Getajobtips.com

Mastering Online
Job Application Systems

Getajobtips.com

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- Step-by-step tips on every aspect of the job search

- Career services – resumes, LinkedIn profiles, coaching, interview prep

Game plan for today …

1. Master online job application systems to improve your chances of landing a job

2. Alleviate frustration involved in applying online

DID YOU KNOW ?

At most companies…

- Computers read your resume first, not humans.
- At least 75% of resumes are discarded for using the wrong words.
- More than 20% of resumes don't make the list due to formatting issues.
- Only 1% of total applicants get an interview.

Online application systems can be awful!

Hey Employer, Your Online Application Sucks!

A friend of mine recently applied for a job. He was well-qualified, and he made sure his resume and cover letter fit the job description and linked his past experience to their present needs. It took some time to tweak it, but it's got to be done if you want to stand out from the crowd in this job market, right?

So after uploading th...
program, he was a b...
You have to *earn* the...
an online form that a...

I hate Taleo

How many times do you go to a company's website and when you get to the career page and you see that it is using Taleo, only to make you cringe. Taleo, the talent management software, they are used everywhere and it is the longest, most grueling process. Going through all those ...ng all your employers and drag through the calendar to enter the dates you ... Taleo should offer a service to all the people applying to the jobs so that we can ...te their damn applications. I mean, it'd help their clients grow their database even ...t would make it so much easier. Now I know, you can make the argument that you

Taleo hate Flag

Your Opinion

Why do you hate Taleo?

Taleo Develops recruiting and hiring software for recruiting firms, staffing companies, job boards, executive search firms, and corporate HR departments »

91% Hate Taleo

237 Negative Opinions out of 260

reddit REDDIT.COM comments related

Dear Employers, Taleo sucks. Bigtime. Get rid of it.

I'm tired of having to rewrite, cut, and paste my work experience to fit your limited and predetermined categories, after I've spent ages crafting the perfect resume. Plus I get to do this, for EVERY SINGLE company I apply to.

It loses info, and once got stuck in a recursive loop, losing my work.

You're only creating a barrier to getting more quality employees. Seriously, applying for a job has become a full time job.

Official Taleo Sucks Blog

How Taleo, and other job application/listing sites, suck. A place of retreat for the job hunter. Got a tip? Send it to taleosucks@gmail.com.

But … they are a **necessar**y evil

- Most companies require it
- So … apply online and then get busy

Visit top job sites
Some sites may require you to set up an account

www.CareerBuilder.com (claims to be largest career site)
www.Craigslist.org (all types of jobs, beware scammers)
www.Dice.com   (IT jobs)
www.Indeed.com (best job posting aggregator)
www.LinkedIn.com (see connections at hiring company)
www.Monster.com (industry standard)
www.Simplyhired.com (lets you train the search engine)
www.usa.gov (government jobs)
www.yahoohotjobs.com (claims to be largest career site)

Learn which sites work best for you

Visit other job sites

www.employmentguide.com
www.job.com
www.Jobserve.com (Often overlooked positions)
www.jobster.com
www.JuJu.com (Good back door into The Ladders)
www.linkup.com (Lists only current company openings)
www.snagajob.com
www.talentzoo.com (creative jobs)
www.theladders.com (pay to view posts)
www.usajobs.com
www.vault.com (use site's career intelligence tools)

Stick with the sites that work; occasionally visit other sites

Visit other job sites

- **Local sites** – Ex.: *St. Louis Business Journal*
- **Higher education sites** – Ex.: St. Louis HERC (Higher Education Recruitment Consortium)
- **Industry-related sites** – American Advertising Federation
- **Faith-based help** – Catholic Employment Network (lists all types of jobs) while LCMS site lists jobs in Lutheran organizations
- **Field-related sites** – Int'l Association of Business Communicators
- **Nonprofit jobs** – Ex.: The Rome Group (St. Louis)

Visit company career sites

- **Some jobs are never listed elsewhere**
- **Apply on company's site not 3rd party site**
  - Application goes directly to company
  - Ensures job posting hasn't been removed
  - Let's you research company **before** applying

Receive job alerts

- Many job boards allow you to create job alerts to get job postings via email, text or instant message
  - Create multiple job alerts
  - Some **employers** send job alerts

Maximize job alerts

Use broad search criteria so you don't miss something

indeed one search. all jobs.

For greatest number of results, keep broad search parameters

Advanced Job Search

Find Jobs

With **all** of these words	communications
With the **exact phrase**	
With **at least one** of these words	
With **none** of these words	
With these words in the **title**	
From this **company**	
Show jobs of type	All job types
Show jobs from	All web sites
	☐ Exclude staffing agencies
Salary estimate	per year
	$50,000 or $40K-$90K

Where and When

Location within 25 miles of Saint Louis, MO (city, state, or zip)

Age - Jobs published anytime

Display 10 results per page, sorted by relevance [Find Jobs]

Maximize job alerts

Job alerts aren't perfect
1) If too broad, click "Edit Job Alert" from the email message and modify

2) Expect some irrelevant postings

Beware of fake job postings

Spot spam postings:
- No job requirements
- Same opening repeated from more reputable sites
- Excessively high salary range
- A request for too much information
- Requires an investment
- Negative or no Google results about company

Posting your resume online

- Get your resume seen by hiring companies
- Remove street address and don't use your primary email to avoid spam
- Beware insurance sales calls!
- Repeat key words at end of resume in white text to impress keyword search software
- Update/repost resume periodically

Applying online

Allow at least one hour

- 2 hours for known tough forms (government, defense, higher education)

- Work quickly so system doesn't time out

Applying online

Upload your resume **rather than completing online form**

- Browse to find it on computer
  - Word or pdf
  - Save Word docs as 1997-2003
    (**.doc**, not .docx)
- Saves time, trouble and formats correctly

Resume tips

Keep it simple

- Use one font
- Avoid boxes, lines, images, and shading
- Minimize bullets and special characters
- Use 11 pt. type or larger
- Keep resume to no more than two pages
- Put company name and job title on separate lines

Create a plain text resume

Ensures proper formatting in any system

Belinda Boop
1234 Hickory Hill Dr.
Jacksonville, Tenn. 34567
215-667-5555
belboop@gmail.com
www.bettysbread.com ← **Email addresses and web site are clickable.**

PROVEN CORPORATE COMMUNICATIONS LEADER **Use hyphens or equal signs to create**
WITH GLOBAL CORPORATE EXPERIENCE **lines. Use caps for headlines.**

GREEN HORNET INDUSTRIES – Global manufacturer of advanced widgetry   2003-2009
* Led employee communications, including electronic and print communications.
* Implemented new intranet communication processes.
* Developed leadership messaging and had constant interaction with executives.
* Oversaw major employee and leadership meetings and corporate brand signage.

QUALIFICATIONS **Keep lines to 80 characters or less (including spaces)**

* Strategic corporate and internal communications **Use asterisks, hyphens**
* Public relations and media relations **or other keyboard symbol**
* Advertising copywriting and graphic design **as bullets**

Plain text or ASCII resumes have no formatting such as bolding, italics, or underlining which allows it to be read without having the same software

```
Mary Jones
465 Watson Drive
Doyles, PA 18901
215.456.7890
mary@resume.com

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
NETWORK ADMINISTRATOR & TECHNICIAN
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Network administrator with multiple certifications (CNA,
MCSE, A+, and MCP) and five years of multi-platform
experience. Hands-on background in LAN / WAN environments
with proven skills in systems setup and optimization of
Windows 95 / 98 / NT workstations, Novell 4.11 server,
TCP / IP, NT 4.0 / Windows terminal servers, Citrix
MetaFrame 1.8, IIS 4.0 and its utilities, and administering
Linux Red Hat NOS. Demonstrated success troubleshooting
computers using comprehensive diagnostic procedures and
performing installation / replacement of peripheral
devices. Reputation for adaptability, enthusiastic team-
work, impeccable service, and doing it right the first
time. Repeatedly praised for outstanding performance that
exceeds corporate expectations.

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
QUALIFICATIONS
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Technical Skills:
 - Network Administration (CNA)
 - Systems Administration (MCSE)
```

Resume tips

Keep it simple

1. Contact info
2. Headline
3. Skills summary
4. Work history
5. Education
6. Background
   (optional)

❶ **FIRST NAME LAST NAME**
STREET ADDRESS, CITY, STATE ZIP CODE
PHONE NUMBER | EMAIL ADDRESS | LINKEDIN PROFILE ADDRESS

❷ **Strong headline related to each job description**

Skills Summary

❸ List keywords listed in the job openings you want. Keep format simple so you can easily paste it into online application systems. Example: Experienced in TV/radio script writing, speech writing, events, promotions, development/fundraising, public speaking, blogging, branding and design. Include all computer and software proficiencies Feature all relevant certifications

Work Experience – [LIST MOST RECENT JOB FIRST] ❹

Company Name – [ADD IMPRESSIVE DESCRIPTION OF COMPANY]   YEAR – YEAR
Brown Shoe, Inc. – Global footwear marketer of Naturalizer, Dr. Scholl's and other top brands

Job title

- Most relevant duty related to job description
- Second most relevant duty related to job description
- Third most relevant duty related to job description

Accomplishments at Company Name
- Most impressive quantifiable accomplishment – Example: Grew sales by XX percent.
- Second impressive quantifiable accomplishment – Raised $XXX in donations.

Company Name – [ADD IMPRESSIVE DESCRIPTION OF COMPANY]   YEAR – YEAR
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Accomplishments at Company Name
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- Second impressive quantifiable accomplishment – Raised $XXX in donations.

Education ❺

BA – Bachelor of Arts, Graphic Design – University of Missouri-Columbia
Recent courses completed in Adobe Photoshop, Illustrator, Dreamweaver, content management, blogging.

Background
- Awards and honors
❻ - Volunteer involvement particularly related to your field

Resume tips

Change resume for each opening

- Include strong headline related to the job description:

  Proven Human Resources Director with Global Corporate Experience

Resume tips

Impress key word search software

- Include a skills summary with key words or phrases used in the job description

Example:
PROFESSIONAL SUMMARY
Expertise in counseling executives, developing communication strategies, launching social networking programs, and leveraging technology.

Include keywords, duties

Determine key words

– Paste job description text in www.wordle.net
– Paste resume text.
– Compare the two clouds. Revise to match.

Job description

Resume text

Resume tips

Strengthen work experience section

- Feature **relevant** job duties and accomplishments
- Delete irrelevant job duties and positions
- Remove experience older than 15 years
  – Unless it relates to the open position or
  – You continued to hold the position more recently than 15 years ago

Applying online

Use a chronological resume

• List most recent position with its duties/
accomplishment under the job title

Chronological lists duties/accomplishment by position.

PROFESSIONAL EXPERIENCE

Crossroads College Preparatory School – St. Louis, Missouri   2008-Present
Manager of Communications and Special Events
• Responsible for annual Gala fundraiser generating $100,000 in scholarship funds: Oversees committees and
  manages volunteers; Manages corporate and foundation solicitations; Sets up all internal systems for event
• Responsible for annual Alumni Reunion Weekend and all Alumni activities
• Collaborates with the Directors of Admissions and Development to promote the culture and mission of the
  school through events, marketing materials, branding, internal and external communications
• Routinely writes and submits press releases and meets advertising deadlines
• Manages and updates website content
• Builds relationships with Alumni, board members, and prospective student families.
• Leads and manages volunteers for school events
• Manages school social media, including the Facebook Fan Page
• Organizes, orders, and maintains all school apparel needs
• Leads All School Community Service Day
• Serves as a representative at off-campus conferences and admissions events

Applying online

Capabilities resumes don't work with online forms

Capability resumes group duties together

PROFESSIONAL ACCOMPLISHMENTS

SALES
• Innovative seller for local radio stations, billing more than $800,000 annually for CBS
  Radio. Strong relationships with key clients has resulted in 60-65% of total revenue
  with companies such as: Larus Corporation (Gardenview Care Centers), Callier &
  Thompson Kitchens & Baths, Schrader Funeral Home, Carol House Furniture,
  Scotsman Coin, Washington University, KTVI and Delmar Gardens.
• Utilizing media research and market statistics, identified and developed new client
  relationships resulting in 40% growth in client base and sales revenue of $250,000 for
  KMOV-TV and KMOV.com.
• Through consultative sales process, devised strategic print media plan to achieve
  increased financial success from fundraising event campaigns. By stewarding these
  charitable PR efforts for organizations such as Life Skills, Independent Schools of St.
  Louis and Nurses for Newborns, event proceeds grew 32% overall and more than
  $350,000 was contributed to Ladue News in annual revenue.

MANAGEMENT
• Programming contract negotiator for 3rd largest cable company, secured 3-5 year
  affiliation agreements with National networks (i.e. HGTV, CNN, Turner Classic
  Movies, Fox Sports, ABC Family) through a strategic, purposeful step-by-step process
  that resulted in execution of multi-million dollar license fee agreements per year.

... And work history in a simple list

EMPLOYMENT HISTORY

CBS Radio – St. Louis, MO	KEZK, KYKY Sr. Account Manager	2007-Present
Clear Channel Radio – St. Louis, MO	KSD, KLOU Account Executive	2006-2007
KMOV-TV – St. Louis, MO	New Business Development A.E.	2005-2006
Ladue News – St. Louis, MO	Account Representative	2004

Organize the process

Keep answers short and consistent

(from application to application)

- Save common responses to a Word document for future use

Keywords matter!

Use job description key words in your application answers

- Applications that don't match key words are rejected

Be relevant

Match job experiences

• Reword duties to use their keywords
    – Created presentations **using Powerpoint**

• Modify past titles to relate or add a (parentheses).

Sales Specialist **(Design / Copywriting / Marketing)**
"Chief Marketing Bear", change to: **Chief Marketing Officer / CMO**

Think like the system

List contact information **in proper order** so "helpful" Taleo-type systems will populate online form correctly**:**

Name
Street Address
City, State, Zip Code
Phone
Email

Think like the system

List past positions so "helpful" systems prepopulate forms correctly**:**

Company name
Job title
Start date / end date
Duties

Organize the process

Prepare a document with your past job history that includes …

- Company address and phone number
- Supervisor's name and contact information
- Beginning and ending salaries

Organize the process

Also include:

- Beginning and ending dates
- Reason for leaving each company (stated briefly/positively)

Organize the process

Add proficiencies and certifications

- Include the year attained and from what organization

Organize the process

List your educational history
Include …

- School names and addresses
- Grade point average
- Months/years attended
  (exclude dates when possible)

Organize the process

Include …

- Degree or certifications attained/
  areas of study with degree letters first

Example:
BJ – Bachelor of Journalism: Advertising

List relevant and recent courses
*"Courses completed in finance, accounting,
…"*

"Since graduation, courses completed in …"

Add a cover letter

Craft a short, powerful and <u>targeted</u> cover letter to the company before you apply online

Cover letter basics

Include …

- Position title and company name
- Why you are uniquely qualified for the position
- Why you want to work for THAT company
- A call to action: "Please contact me at PHONE # and EMAIL ADDRESS. I will call you next week to follow up."

References

Have at least 4 references

Include …
- Each references' name and title
- Company name, address, email address, and phone number
- Your relationship to each

Include attachments

Such as …
- Samples
- Reference letter(s)
- List of awards and certifications
- Articles about your work
- College transcript
- References list

Include attachments

List of LinkedIn
recommendations
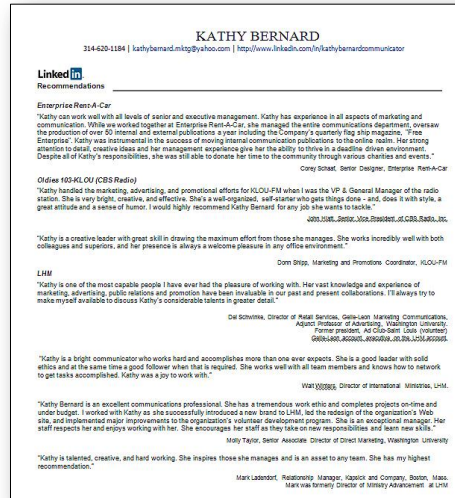
Salary box strategies

- **Required numeric salary requirement box?**
  - o Do your homework: http://tiny.cc/salarysites
  - o LinkedIn premium account tells range
  - o State the amount you **want**, **or** …
  - o State the **least** amount you will take
    - The risk: Price yourself too high or low
    - The solution: Reach/impress hiring manager through other means

Other salary strategies

When possible …

- If there is a notes section, indicate that your salary requirement is negotiable based upon benefits and other factors
- Include salary **history** instead of salary requirement
- State a **range** instead of an exact amount

Other salary strategies

Best salary answer …

"The salary range for this position, based upon the job description and my research, is $XX to $XXX, not including benefits.

My requirement is negotiable within this range, depending on benefits and increased advancement opportunities."

Easiest way to apply online!

Apply for jobs with LinkedIn

- Lets you send your
  <u>LinkedIn profile</u> to apply for jobs

Apply for jobs with LinkedIn

- Look for jobs under the Jobs tab; click Advanced search to fine tune openings
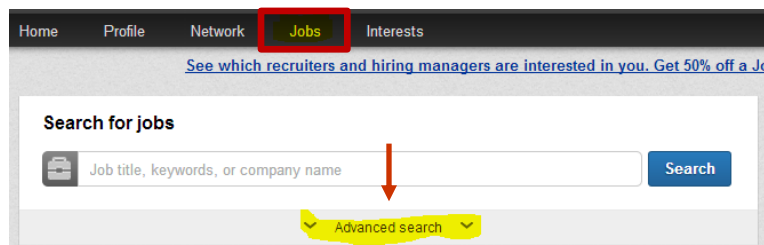
NEW!
Apply for jobs with LinkedIn

- Fine tune by industry, location and function

Search for jobs

communications [Search]

Country
United States

Zip code
63123

Industry
- ✓ All industries
- ☐ Accounting
- ☐ Airlines/Aviation
- ☐ Alternative Dispute Resolution
- ☐ Alternative Medicine
- ☐ Animation
- ☐ Apparel & Fashion
- ☐ Architecture & Planning
- ☐ Arts and Crafts

Functions
- ✓ All job functions
- ☐ Accounting/Auditing
- ☐ Administrative
- ☐ Advertising

Salary (USD)   ● Premium
- ✓ All salary levels
- ☐ $4 Upgrade to Job Seeker Premium
- ☐ $60,000+
- ☐ $80,000+

[Search] More options

Two kinds of postings

- Apply Now and Apply on Company Web Site

Interior Designer
Ford Hotel Supply Co. - Greater St. Louis Area
Posted 2 days ago

[Apply now] [Save] ← **Yay!**

Manager, Communications
Mallinckrodt Pharmaceuticals - Hazelwood, MO (675)
Posted 20 days ago

Boo! Hiss! → [Apply on company website] [Save]

24

NEW!
Apply for jobs with LinkedIn

– Click Apply now to apply instantly!

NEW!
Apply for jobs with LinkedIn

– Simply upload your resume with cover letter as the last page

Either way … Influence the hiring decision

- **Contact job poster and internal people**
  - Let them know you applied
  - Tell them why you are the best candidate
  - Ask for their help!

Quality over quantity

"Working" <u>each</u> submission works better than <u>mass</u> applying

- Apply for jobs at your level
- Focus on jobs for which you are at least 80% qualified
- Prove your qualifications by relating relevant duties, accomplishments, key words
- Have people vouch for you
- Send email or call hiring manager

Keep track

- Copy/paste and save each job description
- Keep a log of positions applied. Include:
  - Date
  - Source (job site)
  - Company name
  - Job title
  - Action taken
  - Notes
  - Response

Keep track

- Copy/paste each job description into Word so you can access it later
- Companies often remove job postings!
- LinkedIn lets you save jobs

Apply on Company Website

27 people have clicked

Save job | **View saved jobs »**

Share job

Follow company

Bookmark

Additional tips

- Review instructions and the whole form **before** completing to determine time/information needed
- Have resume **open** to copy/paste into forms
- Have a strong Internet connection to avoid time-outs

Additional tips

- Save your work frequently
- Save useful answers to a Word document
- **Proof submissions** and make sure text copied into form is formatted correctly
- Don't hit "Submit" too early

Additional tips

- If system fails, start over and try again
- If form is truly defective, notify the HR department
  - o Include application materials
  - o Use opportunity to impress
  - o Be pleasant

Additional tips

- Avoid **computer's** back button. Use the **system's** back button
- Don't over-click buttons on slow systems
- When in doubt, answer as best you can;
  - – Clarify at interview if necessary
- Most systems will send a confirmation email

Recent good news …

- Recruiters **hate** online application systems nearly as much as you do
- Trends are shifting back to be more people-oriented
- LinkedIn is becoming HUGE. Recruiters use it to find candidates and check you out
- **MAXIMIZE** your LinkedIn profile – Ask me

Check out my services
On Getajobtips.com

- Services include:
  o **LinkedIn profile creation/revamp - $395**
  o **Basic resume creation or revamp - $395**
  o **1.5 hour LinkedIn individual training - $150**
  o **1 hour career coaching or interviewing prep - $100**

  ✓ **Webinar special:** Save $25 when you request two or more services

Purchase my Interviewing Well e-Book

- Expert guidance on every aspect of interviewing:
- o **Answer tough behavioral interview questions**
- o **Questions you should ask**
- o **Handling phone, Skype, panel, informal interviews**
- o **Preparing for the interview**
- o **Negotiating salary offer and more**

✓ **Buy/Download Now:** $17.97
http://tiny.cc/interviewingebook

To recap …

To master online job application systems:

1. Be uber organized

2. Visit a variety of job sites and use various tools

3. "Work" your online submissions

4. Influence the hiring decision in other ways – *Learn more about that in the May 28 webinar on Ilostmyjob.com*

May webinars

Mastering Interviews and Informational Interviews, Wednesday, May 14, 2 pm Central

How to Research and Impress Hiring Companies, Wednesday, May 21, 2 pm Central

Outmaneuvering Online Job Application Systems, Wednesday, May 28, 2 pm Central

June webinars

- Salary Negotiating to Land the Job, Wednesday, June 4, 2 pm Central
- Enlisting Recruiters in Your Job Search, Wednesday, June 11, 2 pm Central
- Using LinkedIn to Attract Employers, Wed., June 18, 2 pm Central
- Landing a Great Job after 40, Wednesday, June 25, 2 pm Central

Universal Truth

Applying online is a necessary evil.

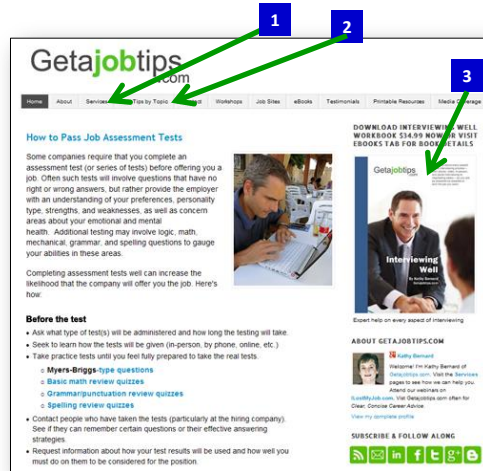Learning to master the online job applications system can help you …

Getajob!

Thank you!

Find help!

Visit Getajobtips.com

1 Learn about services

2 Find step-by-step help on **Job Tips by Topic**

3 Download **Interviewing Well** eBook for $17.97

Subscribe free via **email**

Invite me to connect on LinkedIn – I will accept

Getajobtips.com

presents …

Kathy Bernard
Getajobtips.com
kathy@getajobtips.com
Connect with me on LinkedIn!

Mastering Online Job Applications Systems

Request Services!
- **LinkedIn profile creation/revamp - $395**
- **Basic resume creation or revamp - $395**
- **1.5 hour LinkedIn individual training - $150**
- **1 hr. career coaching or interview prep - $100**

  ✓ **Webinar special:** Save $25 when you order 2 or more services by 6/1/14

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Interviewing Well
$17.97 -- http://tiny.cc/interviewingebook