

# Applicant Tracking Systems Tips

---

- Applicant Tracking Systems (ATS) filter applicants to a manageable number for Human Resource Professionals to review.
- Not all employers use ATS to filter applicants.
- Computers look for different keywords than humans.
- Computers do not understand context.
- Computers apply complex mathematical formulas to determine words and phrases representing the content of the job description.
- Generic words and phrases are assigned less weight.
- Change tense and plurality of words to create matches and partial matches within the ATS.
- You will never have a complete match.
- There is no magic list of keywords to exclude or include.
- Print the job description; highlight all requirements to detect potential keywords.
- Tell your story using the employer's words.
- Always design your résumé to be seen by human eyes or it won't make it past round two.
- Tastefully create a keyword bank to add additional weight to your résumé. Don't go overboard.
- Your online application profile is another source of keywords so be thorough.
- Visit any of our Northwest Michigan Works! Centers and ask a Career Advisor to review the job description and your résumé for keywords!



Cadillac • Manistee • Petoskey • Traverse City

800-442-1074

[nwmichworks.org](http://nwmichworks.org)