

## 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
- Experience: Job titles (extra weighting in search algorithm)
- Experience: Description of jobs
- Recommendations
- Skills (extra weighting in search algorithm)
- Education
- Volunteer Experience
- Accomplishments

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 certificatio	ns or degrees you have	e received		
	/	/	/	
	you know how to use			
	/	/	/	
Regions of the world	d you specialize in servi	ng		
	/	/		
Titles of books, artic	les or other things you	have written		
	/	/	/	
Your present and pa	ast employers (includin	g any corporate name chan	ges)	
	/	/	/	
Clubs, associations a	and groups you have bo	elonged to		
	/	/		
Hobbies/activities y	ou want your business	connections to know about		
	/	/		
Specialty courses yo	ou have taken or taught	5		
	/	/		
Nonprofit organizati	ons you are involved wi	th or have been involved wit	h	
	/	/	/	

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## Connect with me online!

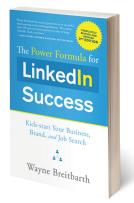






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