

# TIPS TO APPLY FOR JOBS ONLINE

***Completing an online application and cutting/pasting your résumé can feel like you're sending materials down a black hole of electronic waste! How can you get the attention you deserve?***

- **Follow directions to the letter!** Be careful to enter the correct data in the correct field.
- **Ask for advice** on completing the online application from a company recruiter—if you can find a name/E-mail—or a Central alum who works at the company. Alumni Relations can help with finding alumni.
- **Tailor the objective** on your résumé to state the exact job and brief justification for your candidacy.
- **Use verbiage from job ad** in résumé and letter; use key words, buzz words, industry and company verbiage as possible. Employers search on key words when they're looking for people to fill specific positions.
- **Don't copy and paste a generic "one size fits all" résumé.**
- Make sure your résumé can hold its own in a **very simple format**. Fancy bullets, text, italics, and bold do not convert well in an electronic application.
- **Include numbers and statistics** if you've got them, particularly in bullets on your résumé. (Example: Counted five cash drawers daily; responsible for more than \$10,000 per 8-hour shift; supervised 5-member work crew; led language labs for 5 students twice a week)
- In most cases, cut and paste a **cover letter** as well. A strong, well-written cover letter, tailored to the job, will set you apart. Use quotes from references, with permission, in your cover letter.
- Create a **skills inventory section** even if not asked for. This could be placed in a comments section.
- Another use for comment section: Use it to demonstrate that you've done research on the company and industry. **Comment about something you noticed on the company Web site.**
- **Complete all fields**—even those not required.
- If the company offers an **optional assessment test** online, take it.
- If possible, **spell check and grammar check** your application before submitting it. Send an error-free application.
- Follow up your electronic application with a **personal E-mail to the recruiter**. A follow-up phone call is acceptable unless the ad states, "No phone calls."

Employers say that using the company's own online application system is the fastest way to get your résumé into the right hands. Your focus must be on making your application **unique and directly related to the skills and experience being sought.**