

# *On Average, Recruiters Spend Just 5 to 7 Seconds Looking Over a Resume!*

With recruiters spending several seconds scanning resumes, it's important that yours stands out from the crowd.

If your resume catches a recruiter's eye, you stand a better chance of getting an interview – and getting that all important callback is really half the battle!

But while your resume is an important tool in your remote job search, it's probably not receiving the much needed attention it deserves.

That's okay. A remote job search is a completely different beast than a traditional one. And your resume is even more important since you've got to use this document to show you're the perfect candidate for the job AND can handle a remote work arrangement.

No pressure, right? Don't worry. There's a simple hack you can use to perfect your resume, get more interviews, and increase your chances of finding a work from home job!



## *Resume Fun Facts*

- Since 2014, more than 90% of resumes are shared online
- 76% of resumes are automatically rejected because of an unprofessional email address
- Just 35% of applicants are actually qualified for the job they're applying to
- The majority of recruiters turn to social media to learn more about candidates
- 89% of all recruiters have hired someone through LinkedIn
- More than 10,000,000 workers found their current job on LinkedIn

# *Applicant Tracking Systems Eliminate 75% of All Resumes*

Many employers and recruiters use Applicant Tracking Systems (ATS) to weed through resumes.

In fact, an estimated 75% of all resumes are quickly eliminated because of them.

But what is an Applicant Tracking System exactly, and why does it matter to you as a remote job seeker?

ATS is a program that searches thousands of resumes in a matter of minutes. By scanning these resumes for keywords, the ATS is able to weed out 'good' resumes from 'bad' resumes.

The resumes deemed 'bad' by the ATS are discarded, never to be seen by human eyes. Chances are, if you've applied to a remote job in the last several years, your resume didn't even make it to the desk of a real person.

# ROBOTS ARE READING YOUR RESUME

## *Popular ATS*

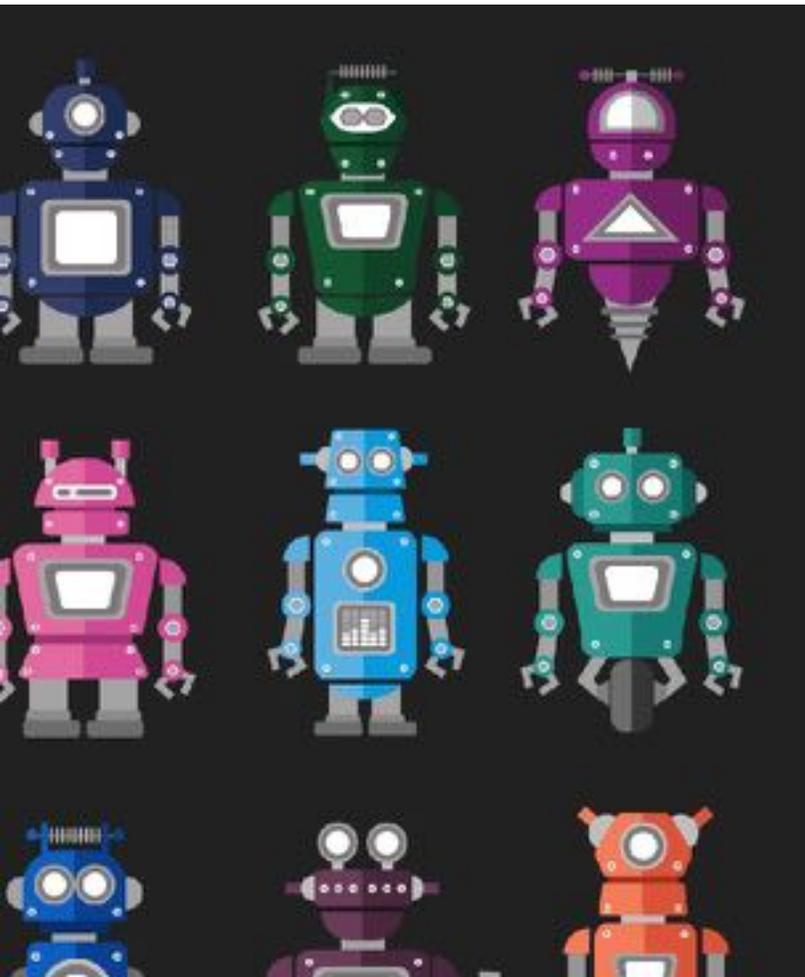
.....

I bet you've applied to at least one job recently that used ATS, but didn't even realize it. Often, these job listings look like a traditional job board but they're really being used by companies to eliminate applicants based on resume keywords.

Some popular ATS you may have come across include:

- iCIMS
- Bullhorn
- Taleo
- Greenhouse
- CATS

Check out the next page for an example of a remote job listing using ATS.



# ATS in Action

The ad pictured to the right is a popular work-from-home customer service position at Intelnet Global Services.

Check out the bottom right-hand corner. See the "Powered by CATS" emblem? That's one of the popular ATS many remote companies use to make hiring easier.

Remember, remote job ads can receive hundreds and even thousands of applicants. The HR manager or recruiter will not go through every single resume to find their next hire.

Instead, they rely on ATS, like CATS, to do the hard work for them. Although 1,000 people may apply for the job, ATS will reduce the applicant pool by 75% or more based on keywords.

- **Must provide proof of internet connection and speed to be considered**
  - Must be available to start on May 10th, and attend all training sessions, without any absence, for the first 5 weeks
    - Training is Monday-Friday
  - Be proficient in computer operation and website navigation
  - Must be able to multi-task between multiple computer programs and websites
  - Able to work independently
  - Have excellent customer communications skills, both oral and written
  - Knowledge of general office PC-based programs, including MS Word, Excel, PowerPoint, and Outlook
  - Ability to work in an constantly changing and fast paced environment
  - Strong judgment and decision-making skills
  - Superior negotiating skills
- Benefits**
- Work from the comfort of your own home
  - Paid training
  - Stable schedules
  - Comprehensive benefits including IATAN travel benefits
  - Computer equipment provided
  - Job Stability - Growth Opportunities
  - Wide variety of schedules available - morning, afternoon shifts, and evening shift!
    - **Also, you will need to be able to work one weekend day**
  - Shift differential for working hours between 7pm - 4:59am!
  - Comprehensive Benefits (eligible for most after 90 days): Medical, Dental, Vision, 401K, Company-Paid Life Insurance, Short Term and Long Term Disability Insurance, Prescription Drug Savings plan, and more!
  - Paid Time Off after 90 days (80hrs. first year)
- Get your applications in today! There are only a few slots available for our class starting on April 10th! If you are passionate about helping others and seeking a long-term career opportunity, apply now for a chance to become part of the Intelnet team! We're excited to meet you!

#### Organization Summary

Intelnet® is a large global Business Process Outsourcing player, committed to delivering our client's strategic goals and helping in enhancing, broadening, and deepening the relationship to add value.

Backed by The Blackstone Group, a leading Global Private Equity player, with a current portfolio of clients that includes Fortune 500 companies, we are a 55,000 people organization spread across 70 global delivery centers across North & Central America, UK, Europe, Asia Pacific and the Middle East; supporting 110+ clients in over 50 languages.

Commencing operations in November 2001, Intelnet today supports 110+ clients in 50 languages with Contact Centre solutions, F&A, HRD and IT solutions across Banking and Financial Institutions, Healthcare, Travel and Hospitality, Telecom, Retail, Manufacturing, and Information Technology (IT) verticals.

Over the last decade, we consistently hold on to the top rankings spot in Nasdaq BPO listings, and over the next decade aim to rise higher and take on the global BPO rankings with our focus on "customer experience" powered by "technology" and "analytics".

Apply Now

or

Apply with Indeed



## Search all your data

Instantly search every grid in CATS with just one click. Add filters or use boolean terms, like **AND**, to narrow your search and find exactly what you're looking for. CATS will even search the contents of your resumes and highlight the keywords.



The above screenshot was taken directly from the CATS website. As you can see, their entire system is built to allow recruiters and hiring managers to quickly and easily find the applicants their looking for by filtering resumes by keywords!

Beginning to see the power of keywords as they relate to your remote resume? Good. Next we'll dig a little deeper into the power of strategically placed keywords in your resume.

# *Keywords Are, Well, Key!*

The Internet is keyword driven. Website owners and bloggers place keywords throughout their content so they show up higher in Google search results, a process called Search Engine Optimization.

Online marketers harness the power of keywords to get their products in front of new customers.

Even popular social media sites like Twitter, Pinterest, Facebook, and Instagram help people find who and what they're looking for based on keywords.

It's no wonder, then, resumes are yet another place where keywords can make or break your chances of getting seen.

And when it comes to your remote job search, you want to get seen! Getting a call back for an interview is really half the battle. If you make it that far, you're in a much better position to get hired!

Fortunately, you can optimize your resume with the right keywords to skyrocket the number of interviews received and, with it, your chances of getting hired!



## OPTIMIZE YOUR RESUME

To make your resume keyword friendly, remember these tips:

Customize your resume to EVERY job you apply to

Pull keywords directly from the job ad and place them in your resume using the exact wording – these are the keywords recruiters are searching for!

Do not 'stuff' your resume with keywords. Place them naturally in relevant sections like Skills, Summary, Professional Profile, and Employment History

Skip fancy formatting! Save your resume in .doc or .docx – the best format for ATS

# Make the Most of Your Remote Job Search

Looking for a job is a full-time job. A remote job search is even more labor intensive!

Do yourself a favor and make the most of it by customizing your resume to every position you apply for.

Remember, this means pulling relevant keywords directly from the job advertisement and placing them into your resume.

While this is more time consuming than sending out the same ol' resume to each and every ad, it is so worth it! One well done, optimized resume is infinitely better than 50 generic resumes.

When it comes to job searching, it's all about quality over quantity.

If you're having a hard time identifying relevant keywords in a job ad, don't panic. Try using a tool like Jobscan which will evaluate how well your resume and a job ad match up. This will help you get used to keyword optimizing when just starting out! Try it for free:

<http://workfromhomehappiness.com/jobscan>



## RESOURCES

<http://www.business2community.com/human-resources/25-fun-facts-resumes-interviews-social-recruitment-0975676#ALjSoTjEwilx08fa.97>

<http://workfromhomehappiness.com/jobscan>

## Need Help?

Send out an SOS on Twitter: <https://twitter.com/AshleeWrites>

I also offer one-on-one coaching on a limited basis. Email me at [ashlee@workfromhomehappiness.com](mailto:ashlee@workfromhomehappiness.com)

Check out best-selling book Stacked for in-depth resume help: <http://amzn.to/2mNMRNx>