



# Solution

## Jobscan Résumé Scanning Tool

**Jobscan** is helping hundreds of thousands of job seekers worldwide by giving them the power of large applicant tracking systems before they apply to their dream jobs.

**Job Search Master Class® for Veterans** is proud to offer you the industry-leading technology by Jobscan, a web-based résumé and cover letter scanning tool.

### Special Offer Just for Veterans:

Veteran participants are offered discounted price on Jobscan Premium. Jobscan Premium gives you unlimited résumé, cover letter, and LinkedIn optimization tools. [Click here to register for One Month Free of Premium.](#)

You can use this for one month of concentrated résumé -to-job comparisons then cancel and then you will have chance to renew with a special 10% discount.

NOTE: Remember, every dime you spend on your job search is tax-deductible!

### How to start using Jobscan immediately:

In Module 3, Lesson 3, you will find 3 tutorials:

1. How to read the Résumé Match Report
2. Learn about the Applicant Tracking System (ATS)
3. How to beat the ATS with Jobscan

Jobscan, combined with unique coaching from Job Search Master Class® for Veterans will help you land your next job faster!



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## How Jobscan Works:

Jobscan is a tool that gives job seekers an instant analysis of how well their résumé is tailored for a specific job and how the résumé can be even better optimized for an ATS (Applicant Tracking System).

Just visit [Jobscan](#) and either paste in the text of your résumé or upload a Word or PDF file, then paste the text of the job posting you're interested in.

### CREATE NEW SCAN

Paste the text of your resume in the left box below. Then, paste the text of the job description in the right box. Don't have a resume and job description on hand?

[TRY SAMPLE RESUME AND JOB](#)

STEP 1: PASTE RESUME or [UPLOAD RESUME](#)

STEP 2: PASTE JOB DESCRIPTION

Paste your resume

[Clear resume](#)

Paste the entire job description text - Exclude the 'About company' section

[Clear job description](#)

[SCAN](#)

Make my resume searchable to recruiters ⓘ



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## Jobscan “Match Rate”

The résumé match rate is a score (0% to 100%) based on how well your résumé matches up with the job description you selected. Jobscan recommends aiming for a match rate of 80%.

Your match rate is based on these four priorities:

1. Hard skills
2. Education level (only when an advanced degree is included in the job description)
3. Job title
4. Soft skills

Résumé word count and measurable results are not factored into the match rate.

When you scan your résumé, you may find that there are 15 or more missing skills. Do not feel the need to include every single one of those skills in your résumé. Rather, focus your efforts on hard skills, especially the hard skills that occur frequently, as those are likely to have a bigger impact on your match rate.

Job title is also a factor in your match rate. If you had a similar position in the past, add the new job title next to your old one in the title line or as a bullet point within the job. As long as your roles were essentially the same, this tactic is not deceitful. A bullet point can read “Similar to <new title>”. If you haven’t had similar job titles before, you can include it in the summary statement.

For more specialized tips, fill out your Jobscan profile. When signed in, it is in the drop-down menu at the top right. This allows you to provide Jobscan with information including your industry and where you are in the job search process.

## Jobscan Results and Findings

The longer a job description is, the better Jobscan can parse skills and keywords for analysis.

### Applicant Tracking System (ATS) Findings

The first section of the Résumé Match Report shows tips and findings most important to ATS. This includes an overview of your missing skills and keywords and whether you have a matching job title and degree. Addressing any red X’s in this section will make the biggest contribution to your match rate.



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ATS FINDINGS		APPLICANT TRACKING SYSTEM CHECKS AND TIPS
SKILLS AND KEYWORDS	✘	You are missing <b>1 important high-value skills</b> on your resume. For example, <i>Communications Coordinator</i> appears on the job description 1 times and is not on your resume. You are additionally missing 9 hard and soft skills. View your <a href="#">missing skills below</a> .
JOB TITLE MATCH	✘	The ' <i>Communications Coordinator</i> ' job title provided or found in the job description was not found in your resume. We recommend having the exact job title you're applying to in your resume to ensure you'll be found if a recruiter searches by job title. If you haven't held this position, you could include it as part of your objective. <a href="#">Incorrect job title in the job description?</a>
EDUCATION MATCH	✔	This job requires or prefers a Bachelors degree. A Bachelors degree is found in your resume.
ATS TIP	✘	Adding this job's company name and web address can help us provide you ATS-specific tips. <a href="#">Add Company Name</a>   <a href="#">Add web address for this job</a>

## ATS Tip Feature

Each ATS views and interprets your résumé differently. For example, some ATS recognize plural versions of a keyword as a match while others do not. The ATS Tip feature matches the company name that you are applying to with the ATS that it uses. This feature does not yet match all companies, but coverage will continue to grow over time.

With the ATS Tip feature, you can add the company name and web address for the job, which allows Jobscan to serve up bonus tips for the specific ATS you're applying through.

It's OK if you don't have time to get into the ATS differences but if you'd like to learn more, here's [one great Jobscan resource](#) to check out!





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## Recruiter Findings

Next, Jobscan checks for things that the human beings behind the ATS are looking for. Variants of recruiter checks may appear in this section for different users.

**RECRUITER FINDINGS** [?](#) RECRUITER CHECKS AND TIPS

<b>WORD COUNT</b> <a href="#">?</a>	✓	There are 220 words in your resume, which is under the suggested 750 word count for relevance and ease of reading reasons.
<b>MEASURABLE RESULTS</b> <a href="#">?</a>	!	We only found 2 mentions of measurable results in your resume. Consider adding at least 5 specific achievements or impact you had in your job (e.g. time saved, increase in sales, etc). <a href="#">View Measurable Results (2)</a>
<b>WORDS TO AVOID</b> <a href="#">?</a>	✗	We've found some negative phrases or cliches in your resume: <a href="#">Hide Negative Phrases (1)</a> "... team player ..." - Give examples of collaborative results instead.

## Measurable Results

Measurable results are a crucial part of effective résumés. Anyone can list job duties; recruiters and hiring managers want to see someone's real contributions. Turn your vague bullet points into compelling accomplishments. Quantifiable results are specific statements such as "increased sales by 40 percent in 18 months" or "decreased delivery time by 30 hours per week, resulting in a savings of \$145,000 per month." Most candidates can list what they did, but few list measurable accomplishments.

## Negative Keywords

Hiring managers read résumés day after day, and they are well-versed in all the cliché and overused phrases. Jobscan picks out negative keywords, called "words to avoid" from your résumé, including clichés and other words/phrases that will be red flags to the hiring manager. An example of a negative keyword is "team player." While it's an important skill, it isn't quantifiable and is used in far too many résumés.

## Résumé Word Count

Many ATS algorithms use something called signal-to-noise ratio, which means that pertinent information is compared to irrelevant information. So, using less text may help increase your résumé's relevance.

## Skills and Keywords

The hard and soft skills comparisons do exactly what it sounds like: they compare the skills included in the job description to those mentioned on your résumé. The keyword comparison compares the terms found in the



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job description to the ones used on your résumé. Additionally, most ATS consider frequency a factor. The more often a skill or keyword appears, the more important it is deemed—and that is reflected in the match rate.

Jobscan weighs hard skills more heavily than soft skills and keywords. You'll get the best results by spending most of your effort on working hard skills into your résumé.

## Excluding Skills

Jobscan allows you to remove skills from your report by clicking the gray “X” next to a skill. This is handy when a job description isn’t relevant to your industry. After excluding skills, you can and refresh your scan. This feature helps you customize your résumé optimization experience.

Strategic Thinking ✕

High-Quality ✕

Resolving Issues ✕

## Keyword context

The “Highlighted Skills” section allows you to choose a keyword and see every use of that keyword highlighted throughout your résumé and the job description. Keyword context helps you quickly and efficiently edit your résumé and quickly view how keywords are used.

Click any skill or keyword to see the context in which it’s used in both your résumé and the job description, or click the “Highlighted Skills” tab.

(see the next page for an example)

The screenshot displays a software interface with two main tabs: "SKILLS COMPARISON" and "HIGHLIGHTED SKILLS". Under "SKILLS COMPARISON", there are three buttons: "OPERATIONAL SUPPORT", "AGILE SOFTWARE DEVELOPMENT" (which is selected), and "PRODUCT ROADMAP". Below these buttons, the text "Sample Resume and Job Description" is visible. The interface is split into two columns: "RESUME" and "JOB DESCRIPTION". In the "RESUME" column, a list of bullet points describes professional experience, with the phrase "agile software development" highlighted in blue. In the "JOB DESCRIPTION" column, a block of text describes a role, also with "agile software development" highlighted in blue. A small red "X" icon is visible next to the "RESUME" header.



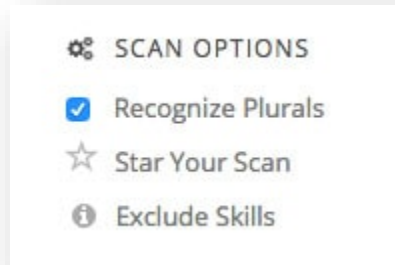


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## Variations and Recognized Plurals

If a job description lists a skill in the plural or other variant form (“monthly audits”) and your résumé lists it in the singular form (“monthly audit”), the two skills will not be seen as a match. That’s because most ATS’s do not consider singular and plural forms as the same word.

Many users requested the ability to have Jobscan’s tool recognize singular and plural forms as the same skill. Jobscan built a switch you can toggle to see how your match rate might change if plural and singular forms of keywords were recognized as the same—but remember, the overwhelming majority of ATS on the market do **not** recognize different forms of a keyword as the same keyword.



Jobscan also shows variations right in the skills listing. When you see the yellow semi-circle icon, click it to see skills and keywords that are close to the word you should be matching. Wordsmith these keyword variations to improve your match rate.

SKILLS COMPARISON		HIGHLIGHTED SKILLS	
SKILL	VARIATIONS ⓘ	RESUME	JOB DESCRIPTION
Marketing ✕	ⓘ	8	12
Graphic Design		2	4
Design	ⓘ	3	4
Social Media		4	2



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## Jobscan Provides Job Recommendations

Most job boards only show you jobs based on your job title, the exact words you search for, and your location. We find that limiting. We believe a more relevant job is based on your entire skillset instead of simply a job title. At the end of the day, a project manager in construction is very different from a project manager in IT.

At the bottom of the Résumé Match Report, the Job Recommendations feature searches Indeed or ZipRecruiter to suggest jobs based on the top skills and keywords found in your résumé and the job description you scanned against.

The screenshot shows a 'JOB RECOMMENDATIONS' section. At the top, it states: 'Matching fulltime jobs based on skills ( Communications Coordinator , Marketing , Social Media , Design ) within 50 miles of 98107 , United States'. Below this are two tabs: 'MATCHING SKILLS FROM RESUME' and 'MATCHING SKILLS FROM JOB DESCRIPTION'. The 'MATCHING SKILLS FROM JOB DESCRIPTION' tab is active. It lists several job recommendations with details such as job title, company, location, and a brief description of the role. The jobs listed include: Digital Marketing Specialist at Victory Digital Marketing, Digital Graphic designer at Seattle Mariners, Influencer, Digital & Social Media Manager at Skinny Dipped Almonds, Visual Designer at Amazon.com, Art Director at Amazon.com, and DIGITAL COMMUNICATIONS COORDINATOR at University of Washington. A 'Next Page ->' button is visible at the bottom right of the recommendations list. At the very bottom of the screenshot, it says 'jobs by indeed'.

## Live Score

Jobscan Premium members have access to the Live Score feature. Live scoring gives you suggestions to improve your match rate as you make updates to your résumé in real time. It also shows the estimated impact of for each hard skill or soft skill on your match rate.







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## Cover Letter Scan

Some ATS use the contents of your cover letter to search and rank applicants. Jobscan Premium users can scan and optimize their cover letters through a similar scan process.

The checks and tips used in the cover letter scanner are different than those used in the résumé scanner and include soft skills, hard skills, and word count. Your cover letter scan can improve your overall match rate by up to 10%. This feature can be found after scanning your résumé by clicking on the “Cover Letter” tab below your match rate. Keep in mind that you can only scan your cover letter after you’ve scanned a résumé.

RESUME	COVER LETTER
WORD COUNT	There are 148 words in your cover letter, which is under the suggested 350 word count.
CONTACT INFORMATION	<ul style="list-style-type: none"><li>✘ We couldn't find an email address in your cover letter. Please make sure you include your email so recruiters can follow up with you.</li><li>✘ We couldn't find a phone number in your cover letter. Please make sure you include it so recruiters can follow up with you.</li></ul>
COMPANY INFORMATION	<ul style="list-style-type: none"><li>✘ We couldn't find a valid physical address. It's recommended you include the company's address in the header of your cover letter.</li><li>✘ We couldn't find the job title <i>'Trainee Electrical Engineer'</i>. It's highly recommended you include the job title in your cover letter.</li><li>✘ We couldn't find <i>'Microsoft'</i> in your cover letter. We highly recommend you include the company name.</li></ul>
MEASURABLE RESULTS	We only found 0 mentions of measurable results in your cover letter. Consider adding at least 3 specific achievements or impact you had in your job (e.g. time saved, increase in sales, etc).
WORDS TO AVOID	The tone of your cover letter is generally positive and no common cliches and buzzwords were found. Good job!

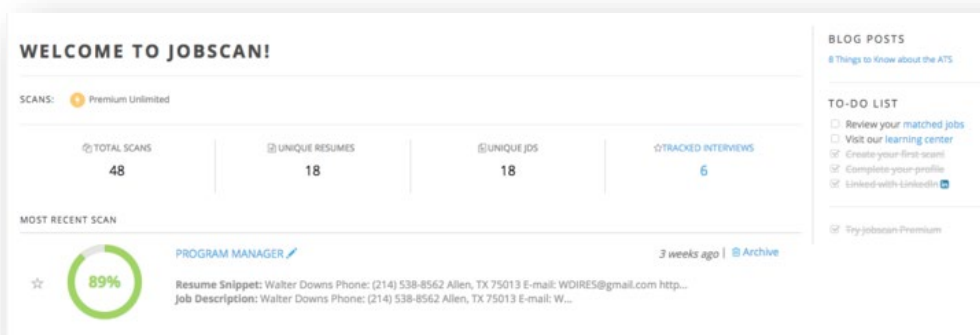


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## The Jobscan Dashboard

When signed in, Jobscan's dashboard feature sits at the top of your home screen. It shows your number of total scans, unique résumés, unique job descriptions, and tracked interviews. It also shows your most recent résumé scan and match rate, as well as your most recent LinkedIn scan and match rate. On the right hand sidebar, you'll find useful blog posts and a to-do list that will help you get the most out of Jobscan.

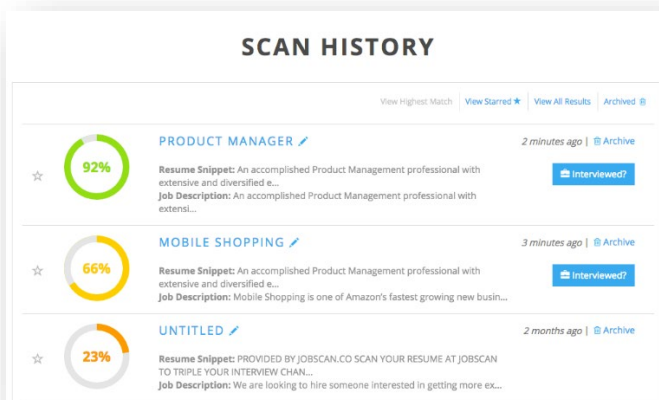
Want to start a new scan? Simply scroll down from your dashboard!



## Scan history

Jobscan's scan history saves previous scans, allows you to star jobs you are most interested in, lets you view previous versions of your résumé, and saves previous job descriptions.

You can even track your interviews in your scan history. Organizing your job search with timestamps will make you more productive.

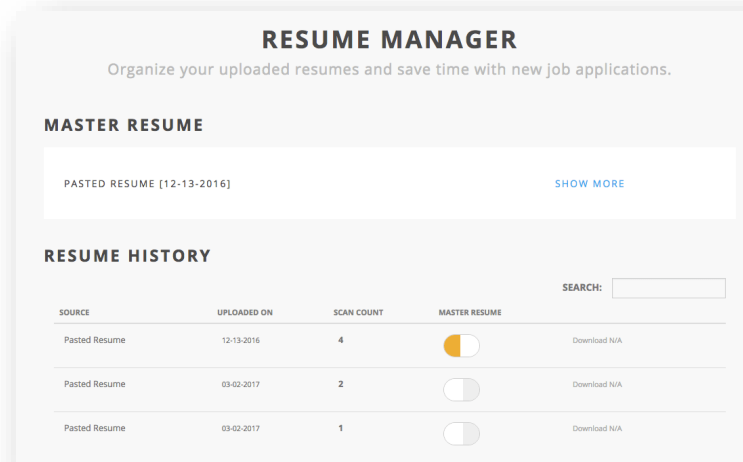




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## Résumé Manager

The résumé manager can be found in the top navigation bar when you're signed in. It saves your most recent 20 unique résumés scanned. The Résumé Manager is a place for you to organize your résumés and indicate a "master résumé" to make your future scans more efficient.

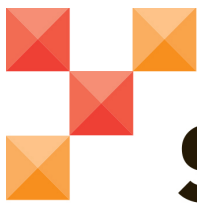


## Master Résumé

In the Résumé Manager, you have the option to designate a "master résumé." Using the toggle button, a recent résumé can be marked as your master or default résumé, which means it can be used for every new scan simply by marking the "use master résumé" box on the scan page. While your master résumé shouldn't be used to apply for jobs, it can be helpful to begin with a résumé that includes all of your experience and qualifications before you begin tailoring it for a specific job.

STEP 1: PASTE OR **UPLOAD** OR  USE MASTER RESUME





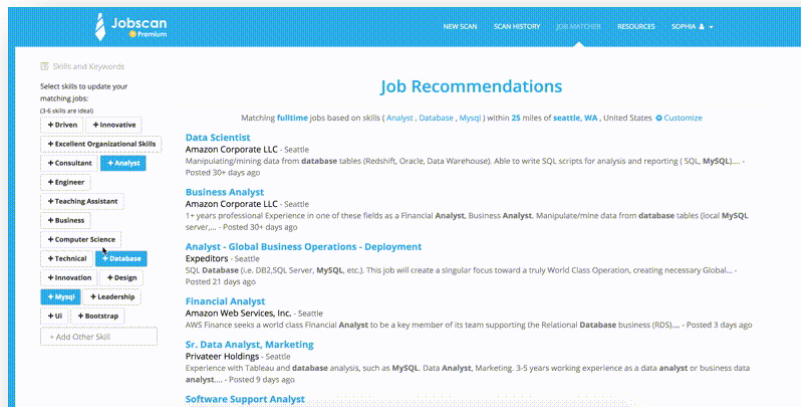
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## Jobscan Job Matcher

Most job boards only show you jobs based on your job title, the exact words you search for, and your location.

Similar to “Job Recommendations” above, Jobscan Job Matcher builds on Indeed and ZipRecruiter to suggest jobs based on the top skills and keywords found in your résumé and the job listings you’ve been scanning against. In Job Matcher, you can also dynamically change job recommendations by simply adding and removing skills from the filter bar on the left (not pictured).

Jobscan Job Matcher is an intelligent job board that matches based on the skillsets of your résumé and job descriptions instead of simple job titles or search queries. The more preferences you provide Jobscan, the more relevant your job recommendations become.



On behalf of Job Search Master Class®, we hope you find this additional technology-based solution incredibly helpful to your overall job search process.

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