



ATS FRIENDLY CVs

MAKE SURE YOUR CV GETS SEEN BY HUMANS, NOT FILTERED OUT BY SOFTWARE.

Many employers use Applicant Tracking Systems (ATS) to screen CVs before a human ever sees them. An ATS-friendly CV increases your chances of getting shortlisted. ❤️



ATS CHECKLIST

- ☒ Use a clear, simple format
- ☒ Use standard section headings
- ☒ Include relevant keywords
- ☒ Avoid images, icons
- ☒ Save as .docx or PDF
- ☒ Proofread carefully

HOW ATS WORKS



1. CV IS UPLOADED

You submit your CV through an online application system.



2. ATS SCANS YOUR CV

The ATS scans for keywords, skills, job titles and format to check relevance.



3. SCORED & RANKED

Your CV is scored based on how well it matches the job requirements.



4. SHORTLISTED

Top scoring CVs are passed to the recruiter for review.



5. HUMAN REVIEW

A recruiter reviews your CV and decides whether to invite you for an interview.



DO'S – WHAT TO DO

- ☒ **USE A SIMPLE, CLEAN FORMAT**
Use clear headings and a simple layout with no complex tables or columns.
- ☒ **USE STANDARD HEADINGS**
Use common headings like: Personal Profile, Work Experience, Education, Skills, Achievements, References.
- ☒ **INCLUDE RELEVANT KEYWORDS**
Use keywords from the job description. Include skills, qualifications and job titles that match the role.
- ☒ **KEEP IT CONCISE & RELEVANT**
Aim for 1-2 pages. Focus on your most relevant experience and skills.
- ☒ **USE BULLET POINTS**
Bullet points are easier for ATS to read and understand.
- ☒ **SAVE IN THE RIGHT FORMAT**
Save your CV as .docx (Word) or PDF unless the job advert specifically asks for something else.
- ☒ **CHECK YOUR SPELLING & GRAMMAR**
Errors can affect your chances. Always proofread carefully.



DON'TS – WHAT TO AVOID

- ☒ **DON'T USE IMAGES OR ICONS**
ATS can't read images, logos or icons. They may cause your CV to be misread.
- ☒ **DON'T USE TABLES, TEXT BOXES OR COLUMNS**
These can confuse the ATS and cause information to be missed.
- ☒ **DON'T USE FANCY FONTS OR FORMATTING**
Stick to standard fonts like Arial, Calibri or Times New Roman.
- ☒ **DON'T USE HEADERS & FOOTERS**
ATS may not read information in headers or footers.
- ☒ **DON'T INCLUDE IRRELEVANT INFORMATION**
Remove personal details like age, date of birth, photos, etc.
- ☒ **DON'T COPY & PASTE FROM WEBSITES**
Use standard text. Special formatting may not transfer correctly.
- ☒ **DON'T LIE OR EXAGGERATE**
Be honest. Employers will check everything you claim.

EXAMPLE OF AN ATS FRIENDLY CV FORMAT



PERSONAL PROFILE

A brief summary of who you are, your key skills and what you offer.



WORK EXPERIENCE

List your work history in reverse chronological order. Include job title, company, dates and key achievements.



EDUCATION

List your qualifications in reverse chronological order. Include grades if relevant.



SKILLS

List relevant skills that match the job description.



ACHIEVEMENTS

Highlight key achievements that show your impact and value.



REFERENCES

Available on request (you don't need to include referee details on your CV).



QUICK TIPS TO GET NOTICED

- ☒ Match your CV to the job description.
- ☒ Highlight your most relevant experience at the top.
- ☒ Use strong action verbs (managed, created, improved, led).
- ☒ Quantify your achievements (e.g. increased sales by 20%).
- ☒ Update your CV regularly.



TIP: An ATS-friendly CV opens the door. A great CV gets you the interview.



DOWNLOAD THIS GUIDE

Use this guide to create an ATS-friendly CV that gets you noticed and shortlisted.



REMEMBER



Your CV is your first impression. Make it easy for both the ATS and the recruiter to see your value and potential.

GET NOTICED. GET SHORTLISTED. GET HIRED.



TOP TIP

Always check the job advert for any specific instructions on how to apply and the file format they prefer.

