

INTRODUCTION. Your online personal reputation – good vs. bad, skilled vs. unskilled, positive personality vs. complainer, classy vs. trashy – is incredibly important to successful career-building. On at least a monthly basis, you want to monitor your online reputation. This is NOT about being findable vs. your keywords, but rather about “what people see” if they research you by name.

SEARCH KEYWORDS. Assume a boss already knows you, or a hiring manager already knows your name plus some identifying keywords such as where you live, where you went to school, or some key skills that you possess. List your name PLUS these keywords to identify the types of Google, Facebook, LinkedIn searches that they might do:

Your name: _____

Is it “highly unique” or “very common”?

If “highly unique,” –

Yes No Why or why not: _____

Identifying keywords. Especially if your name is more common, the searcher may have to append additional helper keywords (e.g., Jason McDonald San Francisco or Jason McDonald SEO). List these:

Keyword Phrase #1: _____

Keyword Phrase #2: _____

Keyword Phrase #3: _____

Keyword Phrase #4: _____

REPUTATION MONITORING. Next, bookmark the appropriate Google searches, or use tools like Google Alerts, or Buzzsumo to monitor your reputation.

Google Searches, Bookmarked:

Yes No Why or why not: _____

Google Alerts Set Up:

Yes No Why or why not: _____

Buzzsumo Monitoring Set Up:

Yes No Why or why not: _____

Twitter Mentions in Hootsuite:

Yes No Why or why not: _____

SocialMention.com:

Yes No Why or why not: _____

The goal, on a monthly basis, is to monitor your name PLUS identifying keywords and see what is being said about you online, or what is discoverable about you online.

You plan to monitor your personal online brand image / reputation:

Weekly Monthly Quarterly Other

Other thoughts about monitoring your online reputation (e.g., negative information that was once visible on Google but is no longer visible):
