HOW TO EFFECTIVELY APPLY ONLINE

We suggest that you utilize all resources when you are conducting an active or passive job search. Applying online is one of those resources. Many companies require that all potential candidates apply through their site. Applying online is where you will experience the highest level of competition and lowest rate of return on your efforts, but some individuals do find employment by applying online.

Employers will include statements on their websites similar to this:

 "***We only consider candidates who submit their applications and Resumes or CVs online, so it's critical that you complete this process***."

Further clarification of the online application process is often outlined on their site.

A sample of this would be:
"***In the event you are pre-selected for a position, there are a number of pre-employment processes you will be required to successfully complete in order to start work. They will include various background checks, fingerprint processing and drug screening as well as several onboarding forms. For certain roles, there may be additional pre-employment criteria required. We'll keep you updated on the steps you will need to take throughout the pre-employment process.***"

You will increase your chances of being screened in if you pay special attention to closely matching the online ad with your experience and skills. It is a waste of time to apply to jobs where you don't possess the required credentials. Only apply where you know you have the best chance of being qualified and hired.

The online application form is a general form that includes every possible question. You do not need to write extremely detailed answers to every question. Long answers may include information that would cause you to be eliminated from consideration.

When the form asks for your salary and requires a number, it is wise to list $1 or $100 which is obviously not your salary, and will require further conversation. If a number is not required, list "open" or "negotiable." Compensation is based on how well you interview. You don't want to be screened out because the number you listed was too high or receive a lower than anticipated because you listed a number that was too low.

If you are currently employed, it is not wise to list the name of your current boss because you don't want them contacted by mistake. Simply list "to be discussed". The same holds true for names of references. You don't want to provide references until you are seriously being considered for an opportunity. You also want time to prep your references before they are contacted.

You may become frustrated when you are asked to restate information that is readily available on your Resume or CV, which is why you want to include information not on your Resume or CV. This could include your accomplishments and impact of those accomplishments on past employers. This will help you differentiate yourself from your competition. Never list "see my Resume or CV" which can be misinterpreted as a lack of interest or lack of detail orientation.

Review your Resume or CV to find keywords that come from job descriptions you are targeting. If you are applying to a job that involves "social media expertise", you must include those exact words on your Resume or CV. The Automated Tracking Systems will screen Resumes and CVs for keywords, former employers, schools attended, etc. You don't want to be screened out by a computer before a human being has had a chance to review your credentials.

If possible, include a cover letter with your application. Address the specific job requirements directly and list your most impressive accomplishments that would most impress this specific hiring authority. In addition to your online application, the most effective thing you would do is find a personal connection to the hiring authority. Ask everyone you know both in person and through social media if they know anyone who works at the company you are targeting.

Be sure you update your social media sites so the information matches your Resume or CV and application form. Often when a Resume or CV is screened in, the next step in the process is to review your social media presence which can be your unofficial first interview.

Spend a minimum of your time applying to online listings. Despite the explosion of online job boards and websites promising a quicker path to employment, most people still find jobs through people they know.

The following is a recap of how to effectively apply online:

- Thoroughly read the job description
- Only apply for jobs where you are qualified
- Prioritize job listings that match your skill and experience directly
- Fill out the application thoroughly and accurately
- Create and include an original cover letter written for each specific company and job
- Never quote salary
- Tailor your Resume or CV to include keywords
- Double check your application form for errors
- Update your social media presence
- Review before you submit

The information in this webinar will help you become more effective with your online applications, but applying online should not make up more than 15% of your total job search efforts. Most jobs are found through networking, where someone opens a door, makes an introduction or shares a contact name.