



**JOB / CAREER KEYWORD WORKSHEET**

JM Internet Group - <https://www.jm-seo.org/> - info@jm-seo.org - Tel. 800-298-4065

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**INTRODUCTION.** It’s time for a “deep dive” into relevant **keywords** for your job search or career efforts. Your **Personal Branding Statement** should already have the most important ones, already. But, this is a good time to revisit those to see if you’ve missed any. You also want to identify *industry trends* or new topics that, while not necessarily a job skill, may be important for your efforts at content production such as producing blog posts.

**TOOLS USED.** How relevant is each tool to discovering important keywords?

**Job Sites such as Careerbuilder or Monster.com:**

<- not very relevant | not relevant | neutral | relevant | very relevant >

**Autocomplete Engines like Indeed.com / Careerbuilder:**

<- not very relevant | not relevant | neutral | relevant | very relevant >

**LinkedIn Search Suggestions or Other LinkedIn Profiles:**

<- not very relevant | not relevant | neutral | relevant | very relevant >

**Google’s Autocomplete:**

<- not very relevant | not relevant | neutral | relevant | very relevant >

**KEYWORDS BY GROUP / JOB TYPE.** Using the tools above, begin to brainstorm ALL possible relevant keywords that might describe different job types and especially those words that “connect” what is desired by industry hiring managers and the skills you have or are nurturing:

**Group #1:** \_\_\_\_\_

Keywords: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Group #2:** \_\_\_\_\_  
Keywords: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Group #3:** \_\_\_\_\_  
Keywords: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Group #4:** \_\_\_\_\_  
Keywords: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Group #5:** \_\_\_\_\_  
Keywords: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A person seeking a photography job, for example, might have groups for different industries such as “weddings,” “corporate shoots,” or “headshots” as well as a groups for job types such as “photographer” vs. a group for “videographer.” Not everyone will have all five groups; some will just have one.

**TRENDING KEYWORDS.** Some industries have “trending skills” that are matched by “trending keywords.” Does your industry have any? An example would be “app development” in Silicon Valley today, or “international tax” in the CPA / accounting industry due to globalization.

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