



Beat the Bots: Creating ATS-Friendly Applications

Would you like to be able to get past the digital gatekeepers? Many qualified candidates never reach human recruiters. Let's optimize your resume/job application to beat the bots whilst showcasing your authentic skills.



by **Gwyneth Letherbarrow**

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The Applicant Tracking System Challenge

The Invisible Barrier

Most applications never reach human eyes. ATS software filters out job applications that don't match pre-set criteria.

The Human Touch

The key is optimizing for algorithms whilst maintaining your authentic voice. Balance is essential.



Best Practices



Use Standard Headings

Stick with Experience, Education, Skills, and Certifications.



Clean Formatting Only

Avoid text boxes, tables, graphics, or columns.



Proper File Format

Save as .docx or PDF (only when specifically accepted).



Keyword Matching

Mirror key terms from the job description throughout your application.



Common Mistakes

Fancy Formatting

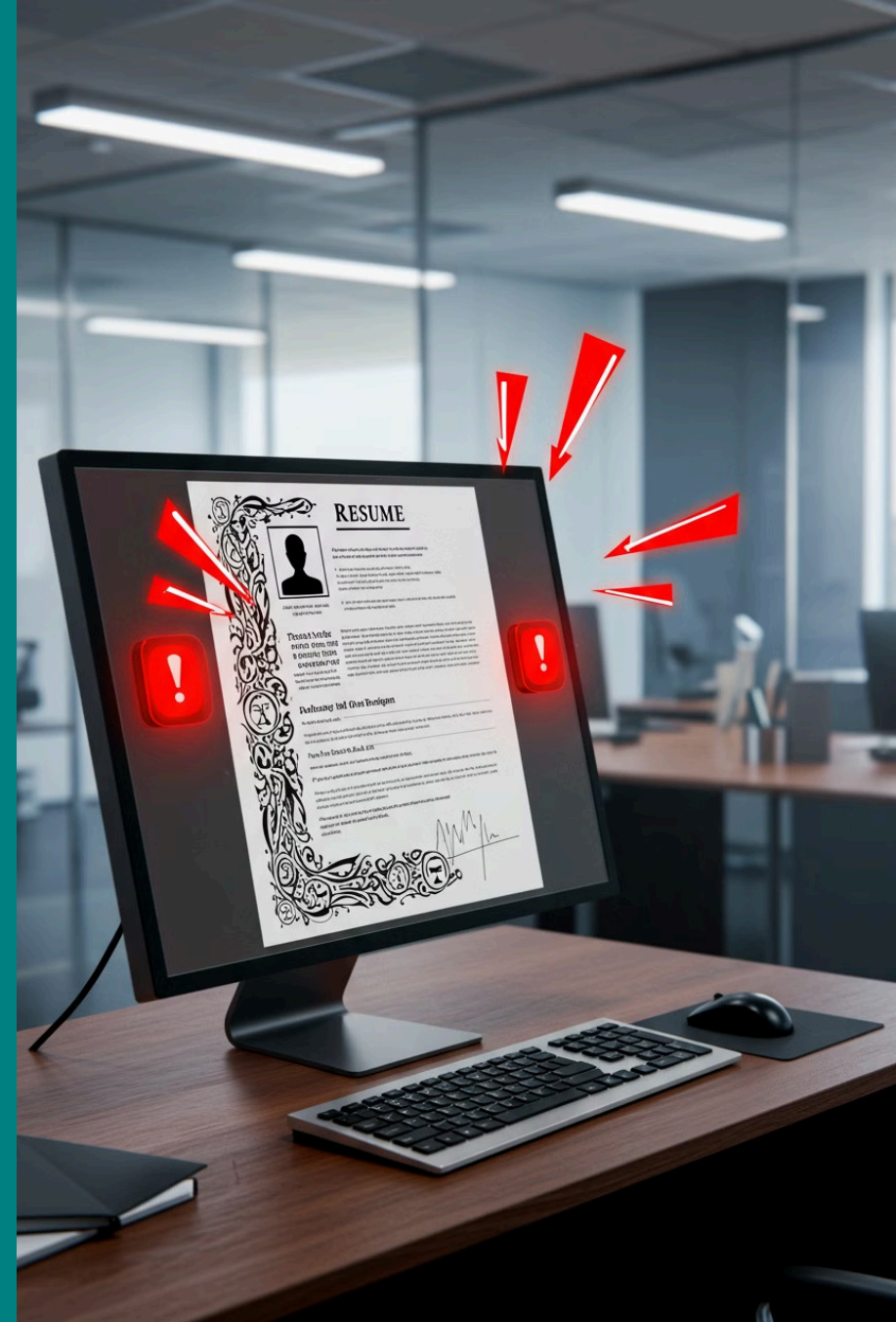
Avoid decorative fonts, colours, photographs (unless specifically requested), and infographics. They confuse ATS systems.

Irrelevant Experience

Don't pad your application with unrelated jobs. Quality will always matter more than quantity.

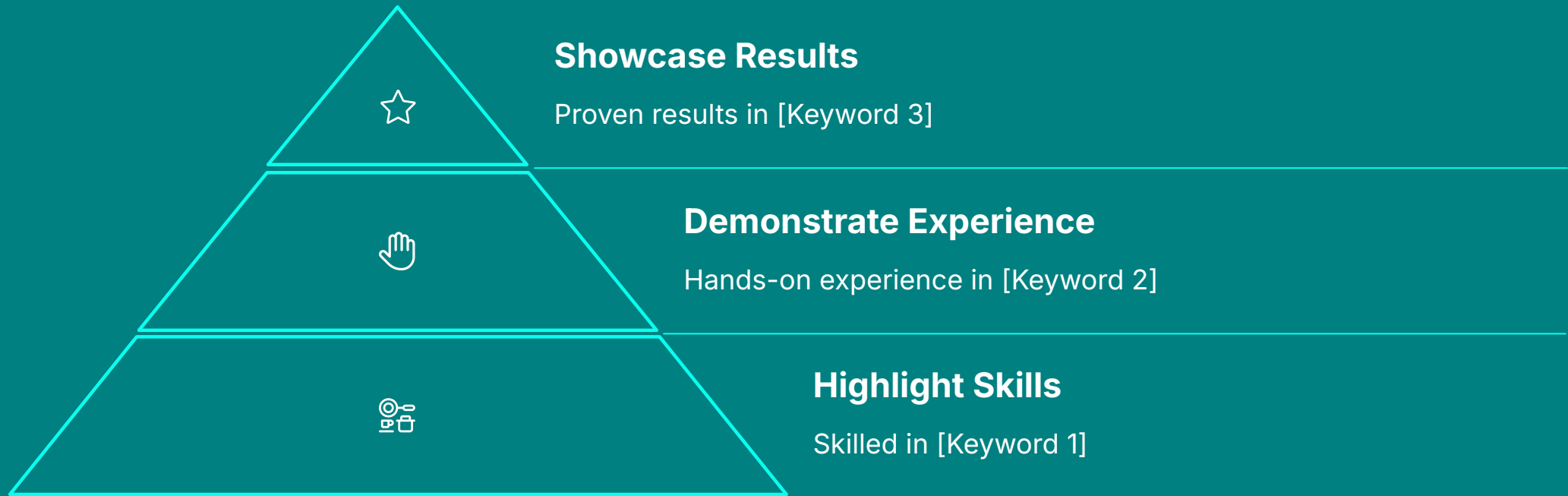
Poor File Naming

Use professional, simple file names.
"FirstName_LastName_CV.docx" works perfectly.





Keyword Integration Formula



This formula naturally incorporates job-specific keywords without sounding forced or artificial. It shows both competence and relevance.



About Gwyneth



Award-Winning Coach & People Strategist

Gwyneth has helped thousands enhance their professional presence and unlock growth opportunities. With 20+ years in international organizations across Europe and the Balkans, she brings first-hand insight into cross-cultural collaboration



Emotional Intelligence

With a solid foundation in management, marketing, and HR, Gwyneth values emotional intelligence in fostering strong working relationships and building successful careers. She successfully integrates AI for tailored solutions to complex workplace challenges, balancing new technologies and human involvement.



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