CareerCraft AI - ATS Optimization Guide

1. Introduction to ATS Optimization

Applicant Tracking Systems (ATS) are used by companies to filter resumes before they reach hiring managers. CareerCraft AI ensures that user resumes are ATS-friendly, increasing their chances of getting shortlisted.

2. Understanding ATS Functionality

ATS scans resumes for:

- **Keywords** relevant to the job description
- **Formatting** (avoiding images, tables, and complex layouts)
- **Structured Sections** (clear headings, bullet points, and easy readability)
- **Consistency** in font styles and sizes

3. How CareerCraft AI Optimizes for ATS

AI-Powered Keyword Matching

- Scans job descriptions and suggests missing **keywords**
- Highlights critical skills required for specific roles
- Ensures keyword density is optimal for ATS parsing

Formatting & Structure Improvement

- Ensures **text-based** content (avoiding text inside images)
- Uses **clear headings** and standard resume sections
- Converts PDFs and Word docs into **ATS-readable formats**

Section Customization for ATS

- Auto-generates ATS-friendly sections such as:
  - Work Experience
  - Skills
  - Education

- o   Certifications
- o   Achievements
- o   Projects

4. ATS Score & Recommendations

CareerCraft AI assigns an **ATS Score** based on:

- Keyword relevance
- Formatting correctness
- Section completeness
- Readability & grammar

Users receive actionable **recommendations** to improve their resumes, including:

- Adding industry-specific **power verbs**
- Using precise **job titles** recognized by ATS
- Avoiding **excessive styling** that may confuse ATS

5. FAQs & Customer Queries

Q1: Why is my resume getting rejected by ATS?

A: Your resume may lack relevant **keywords**, use an improper **format**, or contain **graphics** that ATS cannot read.

Q2: How does CareerCraft AI help improve my ATS score?

A: It scans the job description, suggests missing keywords, and ensures your resume follows ATS-friendly formatting.

Q3: Can I use tables and columns in my resume?

A: No, most ATS systems struggle with multi-column layouts and tables. Use simple bullet points instead.

Q4: What file format is best for ATS submission?

A: PDF and Word (.docx) are recommended, but plain text is the safest option for strict ATS software.

Q5: How do I test if my resume is ATS-friendly?

A: CareerCraft AI provides an **ATS Resume Scan** tool, showing an ATS compatibility score and improvement tips.

6. Customer Support & Troubleshooting

For assistance, users can contact:

- **Email Support:** support@careercraft.ai
- **Live Chat:** Available on the website for Pro and Premium users
- **Help Center:** CareerCraft AI Support

This guide ensures users understand ATS optimization and leverage CareerCraft AI effectively to create ATS-compliant resumes.