



AVOID GRAMMATICAL ERRORS AND MISSPELLINGS

Grammar mistakes are the job applicant's equivalent of dirty fingernails on your first date. It makes you look sloppy and little interested. Most mistakes occur because copying and pasting content from other applications.



ADOPT A PROFESSIONAL TONE

The old adage 'It's not what you say, it's how you say it' is also true for your CV. The way you express yourself tells a lot about who you are. Be aware that your CV is not just one piece of paper anymore, but includes your complete online presence. [Find out more here.](#)



USE INDUSTRY-SPECIFIC TERMINOLOGY

Almost 40% of candidates don't think it's important to use specific terminology, but it is indeed perceived as a sign of professionalism. Although it shouldn't be confused with typical business jargon, which conceals more than it reveals.



KEEPING THE CV UNDER 2 PAGES

Almost 1 out of 4 candidates think it doesn't make any difference. But remember, a hiring manager needs to be convinced by your CV in a matter of seconds. That's why it's important to bring the message you want to bring across back to the absolute essence.



MENTION THE SPECIFIC UNIVERSITY OR SCHOOL YOU WENT TO

Almost 1 out of 3 candidates think it doesn't make any difference. On the contrary, it proves that you have necessary knowledge for your field of expertise. Be as specific as possible about your educational background and make sure to include: Name of the university, city and country; field of study and focus; title of the final degree and your thesis; final grade.



USE KEYWORDS FROM THE JOB DESCRIPTION

Both recruiters and hiring managers will first skim your CV for keywords that match job description. That's why it's important to make a list of the skills and experience that have the strongest match, and use them throughout your CV.



INCLUDE SPECIFIC DETAILS OF ACHIEVEMENTS IN PREVIOUS ROLES

Very few people quantify their achievements in their CV. However, it's much stronger if a CV of, for example, a sales manager, mentions that she or he increased sales with 20%.



HAVING SPENT MORE THAN 2 YEARS WITH A COMPANY

Almost 1 out of 3 candidates think that having worked more than two years with a company doesn't make any difference. However, loyalty is still highly appreciated by employers. **85% of recruiters agree this will make your CV stronger.**



HAVING WORKED FOR A WELL-KNOWN BRAND

It will give you the benefit of brand association. Just the mere fact that you have Google, Nike, Facebook or another well-known brand on your CV, will create an impression of being a top candidate with valuable knowledge and experience. **93% of recruiters agree this will make your CV stronger.**