

# CareerCraft AI - ATS Optimization & Resume Parsing

## 1. Introduction

CareerCraft AI ensures that resumes created on its platform are optimized for Applicant Tracking Systems (ATS), improving job application success rates. This document explains ATS compatibility, resume parsing, keyword optimization, and common user concerns.

## 2. Understanding ATS

### What is an ATS?

An Applicant Tracking System (ATS) is software used by recruiters to filter resumes based on keywords, format, and structure. CareerCraft AI ensures that resumes follow ATS-friendly guidelines.

### Why is ATS Optimization Important?

- Over 75% of resumes are rejected due to improper formatting.
- ATS scans for specific keywords, rejecting those that don't match the job description.
- CareerCraft AI ensures a higher match rate by optimizing resumes accordingly.

## 3. Key ATS Optimization Features

### AI-Powered Keyword Matching

- Extracts relevant keywords from job descriptions.
- Suggests additional skills and industry-specific terms.

### Proper Formatting for ATS

- Avoids tables, columns, and graphics that ATS systems can't parse.
- Uses standard fonts and simple layouts.

## **Real-Time ATS Scoring**

- Assigns a score indicating how well a resume will perform in an ATS.
- Provides actionable suggestions to improve the score.

## **Section Customization**

- Ensures headers are ATS-recognized (e.g., "Work Experience" instead of "Professional Journey").
- Highlights measurable achievements rather than generic descriptions.

## **4. Common User Concerns & Solutions**

### **"Why is my resume being rejected by ATS?"**

- Likely due to missing keywords or incorrect formatting.
- CareerCraft AI suggests improvements based on job postings.

### **"How can I check if my resume is ATS-friendly?"**

- Use CareerCraft AI's built-in ATS scanner to get a compatibility score.
- Adjust content based on real-time feedback.

### **"Should I use graphics or images in my resume?"**

- No, as most ATS software cannot parse non-text elements.

### **"Can CareerCraft AI rewrite my resume for better ATS performance?"**

- Yes, it suggests modifications that align with industry best practices.

## **5. Best Practices for ATS Optimization**

- Use industry-specific keywords.
- Keep formatting clean and simple.
- Tailor each resume to the job description.

## 6. Conclusion

CareerCraft AI provides comprehensive ATS optimization, ensuring higher job application success rates. Users can leverage real-time feedback, keyword matching, and structured formatting to create ATS-friendly resumes effortlessly.

For more support, visit [CareerCraft AI Help Center](#).