The Missing Manual for LinkedIn Success

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The Missing Manual for LinkedIn SUCCESS!

Keyword Research Worksheet

Potential Keywords

Brainstorm

In order to come up with your keyword list, just imagine that you're an HR recruiter looking for someone to fill an open position. What words would you type into Google to find someone to fill that opening? For example, if you're an HR recruiter looking for a museum curator, you may search for the following words: *preservation professional, collection management, exhibition development,* or even *history enthusiast*.

Grab 3 x 3 Sample Job Descriptions

Visit three of your favorite job boards, like SimplyHired, Indeed or Monster. The location doesn't matter, so just enter the job title you are aiming for. Copy three different job descriptions from three different job boards and copy them all into a word cloud generator

Word Clouds

Word clouds show you visually which words in a body of text are used more frequently. This is handy when you want to quickly assess the most commonly used words in a body of text, for example a job posting. So now, paste those nine job descriptions here: tagcrowd.com. Add some of these words to your list of keywords on the right.

Get Official Descriptions

The US Government publishes official job descriptions on a website called O*Net: onetonline.org. Here, you'll find many different ways organizations have described what you do. Enter your job description at the top. Then drill in to the different jobs and related industries. Start collecting the variations on how people describe what you do.

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