



Keyword and Phrase Identification

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This document is an addendum to the Blog: Applicant Tracking Systems (ATS): Keywords, published on April 14, 2018.

Reading that blog post first will give you context for the information here.

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Since the Applicant Tracking Systems include key phrases as well as keywords, the details in the job posting become important.

Managing Text Strings:

As indicated in the blog, a text string is a combination of letters, numbers, spaces, and punctuation. A text string may include an entire phrase. To be counted by the ATS, the entire string has to be found exactly as it appears on the posting.

EXAMPLE:

Let's suppose that the Applicant Tracking System is looking for:

"Bachelor's Degree in Science"

The ATS is has to find every part of that text string in the order presented. That includes the capital letters, the apostrophe and the spaces.

None of these variations will count:

"Bachelor Degree: Science"

"Bachelor's Degree: Science"

"Bachelor's Degree"

"Bachelor of Science"

"Bachelor of Science: Nursing"

Review: Every part of that phrase on the job posting has to be found on your document. Each component has to be in exactly the same order. It isn't enough to have all the pieces.

Acronyms:

Many jobs use acronyms for a variety of different reasons. These could apply to organizations, certifications, industry jargon, and so forth.

When entering this information on an application, indicate both the spelled-out acronym and the acronym itself in parenthesis.





EXAMPLE:

Project Management Professional (PMP)
Master of Business Administration (MBA)
Nurse Practitioner (APRN)

Special places to find Keywords and Phrases

Every job posting comes with information about the company as well as some technical information that is a help to the hiring professional. Here is a list that I suggest you include in your application:

- The Job ID:
This may have a variety of different names, such as, Requisition No.
- Start date: formatted exactly as it is on the posting
- Location, especially if there are multiple locations listed on the posting.
- Company info
- Technical info
- The job description
- Requirements as listed.

NOTE: Sometimes jobs postings will include “preferred” requirements. These key words are especially important to qualify the candidate to the Applicant Tracking System (ATS).

