid spread of new social networking technology, many companies are leveraging these sites as part of their overall strategy. LinkedIn is a great example. Not only do we see more and more organizations using the site, but LinkedIn has some amazing tools that allow candidates to leverage their existing networks to gain access to employment opportunities. Set up LinkedIn and Facebook accounts and get connected with the people that may be able to help you find a job. On LinkedIn make sure to have past business contacts recommend you.

Search Tips

Here are some tips to make the job search a little less overwhelming:

1. Refine Your Job Search

All of the sources mentioned above offer very robust searching tools. Taking advantage of tools such as zip code and keyword matches can help you zero in on the right opportunities, and will leave you with a more manageable list of jobs to weed through.

2. Job Alerts

You're talented --you deserve an agent, right? Absolutely! Lucky for you, most sites will let you save your search criteria and be notified via a job agent email when something matching your criteria becomes available. Freshness is the key in the job search so applying as soon as a job is posted definitely gives you an advantage. Take the time to sign up for these job alerts.

3. Scam Job Listings

Be wary of job listings and email solicitations offering easy income, or requiring a fee in order to apply. Things that sound too good to be true usually are, and nobody should be charging you to apply for a job.

4. Post Your Resume

With so many job boards available, it is still important to create profiles on each one of these sites, even though you may not find anything warranting the creation of a profile. By having a profile on each site, it increases your chances of turning up in search results for organizations that are out there performing automated searches.

5. Clean Up Your Act

Check your resume and cover letters for typos and grammatical errors. Don't forget, just as easily as your LinkedIn and Facebook pages can help you get a job, they can also deter organizations from hiring. Keep those crazy posts and pictures private!

6. Target your Audience

Spend time on your target company's website, and read about their products and services. When you do get the chance to connect with someone at the company, your research and knowledge will pay off.

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