



KEYWORDS

THE KEY TO BEING FOUND ON LINKEDIN

The key to winning the “being found” part of the LinkedIn game is having the right keywords in your profile. This worksheet is designed to help jumpstart your thought process as you begin to beef up your profile with keywords. Be sure your most important keywords are used numerous times. For me, some of those words would be “LinkedIn speaker” and “LinkedIn trainer.” As a reminder, the places you can include them are:

- Headline (extra weighting in search algorithm)
- Summary
- Specialties
- Experience: Job titles (extra weighting in search algorithm)
- Experience: Description of jobs
- Recommendations
- Skills (extra weighting in search algorithm)

Be sure to think of different words people may use to describe the same thing, like attorney & lawyer, legal & law, editor & proofreader, teacher & instructor.

Titles you hold or have held

_____ / _____ / _____ / _____

Types of products or services you sell

_____ / _____ / _____ / _____

Brand names of the products you sell

_____ / _____ / _____ / _____

Brand names of the services you sell

_____ / _____ / _____ / _____

Job responsibilities you have had

_____ / _____ / _____ / _____

Specialty certifications or degrees you have received

_____ / _____ / _____ / _____

Names of software you know how to use

_____ / _____ / _____ / _____

Regions of the world you specialize in serving

_____ / _____ / _____ / _____

Titles of books, articles or other things you have written

_____ / _____ / _____ / _____

Your present and past employers (including any corporate name changes)

_____ / _____ / _____ / _____

Clubs, associations and groups you have belonged to

_____ / _____ / _____ / _____

Hobbies/activities you want your business connections to know about

_____ / _____ / _____ / _____

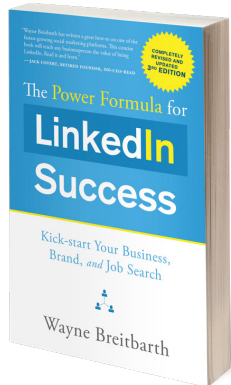
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