

Identifying Your Keywords - Your Unique Branding Worksheet

Look Great Online

Get Hired!

Get That Job!

If search engine optimization is not your expertise, here is a mini lesson. LinkedIn's search functionality makes it easy to find people by their name, skills and any other words that appear in their profile — which is why these words should be chosen with thought.

First, make a list of terms associated with your skills and experience. Ask yourself, "What words would someone search for to find me?" If strapped for terms, seek inspiration from a job posting you are interested in.

Take 5 minutes and just write down everything you can think of.

Your Job Title, your target job title, success stories, awards, education, value you bring to an employer... just let it flow.

Brainstorm (fill 1-2 pages)

Next, take those terms and rework them from the perspective of a searching recruiter. For example, you may have the term "digital strategy" in your LinkedIn profile; however, a recruiter would be more likely to search for the term "digital strategist." Synonyms are also important; you never know if recruiters will search for "digital," "online" or "Internet," so include them all. Lastly, you want to organically incorporate these key terms into your profile to attract both the search engine and human reader alike.

