# **Beat the Job Robots with Jobscan**

Hi

| If you've been applying to jobs online, then you’ve likely applied through an **applicant tracking system**, or ATS.  This software makes it easier for companies to collect and organize hundreds of job applications, but that convenience comes with a cost:  Qualified applicants, like you, can slip right through the cracks. **Click the link below to make sure your resume will make it past ATS.** |
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| [ATS-PROOF MY RESUME](https://links.jobscan.co/u/click?_t=38e882659f324ea0b9ee3c85fded9e3b&_m=4f483780ce83450791f6f22b8a0aa6cd&_e=5iQUDbZ5s1zQpUTYezhlqtfRfr1xOvwfYlB0wsoXfkWabn8VstDzNc2G6KnrCTRHox_fqys5nwPoFHaSM4H6HQrFn_KbdiJyV3v9CHrQLZodZLfJXYPI_pKFuLSS2v65oFH1PCS31ZJjcWTqz2B27QYJ1SE2Thz5FRHAZIiOx6Qadw_PuCSQBAnPY2F_Lm4EZ2VxOZznv1B8tT8G34AuA2buQD61GDSB_0Wq6K4ShIE8iLlAEpUb20Dzd4cJdv0glI1O8EqwdkuZ_45sfbRoxwamFP9TuP_zfEgPGRztAAg%3D) |
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| Keep reading for 3 common ways ATS stop you from getting an interview. |
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| 1. Resume Scoring |
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| When you apply through an ATS, the system compares your resume to every other applicant to see how well you stack up.  **Taleo** is the most-used ATS in the United States and handles the online applications of Starbucks, Nike, Toyota, and hundreds of other top companies. It has a feature called Req Rank which calculates how well the resume *ranks* for that job *req*uisition. |
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| Instead of reading every single resume, the recruiter can sort their applicants by Req Rank and ignore anyone with a low score.  How do you get a high score?  By taking the hard skills and keywords found in the job description and matching them exactly in your resume.  That’s why the Match Rate and Hard Skills sections in your Jobscan Resume Match Report are critical to your job search success. |
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| [SCAN MY RESUME](https://links.jobscan.co/u/click?_t=38e882659f324ea0b9ee3c85fded9e3b&_m=4f483780ce83450791f6f22b8a0aa6cd&_e=5iQUDbZ5s1zQpUTYezhlqtfRfr1xOvwfYlB0wsoXfkWabn8VstDzNc2G6KnrCTRHox_fqys5nwPoFHaSM4H6HQrFn_KbdiJyV3v9CHrQLZodZLfJXYPI_pKFuLSS2v65oFH1PCS31ZJjcWTqz2B27TIfRV-_ygEZS0LNIFGehWYU2y1XEuzgqcTmlnlJ2AqOTrW2AGtS6epWPCY2gLjErq-zmUddXLlmYjMPb9h4XH_gy3jAqYK7KQKfMoCf1CwFVp2tF_bjhyrxiL1sTq3Bghk8NWn0lehzLMdhTBxbn70%3D) |
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| 2. Keyword Searches |
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| Virtually all ATS have a search feature which recruiters use to target their most coveted skills. Instead of reading every single resume, they can just search for “merchandising” or “MBA” or “forklift” to quickly weed out anyone that doesn’t have the right experience.  Below is a screenshot from **iCIMS**, an ATS used by companies such as Amazon, General Mills, and Comcast. You can see how applicants are ranked based on how well they match a keyword search for “Microsoft Word.” |
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| In iCIMS, someone with five instances of “Microsoft Word” would rank higher than someone with two.  The job description is the best indicator for which search terms a recruiter might use. It’s another reason why transferring every applicable skill from the job description straight into your resume will increase your job application response rate. |
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| [FIND MY KEYWORDS](https://links.jobscan.co/u/click?_t=38e882659f324ea0b9ee3c85fded9e3b&_m=4f483780ce83450791f6f22b8a0aa6cd&_e=5iQUDbZ5s1zQpUTYezhlqtfRfr1xOvwfYlB0wsoXfkWabn8VstDzNc2G6KnrCTRHox_fqys5nwPoFHaSM4H6HQrFn_KbdiJyV3v9CHrQLZodZLfJXYPI_pKFuLSS2v65oFH1PCS31ZJjcWTqz2B27dwNR_ag_f3R81nA7m1nl5dORrjAUdCcAaAPf_-R_iy3x7ITeuMrKtVPEMzH5uqmLJUplTrh8EyUgpFYASw4yLBRS5qwB8ul5dUGrCKoCKBlfVarwLJLlBDuqhMFxeC39IN0vDWH-thktgSd-xN4C2E%3D) |
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| 3. Resume Formatting |
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| ATS are programmed to read and parse resumes, but certain formatting choices cause glitches and errors.  For example, the use of tables is a common formatting choice that often short-circuits ATS.  In this example from the ATS **Lever** (used by tech companies like Netflix), the resume on the left uses a table to divide the information into two columns. On the right is the digital applicant profile Lever created based on the resume. |
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| What happened here? The ATS didn’t understand the table and combined the information from either side of the table. If your digital applicant profile gets garbled like this, a recruiter could decide it’s not worth the troubleand move on to someone else.  If you upload your resume file to Jobscan rather than pasting in the text, Jobscan will perform additional formatting checks to ensure your resume is ATS-friendly. Even more formatting insights are available with [**Jobscan Premium**](https://links.jobscan.co/u/click?_t=38e882659f324ea0b9ee3c85fded9e3b&_m=4f483780ce83450791f6f22b8a0aa6cd&_e=5iQUDbZ5s1zQpUTYezhlqiJJJW25IaUF8QgZv6MRzwR7hLysLuHQ4rGtlUesQW2rm2GNtOk6aofzt_6myS7Mow2FTZh0QVQB1NwE2NQbOaFshrlzT8fHh1T7TYDgfSbXDMipvWYsIpFKXSG9KF2RCjtUw_z7SwYXjmD5UwU2AvrTR0J5XxUTPtxungYHmJwVDWE3llH-UzzRyw0EV0ACVDCdOh3snJOEBwsOcWgx1J_r7Fb0hLcZlFcPei4jor3O6PxomQJTfiUhnQ4YFlsOpeKqjsI1z0bk3blvkTa0F6lEaX1A9xKIj8tgK1qSn-G1). |
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# **Beat the Resume Robot**

<https://www.youtube.com/watch?v=xvNMT56Ix2c>

<https://www.youtube.com/watch?v=ASG_as7rVws>