# Your Online Job Search

*Putting the Puzzle Pieces Together*

LOCKHEED MARTIN

MILITARY & FAMILY
PROVIDE • GUIDE • EMPOWER
READINESS

# When did it start? How did we get here?

## The 90s



1991 – World Wide Web was publicly released.

1994 – Monster Board – 1st online job search and public resume database.



1995 – CareerBuilder – Job listings website with 6 of the country's largest newspaper classifieds.

1998 – Applicant Tracking Systems (ATS) – Filtered the enormous amount of resumes from people applying online.

# When did it start? How did we get here?

## The 00s



**2003 – LinkedIn** – Recognized as the biggest game changer in online job searching. Allowing people to network and connect into jobs.

**2003 – Niche Job Boards** – Ladders, Dice, ClearanceJobs, USAjobs etc.



100+ Job Boards for Job Seekers & Recruiters
UPDATED FOR 2018

**2006 – Rise of Scraper Sites** – Collecting job data from 1000s of sites (Indeed, SimplyHired)

**2008 – Glassdoor** – Anonymous scoop on company practices, salary, interview questions, etc.



During this time ATS had expanded to include all parts of the hiring process from beginning to end. Software updates allowed video interviewing, background checks, social media checks, assessment questionnaires, and more. They also help employers post job listings across multiple sites more easily.

# When did it start? How did we get here?

## The 10s

2010 – ZipRecruiter – Built in ATS that allows for a better merge between candidate and company.

2013 – One Click Apply – Adopted by Monster and Indeed. Allows for easy (lazy) application.

2016 – LinkedIn – Bought by Microsoft for $26B. Largest employment acquisition.

Today, some ATS programs are so advanced they serve as virtual recruiters, scanning and forwarding LinkedIn profiles without the candidates ever knowing they're in the running for a new gig. All of this new technology means job seekers must be aware of the current trends in order to keep their résumés at the top of the pile, so to speak.

# #1 Job Search Method

**C**lick **R**eview **A**pply **P**ray

C ★ R ★ A ★ P

# "Same Resume" Three Versions

- **Presentation Resume**
  - ✓ Resume that you email to employers or take to Job Fairs
  - ✓ Style: Chronological, Functional, Combination
  - ✓ Format:  PDF or Docx/Doc

- **Interview Resume**
  - ✓ Comprehensive
  - ✓ Portfolio based
  - ✓ Format:  Printed

- **ATS Style Resume**
  - ✓ Formatting is very specific
  - ✓ Resume submitted with online application
  - ✓ Format:  Doc/Txt

# Applicant Tracking Systems (ATS)

Note:  This information is provided as a general reference and does not apply systemically to all ATS programs or to all companies as a whole



Whenever you upload a resume to an online form or fill out a questionnaire during a job application, an ATS is tasked with making your information visible to employers -- *or not*.

MEET THE ROBOTS
Reading Your Résumé

**ATS look for specific skills, words, and phrases in your resume in order to search, rank, or <u>reject</u> candidates.**

- 95% of businesses use this software solution to handle their recruitment process

- The ATS sorts through 100s of resumes to determine the "best fit" for the position

# The Top 3 Applicant Tracking Systems Traits

**"Knockout" Keywords or Answers**
- A knockout question automatically rules out the candidate
  - Legal and Logistical – able to work in US, geographical area, work weekends
  - Basic Qualifications – Do you have X degree, license, certification
  - Cultural Fit – Prefer to work alone or as part of a team; preferred work style
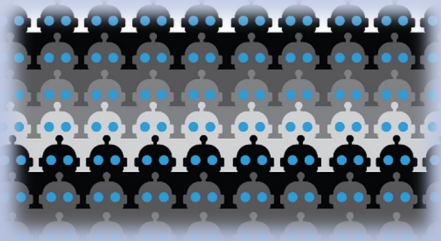
**Frequency Matters**
- Results are formatted and sorted on a match percentage
- Example: Mary has "Project Manager" in her resume 4x would score 90%. Bill scores a 25% because he only mentions it once.

**Hot Match**
- Analyzes and rates applicants against job descriptions
- Rates match at 50%, 75%, and 90%

# The Application Black Hole

Up to 80% are determined unqualified within the first 10 minutes of the application process

Up to 75% of the remaining job applicants are unqualified immediately after hitting the submit button

At least 85% of resumes are rejected for using wrong words

Up to 40% of resumes are rejected for using wrong format

# How Can You Avoid the ATS Black Hole?



Keywords are the words employers & recruiters type into the ATS to find appropriate resumes

Regardless of how well-qualified you are, if your resume doesn't contain the words the ATS uses, the system will not find your resume

# The ATS Looks For A Specific Match

- The ATS will rank the resumes with the most keywords higher

- Keywords must come from the job description you are pursuing

- Do not use generic "buzz words" you found online

# Understand the Job Announcement

- Select top 10 items from the posting that you believe the employer is looking for in a candidate
- Use their words to match (MS Office vs Microsoft Office)
- Soft Skills and Hard Skills
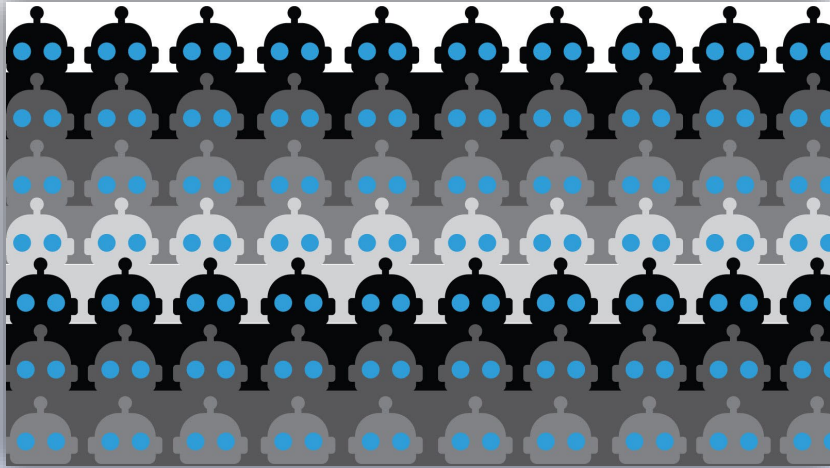
# Let's Beat the Bots

## Getting Past the ATS Systems

### Top 10 Ways to Beat Them

1. Font – Use Sans Serif Font (Tahoma or Calibri) works best vs. a Serif Font like Times New Roman
2. Bullets – Use a round bullet point • - Do not use anything fancy; keep it simple
3. File Type – Avoid PDF, HTML, Open Office, Apple Pages. Go with Word Doc or Txt
4. Style – Avoid Headers / Footers. Don't use columns, tables, charts, or graphs
5. Headings – Use standard headings "Work Experience" "Summary" "Education" not "About Me"
6. Keyword – Copy the announcement and copy into Word, increase to 18 font print, highlight keywords
7. Acronyms – Write them out unless the job description in using them
8. Word Clouds – Write them out unless the job description in using them
9. Jobscan – Copy/Paste job announcement; Copy/Paste resume – determines keyword match
10. NETWORK & NETWORK– Bypass the whole ATS system by obtaining a referral. Use LinkedIn.

## Indeed Delivers the Highest Quantity of Applicants

Another key consideration needed to determine a job board's worth: How many applicants does it deliver? When we asked recruiters to rate each job board in terms of how many candidates they received from it, Indeed came in first place, with 30 percent of recruiters saying the site delivers a "high quantity" of applicants. In second place, with 27 percent, was LinkedIn.

### Quantity of Applicants
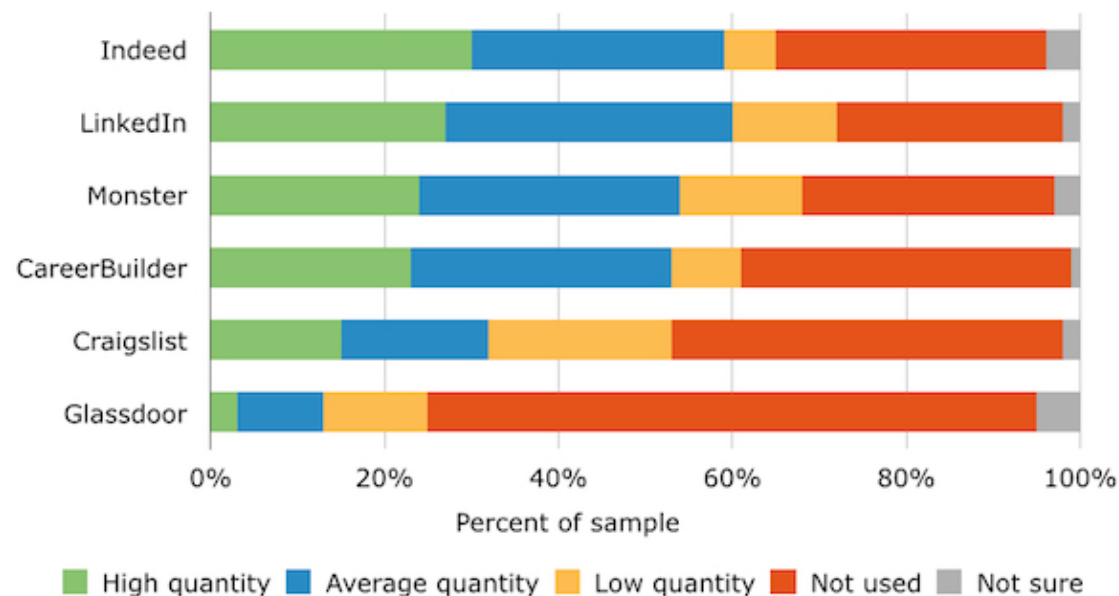


In terms of quantity, Monster was a much closer runner-up than when delivering quality candidates. Twenty-four percent of respondents said that Monster delivered a "high quantity" of candidates, compared to just 8 percent giving the job board high ratings for "high-quality" candidates.

# Basic Keyword Search 101

Imagine you search *Office Manager*; you will get all kind of jobs with the word *Office* and *Manager.* So like a Production Line Manager may populate.

Tips to an effective search:

1. Use quotation marks for the exact job title
title: "office manager"

2. To search for a specific company would be
company: "XYZ company"

3. To search specific job at specific company
title: "office manager" company: "XYZ company"

4. To search specific skill set would be
"top secret clearance"

5. To search specific job title with skill set
title: "office manager" -top secret clearance

My Jobs:
- ➢ Saved
- ➢ Applied
- ➢ Interviewing
- ➢ Offered
- ➢ Hired

- ✓ Upload Resume or Create Resume for easy apply
- ✓ Recommended Jobs
- ✓ Recent Searches

- ✓ Easily search jobs and save to apply on your desktop. Use "Apply Later".

# Indeed Chrome Extension

• **Indeed for Chrome is totally free!**

• **Save any job from across the web with one-click.**

• **Easily come back to jobs when you are ready to start the application process.**

• **Track your progress by adding notes about which resume you used, interview times, and job details.**

• **Get real-time notifications to instantly know when employers message you.**

• **Manage status of saved jobs to quickly see where you applied, interviewed, and are waiting for offer.**
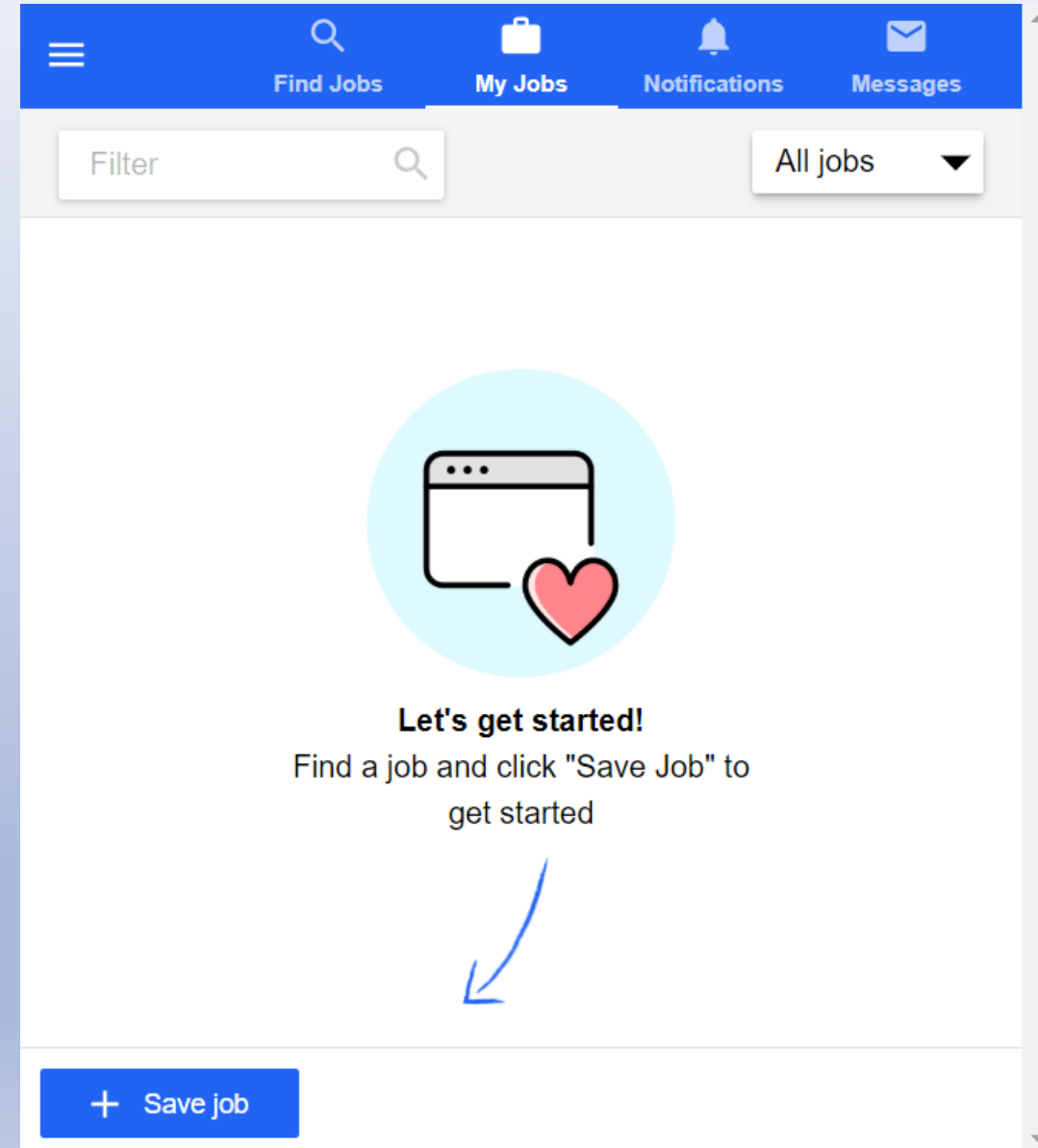
**1. After you see a position on Indeed, Simply Hired, Glassdoor, Monster, etc. go to LinkedIn and search for the company**

## 2. Search Employee Profiles on LinkedIn

People ▼ | Lyft ▼ | Connections ▼ | Locations ▼ | All Filters | Clear ①

Online MA in Psychology - Apply now for Pepperdine's online MA in Psychology program. N...

Showing 17,701 results

**Nate Wylie, PRC, STA** · 1st in
Recruiter - Business Operations at Lyft
Greater Nashville Area, TN
56 shared connections

**Message**

**Ebony J. Davila** us · 2nd
Career Federal Civil Service
United States
15 shared connections

**Connect**

**SV - SOURIXAY VILALAY**
"Show Volition Aspire Courageous Transformations!" SVACT.com
Portland, Oregon Area

**Connect**

**Rachel Duncan** · 2nd
Looking for More Project work after taking a sabatical.
Dallas/Fort Worth Area
3 shared connections

**Connect**

**Stefan Jones** · 2nd
SIUE Senator At Large, Health Care Professional, School of Pharmacy CEP and Honors St...
Greater St. Louis Area
42 shared connections

**Connect**

**Emily Notaro** · 3rd in
Logistics Supervisor at JW Logistics
Greater St. Louis Area

**Message**

**Jason Agnes** · 2nd
self-employed/ Uber/ Lyft Driver
Greater St. Louis Area
2 shared connections

**Connect**

## 3. Filter Employee Profiles on LinkedIn

Connections "Scott Raether"

All people filters

**Location of the job**

Connections
☐ 1st
☐ 2nd
☐ 3rd+

Connections of
[ Add connection of ]

Locations
[ Add a location ]
☐ United States
☐ San Francisco Bay Area
☐ Greater Los Angeles Area
☑ Greater Nashville Area, TN
☐ Greater New York City Area

**Search past companies you worked for to find people that used to work for the same organization as you but now work for the current company of the job you want.**

Current companies
[ Add a current company ]
☑ Lyft
☐ Uber
☐ United States Air Force
☐ Amazon
☐ Google

Past companies
[ Add a previous company ]
☐ Lyft
☐ Google
☐ Amazon
☐ Apple

Industries
[ Add an industry ]
☑ Staffing & Recruiting
☐ Internet
☐ Computer Software
☐ Transportation/Trucking/Railroad
☐ Information Technology & Services
☐ Marketing & Advertising

**Industries: Staffing & Recruiting, Human Resources, industry of the job you are pursuing, a peer in your industry.**

First name
[ ]

Last name
[ ]

Title
[ ]

Company
[ ]

School
[ ]

Nonprofit interests
☐ Skilled Volunteering
☐ Board Service

Schools
[ Add a school ]
☐ University of California, Berkeley
☐ University of Phoenix
☐ San Francisco State University
☐ Stanford University
☐ University of Washington

**"Recruiter" or "Talent"**

**An alumni from same college**

# Results

# 4. Contact them about the job opportunity



## Options:

### 1. Connect
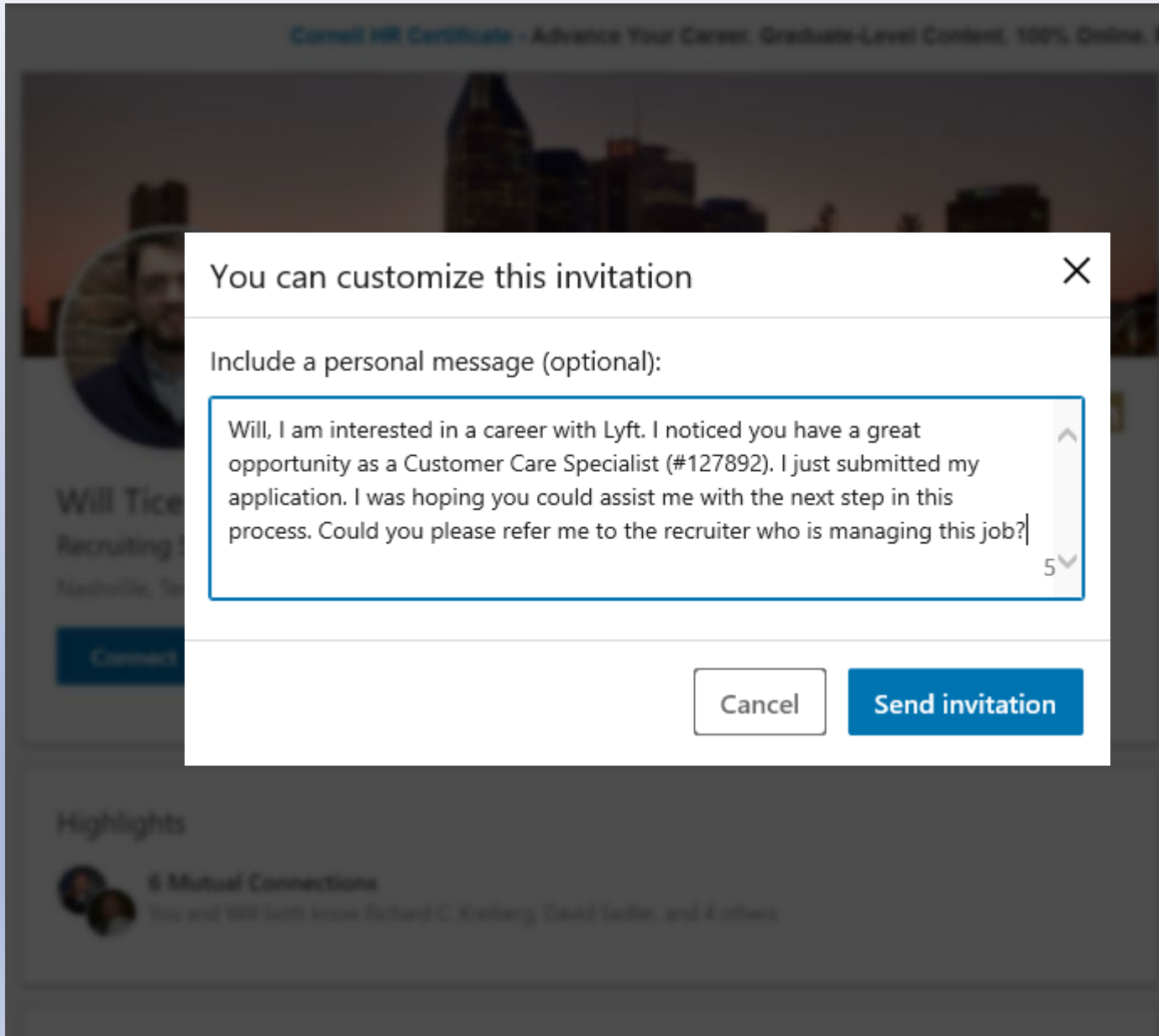- Send Connection Request with message

### 2. InMail
- For Premium Accounts. Allows for longer messages

### 3. Referral
- Ask someone in your network to refer you to him/her.

# Connection Approach

You can customize this invitation                              ✕

Include a personal message (optional):

Will, I am interested in a career with Lyft. I noticed you have a great
opportunity as a Customer Care Specialist (#127892). I just submitted my
application. I was hoping you could assist me with the next step in this
process. Could you please refer me to the recruiter who is managing this job?

5

Cancel          **Send invitation**

Will Tice
Recruiting
Nashville, Te

Connect

Highlights

6 Mutual Connections

**Pros:**

1. It is quick, short, and less disrupting.
2. You don't need premium.

**Cons:**

1. They must be a 2$^{nd}$ Degree connect.
2. Only allowed 300 characters.
3. Sometimes it is overlooked.
4. No attachments
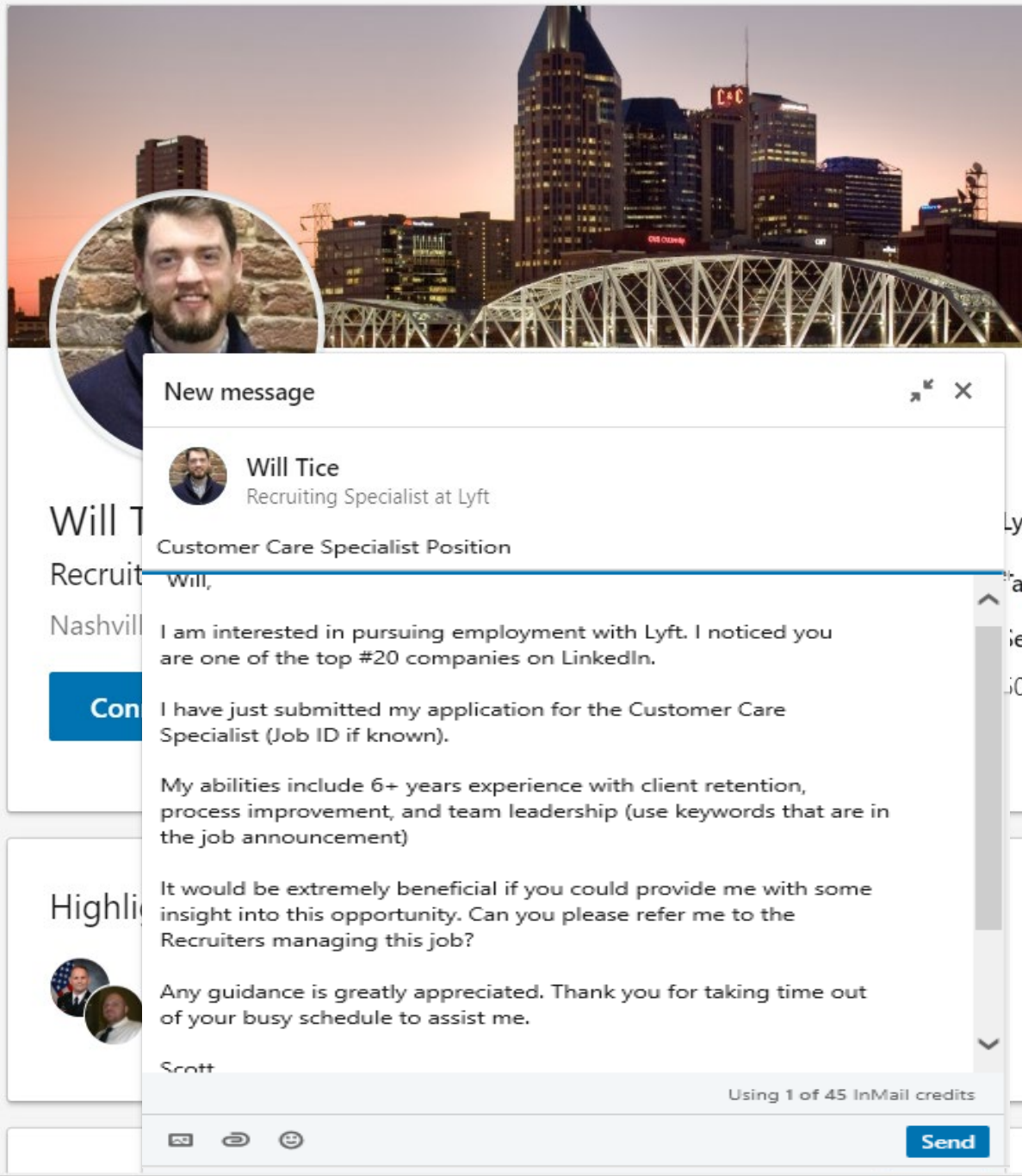
# InMail Approach



**Pros:**

1. It is seen as an email and stands out.
2. Longer character limit.
3. Serves as a cover letter to show qualifications.
4. You could attach resume.

**Cons:**

1. It is not a connection request. You do both
2. You must have Premium.

# Referral Approach

**Pros:**

1. Referral is #1 approach to job application.
2. Recruiters prefer referrals.

**Cons:**

1. You have to have a relationship with referral.
2. No guarantee the referral will do it.
3. Becomes out of your hands.

# LinkedIn Delivers the Highest Quality of Applicants

We asked recruiters to rate the quality level of the applicants they receive through each job board. According to our survey, the majority (40 percent) of recruiters note that LinkedIn delivers "high-quality" applicants.

## Quality of Applicants



High quality | Average quality | Low quality | Not used | Not sure
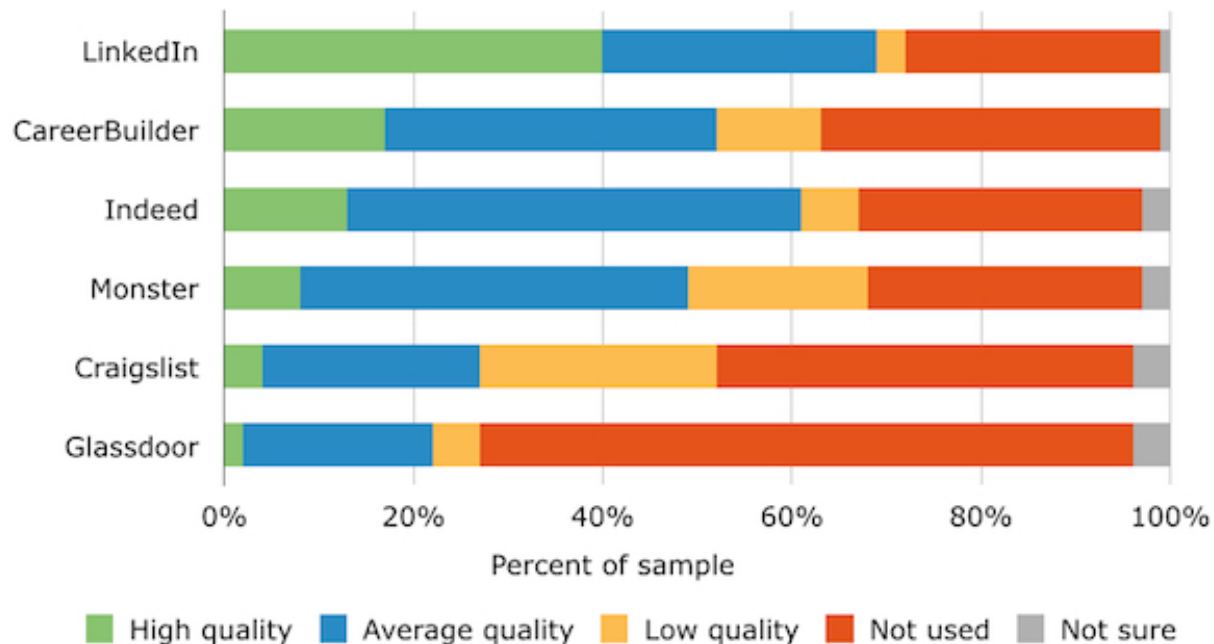
The runners-up, CareerBuilder and Indeed, were described as delivering "high-quality" job candidates by only 17 and 13 percent of recruiters, respectively. On the other end of the spectrum, Monster, Craigslist and Glassdoor delivered the fewest "high-quality" candidates.

# Searching Jobs on LinkedIn

# Premium vs. Standard Account

## Competitive intelligence about other applicants

### Applicants for this job

100 Applicants

3 Applicants in the past day

Remember to update your profile with the most relevant skills and experience to maximize your chances of getting this job

### Top skills

You have **5 out of 10 top skills** among all other applicants

Training   Leadership   Public Speaking

Team Building   Leadership Development

Customer Service   Management

Microsoft Office   Project Management

Social Media

### Seniority level

53 Senior level applicants

16 Manager level applicants

10 Director level applicants

10 Entry level applicants

### Education

45% have a Bachelor's Degree

34% have a Master's Degree

12% have a Master of Business Administration

9% have other degrees

**Premium Job Search Benefits**

- Know your competition
- Edit your top skills
- Learn about the company

**Ask for the Referral**

- Edit the message to show your qualifications.
- This could increase your chances 11x

# Tools Administrator

Lyft • Nashville, TN, US

Posted 2 weeks ago • 🕐 Be in the first 25 applicants

Save | **Apply**

At Lyft, community is what we are and it's what we do. It's what makes us different. To create the best ride for all, we start in our own community by creating an open, inclusive, and diverse organization where all team members are recognized for what they bring.

The Tools Administrator is responsible for implementing and maintaining the tools and systems used by the Customer Experience and Trust Team. The health and performance of these tools are critical to ensuring the productivity of our employees and third party partners, as well as our ability to respond rapidly to customer needs. This role is highly collaborative and fluid -- communicating with other CET managers, partners to capacity plan, and hit target service levels in a rapidly changing environment.

**Seniority Level**
Mid-Senior level

**Industry**
Computer Software, Internet,
Financial Services

**Employment Type**
Full-time

**Job Functions**
Information Technology

## Responsibilities

- Responsible for identifying, implementing, modifying, troubleshooting and supporting CRM, Text Analytics, tNPS, Telephony, and other tools utilized by the CET team.
- Responsible for debug/troubleshooting, provisioning/deprovisioning, system & licensing audits, IVR change management, and skill based routing and other general administrative tasks
- Debug / troubleshoot issues by collecting data across systems
- Responsible for repairing or escalating service exceptions
- Provide multi-tier support and collaborate with internal customers and IT members
- Create documentation, training materials, and host trainings.
- Expected to participate in a 24/7 on-call rotation that is responsible for repairing or escalating service exceptions

**Scrapped Jobs on LinkedIn**

- Application process is different.
- Takes you to company website to apply.
- Companies pay LI to take the jobs off of their website. Cheaper.

# Project Manager

**Big Machine Label Group** • Nashville, Tennessee

Posted 1 week ago • ⓘ Over 200 applicants

Save | **in Easy Apply**

## Position Overview

Liase between internal and external stakeholders to develop, produce, document, and execute marketing and branding strategy for assigned artist roster. Function as a first point-of-contact for managers and advocate for artists internally to create strategy consistent with artist vision while achieving company objectives and goals.

## Essential Job Functions

- Coordinate the efforts of Big Machine Label Group departments on behalf of assigned projects including: Production, Creative, Publicity, Marketing, and Radio Promotion
- Create and update marketing planner as a robust resource for external and internal teams to track all project-related timelines, assets, and initiatives
- Ensure information is accurately and efficiently communicated to all departments regarding strategy and release plans
- Manage artist schedule for street weeks, media days, etc to best achieve goals of all departments
- Lead artist management meetings and subsequently set priority action items
- Streamline all requests for creation of content, advertising, online tools etc and ensure established brand strategy is executed consistently across all content and assets
- Communicate production deadlines to management teams
- Collaborate with imprint General Managers to collect department budgets and assist with tracking of allocated project dollars
- Travel to key markets to support project campaigns and coordination of street week events
- Serve as center-point source of information, requests, and needs regarding all aspects of artist project

## How you match                                    ?

Criteria provided by job poster

### Skills

- ✔ Management
- ✔ Communication
- ✔ Strategy
- ✔ Marketing
- ✔ Radio
- ⊘ Budgeting
- ⊘ Creative Content Creation
- ⊘ Advertising
- ⊘ Time Management
- ⊘ Publicity

## Contact the job poster

**Rachel Knight Zola** 2nd
Founder & President of The ...

■ PREMIUM

**Send InMail**

## Job Details

### Seniority Level
Associate

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**Dedicated Jobs on LinkedIn**

- Application process is different. "Easier"

This is specifically posted by the recruiter. More expensive.

These are HOT jobs

Always reach out to the recruiter for the position.

**Dedicated Jobs on LinkedIn**

- Edit profile to match job opportunity.

- Always add phone number

- Always upload Presentation Resume in PDF format.

Premium puts your application on top.

# What the Employer See When You "Easy" Apply

1. The Candidates Name
2. The Headline beneath their name
3. Current Job Title
4. Past Employment Job Title
5. Education
6. Recommendations
7. Connections
8. Contact Information

**Important information to consider when applying**

1. 90% of have ZERO RECOMMENDATIONS
2. Craft Headline to Meet Criteria
3. Read Announcement Carefully; update profile
4. Employers don't get the whole picture
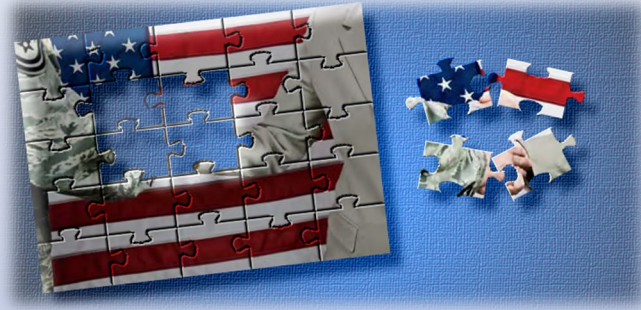5. Make Contact and Reach Out

# Tracking the Insanity

Can be done by 2 words….

# Jibber  Jobber



1. Track up to 250 contacts (free) – notes, email, LI URL, etc
2. Follow important companies
3. Track the job applications; resume used, dates, etc.
4. Create Logs on meetings with notes
5. Upload documents
6. Watch videos

# Looking for a Job can be a full-time Job

1. Maintain a Daily Routine –
   - Wake up at the same time daily; get dressed; work the 'office'

2. Set Daily and Weekly Goals –
   - Realistic – Number or contacts or jobs pursued.
     - Feel accomplished

3. Grow Your Network –
   - Connect with peers, recruiters, managers.
     - Set up informational interviews

4. Track Your Progress –
   - Did I mention Jibber Jobber?

5. Re-Educate Yourself –
   - Look at obtaining education or certifications
   - Read job search articles, attend classes, ask questions