

What is an Applicant Tracking System?

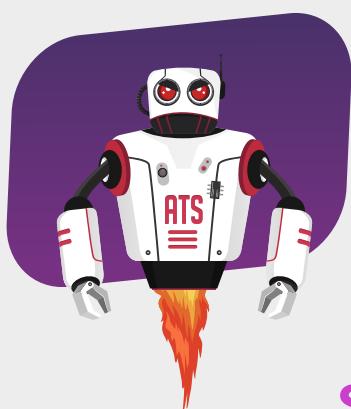
Software used by recruiters & job boards to identify suitable candidates



Electronically manages candidates & acts as a candidate database



Parses text out of a CV that is uploaded



Indexes that text within the ATS database

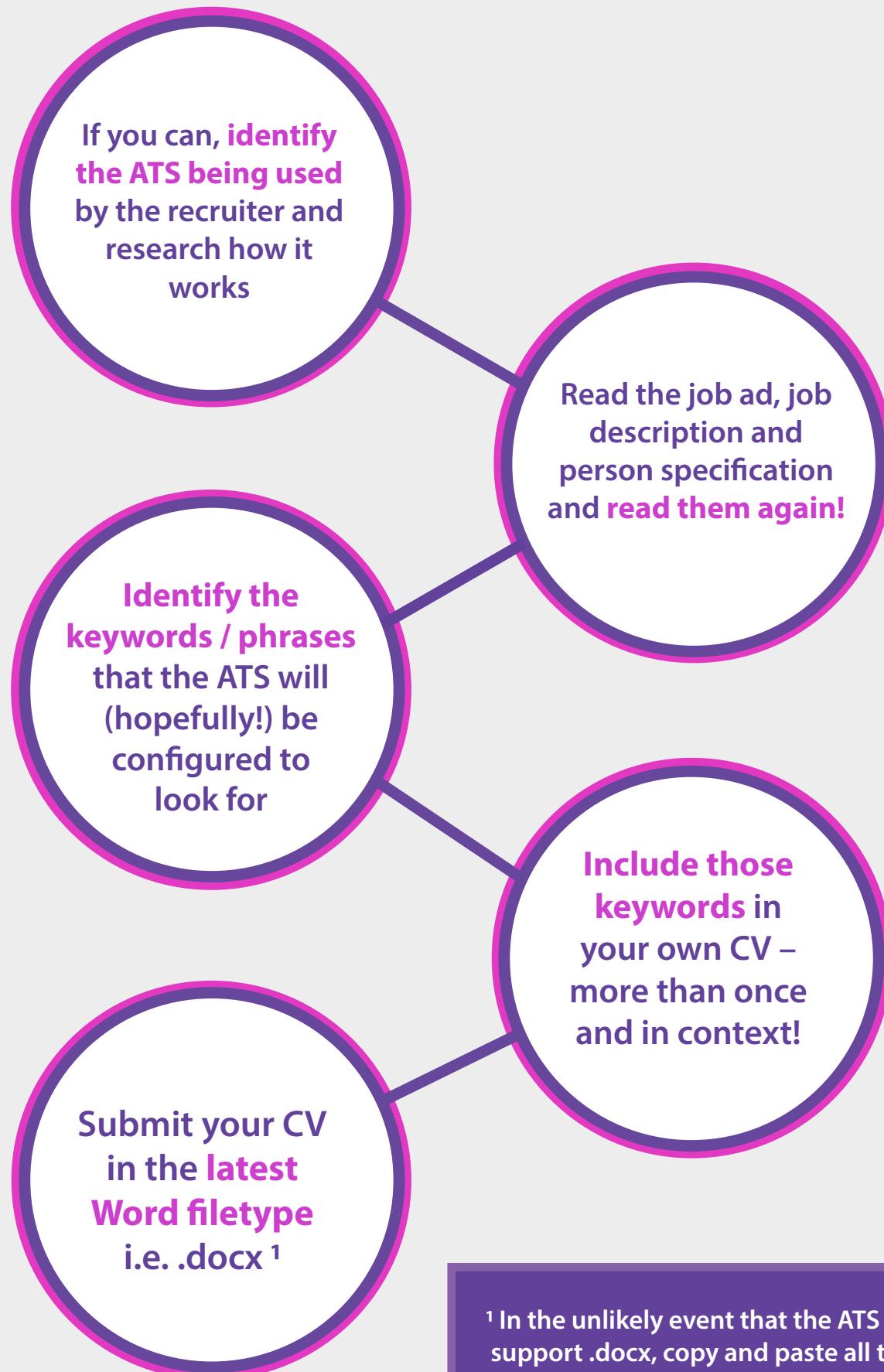


Searches that text according to keywords / phrases



Ranks candidates for suitability based on those keywords / phrases





¹ In the unlikely event that the ATS doesn't support .docx, copy and paste all the text into Notepad and send it as a .txt file

Formatting a CV for ATS Purposes

So much of the misinformation surrounding ATS relates to the formatting of a CV and what an ATS can / cannot parse! To set the record straight:

All text content within your CV can be parsed, indexed and searched by an ATS as long as you haven't written it in some bizarre, alien script or submitted your CV in some crazy file format

1

Most ATS do not just read in black & white! Some variation in colour and style of text in the CV is just fine!

2

Some ATS may merge or mangle text that is included in tables or text boxes but the text is still parsable!

3

Representing key information in a graph or chart can really stand out. But never use these in place of important text

4

Symbols & icons draw the human recruiter's eye to crucial information. The ATS may strip them out, but the text will remain

Keywords

Not necessarily a single word:
can also be phrases!



Typically **based on industry terms** that relate specifically to the job role being applied for



Can determine your characteristics based on verbs or adjectives



Can be **job titles, qualifications** as well as **technical skills**



Spelling Matters.

If the job ad says B2B, use that exact phrasing in your CV too!

Final Thoughts

1

A **HUMAN** recruiter determines the keywords / phrases that the ATS searches for

2

A **HUMAN** recruiter will ultimately get to read your CV so make it readable!

3

Anyone who suggests it is easy to “game” a wide array of ATS should be listened to with EXTREME caution!

4

Your suitability for the role based on the keywords / phrases is the most important consideration

5

Aim for the right balance between what the ATS is programmed to look out for & how easy it is for the human recruiter to understand