

Scannable & Internet-Ready Resumes

Scannable Resumes

A scannable resume is one that may be "read" by a computer and scanned for keywords, usually chosen from the job description. The computer sorts the resumes based on how many keyword matches were found, not on catchy phrases or attractive format. Your scannable resume allows you to communicate with potential employers efficiently, apply for multiple positions, and keep your resume active with the company for longer periods of time through their database.

You may want to contact the employer to find out if they screen resumes with Optical Character Recognition software which requires a scannable resume. Find out if they prefer it sent over e-mail or in hard copy. Keep in mind:

- Change action verbs to nouns- "managed" to "manager" to be more recognizable by the computer
- Use industry jargon
- Include as many keywords as possible (consider having an entire section called "keywords")

Internet-Ready Resumes

An internet-ready resume is a copy of your resume which is prepared for use online. It may be the exact same document as the hard copy except the format is altered for the ability to copy and paste, post online, or e-mail to employers. For text to be internet-ready, save a copy of the document by selecting either "your name.txt" or "your name.rtf" under the "save as" drop box. This removes the text from format, allowing it to be copied and pasted into an e-mail body or an online application.

E-Mailable Resumes

An increasing number of employers request resumes sent by e-mail. Unless you get specific instructions from the employer, there are two options for emailing a resume.

Option 1

Copy and paste the resume into an email message. You can paste the unformatted "text" resume in the body, following the cover letter (which will prevent issues with opening attachments).

- Save the resume document as text (.txt) only or rich text (.rtf)
- Use a fixed-point font such as courier
- Copy and paste the text directly into the body of the e-mail instead of attaching it
- Delete the header information from the second page since it will be one continuous document
- Use the spacebar to align text instead of tabs
- Test it out by sending it to yourself
- Use all CAPS for words that need special emphasis
- Replace bullets with asterisks * or hyphens –

Option 2:

Send the resume as an attached Word document. However, the receiver may not be able to open the attachment.

- Be sure the recipient has the required software to open the attachment
- Consider converting the resume to a PDF file because everyone has access to the free software online
- Put the cover letter in the body of the e-mail with "resume-position title" in the subject line
- Use your name as the file name instead of "resume.pdf"

Text Resumes/Online Applications

Typically big companies and some graduate schools that have online application processes will ask for the resume to be entered into a text box. Be aware that in many cases the resume will be read by the Optical Character Recognition software so adhere to the scannable resume suggestions. The text must be unformatted (.rtf or .txt) in this case to avoid spacing or font that may be problematic for Optical Character

Recognition software to read. The instructions will say something like "enter text resume." You may copy and paste the text from your .rtf or .txt document right into the text box.

To be absolutely certain, simply call and ask. The Human Resources Department is a good place to go for information and might offer some specific formatting instructions.

Text Resume Suggestions

DO:

- Use the "Text Only" conversion when working in MS Word or the "ASCII (DOS) Text File" conversion in Word Perfect
- Use a fixed-point font like 10-point Courier
- Add white space and align text using the space bar rather than tabs
- Delete header information, such as your name and the page number, from the second page of your resume as it will be one continuous document
- Copy and paste your resume directly into the body of the e-mail
- Test your resume by sending it to yourself or a friend before sending it to an employer
- Include a cover letter above the text of the resume

DON'T:

- Use bullets; instead use asterisks (*) or hyphens (-)
- Place more than 60 characters on each line
- Send your resume as an attachment
- Send any more than your resume – check to make sure that any extra information or notes are deleted

HTML Resume

The HTML resume allows you to display your resume as a web page so employers can view it over the internet. By using visual and audio media, this type of resume allows you to show creativity and technical knowledge. You can also add links to important information, such as examples of projects or letters of recommendation. Rather than purchasing the rights to a website which can be expensive, hosts will lease internet space for a fixed amount per month or year. Shop online for a web host that meets your needs.

Employers may prefer more expedient options. Contact the employer to ask if html resumes are an acceptable application process for them. Also, employers may become distracted from your qualifications and skills by a link to another page or by too much information. A high degree of web design knowledge is recommended because it is imperative that the viewer be able to navigate the page with ease.

HTML Resume Do's and Don'ts

DO:

- Choose quiet background colors so that nothing is competing for the reader's attention
- Make sure that when the viewer clicks on your email address, they will be directly transported to their mail center to write you an email message
- Make buttons easy to understand, so the viewer does not have to guess what will lead them where
- Alter the colors of visited links to help viewers keep track of where they have been
- Include a cover letter
- Ask for feedback from friends to ensure that it is user-friendly

DON'T:

- Go overboard with links
- Use a lot of artwork or cartoons that may present an unprofessional image
- Use fonts or styles that are difficult to read