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**OptimalResume Gives an Edge Over Applicant Tracking Systems**

Just as online job search technology has made it easier for job seekers to identify jobs, employers use technology to help them search for qualified applicants. Being aware of advances in recruiting technology and knowing how these systems work is very important in crafting a resume, and OptimalResume is primed to help job seekers working with Applicant Tracking Systems.

**What is an Applicant Tracking System (ATS)?**

It is estimated that over 50% of companies use applicant tracking systems. The ATS helps the employer sort, organize, and store records of applicants, with the objective of reducing the time and cost of identifying suitable candidates and increasing efficiency. By using a variety of filters and screeners, these programs analyze the resume, identify keywords, and automatically categorize the resume as a good or bad match for the open position. In many cases, only the resumes which have been labeled by the ATS as suitable candidates will be read by human recruiters. Creating a resume which can make it past the filters of an ATS program is becoming an important goal in resume writing.

**How Does OptimalResume Help With Applicant Tracking Systems?**

Many resumes completed in OptimalResume will face an ATS at some point. OptimalResume understands this, and over the past 10 years has continued to develop its signature online resume builder to work with industry trends and changes. The OptimalResume builder is loaded with resources and settings selected for their compatibility with ATS programs. Some of these features include:

1. **Sample Resume Gallery** – OptimalResume offers hundreds of full-page sample resumes, spanning hundreds of different occupations and job categories. 100% of these sample resumes have been evaluated by recruitment professionals and deemed ATS-compliant.
2. **Resume Style Settings** – The design of a resume is a common trigger with ATS programs. Some ATS software may not recognize certain fonts, line dividers, or layouts, and will reject otherwise well-written resumes on these grounds. OptimalResume’s Styling Pallette offers a wealth of style settings, all of which are universally accepted by ATS applications.
3. **Occupational Information** – ATS programs seek out relevant keywords in resumes to gauge an applicant’s interest in their position. OptimalResume has partnered with O\*Net to provide information on hundreds of occupations, including important skills and knowledge used in such fields. With this information, users are able to blend keywords into their resume to demonstrate more relevance to a job opening and improve their chances of making it past the screening process.

**How to Get Started With OptimalResume?**

OptimalResume is available free of charge to members of [Institution Name]. To get started with a new account, visit [Website URL] and [Enter any additional instructions for users to register]. In addition to the OptimalResume builder, users will have access to additional career-readiness products, including OptimalLetter, OptimalEfolio, OptimalAssessment, OptimalInterview, and OptimalVideoResume.